

Paris 4-5 February



2008

Exhibit at and sponsor iLearning Forum Paris 2008 – the International, European and Francophone event for individual and organisational learning technologies



iLearning Forum is the main learning technologies event in Paris, enabling exhibitors to meet decision makers from industry and public services, training and education, recruitment and human resources management and development, looking for learning solutions fit for purpose for the 21st century.

Connect with the right audience to grow your business, increase product awareness, and align your brand with the eLearning community.

All exhibitors will receive 1 free entry to the Conference (stands from 9m2) and will have their profile in the event guide. All tariffs include electricity and wireless internet connections. Telephone connections, dedicated internet access and additional furniture packages may be ordered directly from the venue.

Maximize your presence even more by becoming an iLearning Forum 2008 sponsor. We offer Platinum, Gold, Silver and Bronze package as well as event branding opportunities. Sponsorship benefits include an exhibition booth, multiple full conference delegate passes, and complete integration with the iLearning Forum 2008 marketing communications and public relations outreach.

We expect over 4000 visitors for 2008 – international professionals from the worlds of education, training, knowledge management and human resource development. Paris is the premier conference city in Europe and the top visitor destination in the world. Put the dates in your diary now!

For all information relating to sponsoring and exhibiting

Sally-Ann Moore, Event Director:

email: sally.moore@ilearningforum.eu

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Exhibition Catalogue Adverts

5,000 copies of exhibition catalogue will be distributed to visitors and conference participants. Use this opportunity to increase your visibility during and after the event. Every publicity in the catalogue will be matched by a publicity on the conference website.

Adverts

	Price	Size	Word Count	Comments
Cover	1 200 €	99 mm x 210 mm	600 , including contact details	Front, back and inside cover
Full page	800 €	99 mm x 210 mm	300 , including contact details	Incl. in Platinum sponsorship
1/2 page	500 €	99 mm x 105	150 , including contact details	Incl. in Gold sponsorship
1/4 page	400 €	49,5 mm x 105	75 , including contact details	Incl. in Bronze and Silver sponsorship

Exhibition directory options

Every exhibitor is entitled to 1 entry in the exhibition directory. The entry includes:

- Logo
- 200 words
- Name of the organisation and stand location
- Name of a contact
- Address
- email, telephone and website

Art work specifications

The file format should be either: Quark Xpress files (with fonts and pics included), or a hi-resolution EPS (300 dpi), either Adobe Photoshop or Adobe Illustrator file. All files should be Mac compatible. They can be supplied to our Design company, SCS, either on disc, or via email (size limitation) with a good quality colour proof or PDF.

Deadline for inclusion in the catalogue: 15 DECEMBER 2007

If you have any technical questions regarding spec, then please contact Gail at SCS Marketing.

Contact

SCS Marketing Ltd

4 The Waterfront
Sovereign Harbour
Eastbourne
BN23 5UZ

tel:+44 (0)1323 471050
email: gail@scsmarketing.co.uk
ISDN: +44 (0) 1323 471130

Sponsorship Options

Maximize your presence by becoming an iLearning Forum 2008 sponsor. iLearning Forum 2008 offers Platinum, Gold, Silver and Bronze packages. Sponsorship benefits include an Exhibition Booth, multiple Full Conference Delegate passes, and complete integration with the iLearning Forum 2007 marketing communications and public relations outreach.

Sponsorship options

Sponsorship Packages Item	Platinum	Gold	Silver	Bronze
Exclusive	Yes	No	No	No
Conference entries	7	5	3	2
Social Dinner entries	7	5	3	2
Logo on the delegate bag	Yes	Yes	Yes	-
Logo on conference website	Yes	Yes	Yes	Yes
Logo on conference posters	Yes	Yes	Yes	-
Presentation text on website	Full size	1/2 size	1/4 size	1/4 size
Advert in event guide	Full size	1/2 size	1/4 size	1/4 size
Exhibition Stand space included	18 m2	9 m2	3 m2	-
Items in delegate bag	Yes	Yes	Yes	Yes
Quote on website	Yes	Yes	Yes	Yes
Mailing to delegates	Yes	-	-	-
Common news release	Yes	-	-	-
Keynote Speaker slot	Yes	-	-	-
Expo signage branding	Yes	Yes	-	-
Badges branding	Yes	-	-	-
Value	20,000 €	10,000 €	5,000 €	3,000 €

