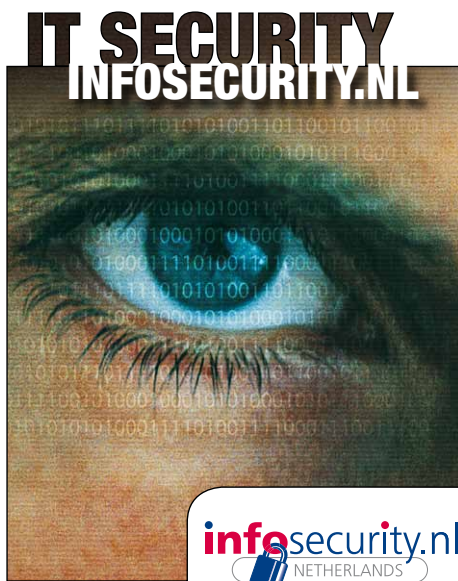


# 31 OCT - 1 NOV 2012 JAARBEURS UTRECHT

TRADE SHOWS, SEMINARS AND ONLINE MATCHMAKING FOR IT MANAGERS AND IT PROFESSIONALS

**IT SECURITY**  
INFOSECURITY.NL



infosecurity.nl  
NETHERLANDS

**STORAGE**  
STORAGE EXPO



STORAGE  
EXPO

**IT BEHEER**  
TOOLINGEVENT.NL



TOOLING  
EVENT

## STAND CONSTRUCTION AND RATES 2012

**VNU Exhibitions is offering exhibitors a set of tools to get the most out of their trade show participation. These tools are all part of the basic package. To get the most use out of all the options, a badge reader is crucial.**

The basic package consists of the unlimited use of (digital) invitations, an entry in the digital catalogue, use of the Expo Route, participation in the VNU Exhibitions Academy, a publicity and media campaign, use of the press module and exhibitor's lounge, lead calculator and client portal.

At Infosecurity.nl, Storage Expo and the Tooling Event, you will be presenting your organization in a professional manner. Are you building your own stand, selecting a promo point or enjoying all the comfort and ease of use that a complete package has to offer? There are many different options. Contact us to let us know what your wishes are.

### FLOOR PRICE

Floor rates	Exhibition discount	Early bird rate	Standard rate	Short-dated rate
<i>When booked from</i>	<i>2 &amp; 3 nov 2011</i>	<i>4 nov - 5 dec 2011</i>	<i>6 dec 2011 - 21 sept 2012</i>	<i>22 sept - 30 okt 2012</i>
Row booth	€ 260,-	€ 275,-	€ 295,-	€ 310,-
Corner booth	€ 270,-	€ 285,-	€ 305,-	€ 320,-
End-of-row booth	€ 275,-	€ 290,-	€ 310,-	€ 325,-
Island booth	€ 280,-	€ 295,-	€ 315,-	€ 330,-

Additional costs A-location:

€ 10,- per m<sup>2</sup>

Basic Package (obligatory) including databadge reader:

€ 760,-

Basic Package excluding badgereader:

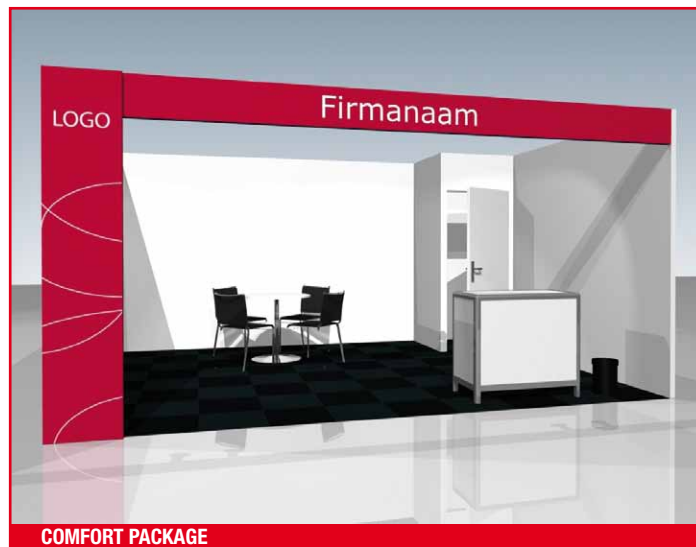
€ 495,-

Co-exhibitor (first partner free):

€ 995,-



PROMO POINT



COMFORT PACKAGE

## STANDARD STAND CONSTRUCTION PACKAGES

For exhibitors who want ease of use, we have ready-made stand construction packages (promo point and comfort package).

- 1 All stands from 9m<sup>2</sup> are normally delivered as a **promo point**. The rate is € 3,250 (€ 3,515 including badge reader). See website for more information.
- 2 Stands larger than 9m<sup>2</sup> but smaller than 27m<sup>2</sup> are normally delivered in combination with a **comfort package** at €110 per m<sup>2</sup>. This package consists of:
  - ✓ Back and side walls
  - ✓ Floor covering
  - ✓ Frieze with company name
  - ✓ Desk
  - ✓ One table with four chairs
  - ✓ Lockable store room
  - ✓ Electricity (incl. 3KW connection, wall socket and usage)
  - ✓ One spot per 4m<sup>2</sup>
  - ✓ Waste paper basket
  - ✓ Stand clean-up before and during the exhibition

## FREE STAND CONSTRUCTION

- 3 Would you like to build your own stand? That is also possible! Free stands are allowed from 27m<sup>2</sup>. Extensive information about the different stand construction packages and promotional opportunities can be found at [www.infosecurity.nl](http://www.infosecurity.nl), [www.storage-expo.nl](http://www.storage-expo.nl) or [www.toolingevent.nl](http://www.toolingevent.nl)

*All prices are excluding 19% VAT.*

**BENEFIT FROM OUR EARLY BIRD DISCOUNT  
AND BOOK YOUR STAND BEFORE  
DECEMBER 5, 2011!**

## CONTACT

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