Additional sponsorship options

iLearning Award	Contact maureen.layte@eife-l.org	5 000€
Cyber Café sponsoring	includes hardware rental & connections	10 000€
Wifi access	includes hardware rental & connections	10 000€
Press Lounge Sponsorship		5 000€
Lanyards	lanyards supplied with your logo	5 000€
Executive briefing room / hospitality	25 seats, furnished, 2 days, with agenda advertising	5 000€



Floor Plan



Exhibition options

All exhibitors will receive 1 free entry to the Conference (stands from 9m²) and will have their profile in the event guide. All tariffs include electricity and wireless internet connections. Telephone connections, dedicated internet access and additional furniture packages may be ordered directly from the venue.



Space only

A flexible option for exhibitors wishing to construct their own stand. Ask also for the fold away stand option.

€ 390 per sqm

Premium Exhibition Stands

A fold-away stand, that you get to keep forever.

A 3m modular stand fully inclusive of lights and graphics that you get to keep and will serve you well for 6 years or more!

Our supplier will organise the graphic panels and will deliver and erect the stand. Supplied with carrying cases. Furniture extra.

€ 4,000



Unfurnished Stands

A smart Octonorm construction, available in 9, 12, 15, 18 or 24 sqm sizes, consisting of white walls, name-sign, 3 spotlights per 9 sqm, and a power point. Day time electricity of 3Kw to your stand is included

€ 475 per sqm



Furnished Stands

As above, but also: 3 Wall-mounted Shelves, Table and 3 Chairs, Counter.

€ 520 per sqm






Table Tops

A 2m x 1m table, tablecloth, electrical connection, large 2m x 1m display electrical connection, 2 chairs.

€ 2,600 the unit



Order Form

Stand type	<input type="checkbox"/> Space only	<input type="checkbox"/> Stand	<input type="checkbox"/> Furnished	<input type="checkbox"/> Table top
				
Unit price	€ 390 per sqm	€ 475 per sqm	€ 520 per sqm	€ 2,600 the unit
Quantity				
Registration fee (*)	500 €	500 €	500 €	500 €
Catalogue advert				
Sponsorship options				
Total				
add 19,6% VAT				
Total incl VAT				

(*) Registration fee is waived for ElfEL organisational Members

Special: (Add here any sponsorship details or other remarks that you wish to include in the contract):

We the undersigned have read the **General Rules and Regulations For Exhibiting** and we agree to observe and be bound by them and we understand that these conditions form part of a legally-binding Contract between ourselves and the organiser of I Learning Forum under French Law, and that by signing this agreement a contract shall exist between ourselves and the organisers of the exhibition (The Organiser).

Payment Terms

30% Within 14 days of receipt of Invoice, the organisers require a deposit of 30% of the value of the stand rental cost. All contracts once signed are deemed to be binding on both parties whether sent/received by fax or mail or electronic mail

100% The full value of the invoiced amount will be due on **20 December 2007**.

Payment Instructions

Full payment details will be included with the invoice. We will invoice you on receipt of your signed contract. Contracts and invoices may be sent and received by fax, or email and all such communications will be considered fully binding.

Organisation: _____

Contact Person: _____ **Position:** _____

Address: _____

City: _____ **ZIP Code:** _____ **Country:** _____

Telephone: _____ **Fax:** _____

email: _____

Please write "Bon pour commande" and add Signature & Stamp of authorised officer of company

Date: _____ **Signature & Stamp**

Please sign this form above and fax it to +44 207 596 5129

Order Form

RULES AND REGULATIONS

- A. Exhibitors (which term shall include the Applicant and any stand sharer) shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorised official of iLearn Forum Limited (hereinafter referred to as The Organiser) who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor under this contract, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.
- B. No Exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side.
- C. Exhibitors are expected to comply with any building regulations and any and all Government rules and regulations.
- D. Rights of an exhibitor shall not be assignable to any other firm or person and no exhibitor may assign his space, or sublet the whole or any part of the space contracted for. An exhibitor has no right to occupy any particular space, although its requirements will be taken into account when it comes to allocating space.
- E. Exhibitor shall not obstruct the view of adjoining exhibit nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to the Exhibit committee shall be prohibited.
- F. Exhibitor shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by the Exhibit Committee.
- G. Attendance hours shall be controlled solely by the Exhibit Committee who will specify hours etc., and admission shall be by ticket or badge, and identification badges shall not be transferable.
- H. No Exhibitor will be allowed to remove his exhibit from the Exposition floor, prior to the official termination of the Exhibition, and the Exhibitor shall have an authorised representative present at the Exposition throughout all exhibit periods and during the installation and dismantling of his exhibit. All items that are not removed from the hall before the deadline for the end of the Breakdown period of the show, as listed in the Exhibitor Manual, shall be removed and destroyed, and any costs due to the late removal or due to destruction of such exhibits, shall be borne by the exhibitor in entirety.
- I. The Exhibit committee, Sponsors, THE ORGANISER its Employees or Agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Reputable watchmen will be on duty day and night, but the Exhibit Committee, while taking precautions against loss, will not guarantee against it and it is hereby expressly released from any liabilities for injury or damage therefrom. The Exhibitor is urged to adequately insure their exhibits, other equipment for which they are responsible and personal effects.
- J. The Publisher of the Catalogue, the Exhibit Committee, Sponsors, THE ORGANISER, its Agents or Employees will not be responsible for any errors or omissions on copy prepared and submitted by the Advertiser or Exhibitor.
- K. The signature of the Application and its receipt by THE ORGANISER is deemed conclusive evidence of the Applicant's agreement to pay the full fees due based on the aforementioned payment plan The Applicant further acknowledges that THE ORGANISER, having incurred expenses as a result of the application, is not required to refund any of the fees agreed to on the reverse side and that THE ORGANISER is also entitled to any unpaid amounts that may be owing by the Applicant to THE ORGANISER.
- L.
- M. The Exhibit Committee, Sponsors, THE ORGANISER, its Agents or Employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lockouts intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for the Exhibit Committee to hold the Exhibition/Conference at the time and place provided, and the Exhibit Committee reserves the right to re-schedule the exposition at another date and/or at an alternative site. Furthermore, THE ORGANISER, will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Exhibition which may affect the exhibitors. The said Exhibitor acknowledges that THE ORGANISER have sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sums paid to THE ORGANISER as fees or otherwise in connection with the Exhibition shall remain the property of THE ORGANISER.
- N. The Exhibit Committee, Sponsors, THE ORGANISER, its Agents or Employees are not responsible to assist the Exhibitor in obtaining passport and visa, for entrance into the country where the exposition is to be held. The fact that the Exhibitor is unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract and it is clearly understood that no refunds whatsoever will be made. The Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the exposition is to be held. Such substitution shall be the sole responsibility of the contracting exhibitor.
- O. The Exhibit Committee, Sponsors, THE ORGANISER, its Agents or Employees are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the Exposition is held. Exhibitors are urged to adequately insure all shipments.
- P. The Exhibit Committee, Sponsors, THE ORGANISER, its Agents or Employees are not responsible for any loss due to cancellation, abandonment, postponement or curtailment in whole or in part of the Exhibition/Conference for causes outside its control. The Exhibitor is recommended to adequately insure their participation expenses in case of such cancellation etc.
- Q. Exhibitor expressly acknowledges that no representations - whether oral or in writing - expressed or implied - have been made concerning the amount of business to be gained from the exhibition, its success or that THE ORGANISER, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitor further acknowledges that this document constitutes the entire agreement and the binding rules and regulations existing between the parties, and that he has been given no oral change or modification. No one is authorised to make any oral changes in this agreement.
- R. The organisers reserve the right to add any new clause or to amend any existing clause in the interest of the exhibition. The Exhibitor, in signing a contract for stand space, do hereby agree with all the points listed as well as any other that may be added. This agreement is established under French law, and in any dispute between the Organisers and the Exhibitor, the Tribunal de Commerce de Paris shall be the sole jurisdiction for such dispute.