



UV EUROPE

Air • Land • Sea

18th Conference & Exhibition

29-30 June 2010

Brussels, Belgium



“Excellent - best-organised event I have attended in Europe.”
Lockheed Martin Missiles and Fire Control

Registered visitors
attend the
exhibition for **FREE**

Exhibiting at UV Europe 2010

Is your organisation based in Europe?
Is your organisation based outside of Europe,
but wants to sell to the European UV market?

Supporting Association:



Partner:

NORTHROP GRUMMAN

Sponsors:



Official Media:



Media Partners:



For all event updates visit www.shephard.co.uk/events

THE European event for the unmanned systems community

Two-day conference & exhibition

The event will bring together the European UV community, and those from outside Europe who have products to sell or lessons to learn from the European experience.

Covering unmanned systems operating in all three environments: air, land and sea

Key conference topics for 2010:

- Technology: Sensors, AI, Weapons etc
- Plans and Policy
- Regulation

30
countries

Past UV Europe events have attracted

250
attendees

28
exhibitors

Past partners include:



NORTHROP GRUMMAN



THALES

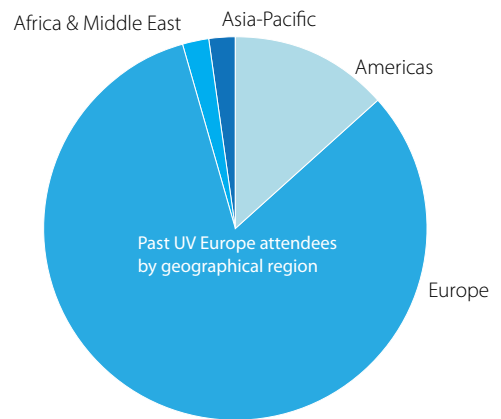


Past events have attracted the following:

| | |
|-------------------------------------------|-------------------------------------------------|
| Aviation Manager | Military Editor |
| Business and Concept Development | Military Programs Manager, Europe |
| Business Development Engineer | President |
| Business Development Manager | Programme Director |
| CEO | Programme Manager |
| Chairman | RD Control EW1 STAR |
| Chief Designer | Regional Marketing Specialist |
| Commander First Artillery Bde | Researcher |
| Consultant | Senior Program Manager |
| DD CBM-J6 | Senior Research Scientist |
| DDEC ISTAR | SO1 AIR C2 |
| Defence Strategy Analyst | SO2 Information Superiority |
| Defense Development Director | SO2 UAV |
| Deputy Asst Commandant for Acquisition | SO3 ISTAR |
| Director, Business Development | SO3 Plans/Training |
| Director, Marketing and Sales UAV Systems | Specialist Mechanical Engineer |
| Director, Sales | Technical Editor |
| Directorate of Land Requirements | Technical Training Manager |
| Engineering Manager, Unmanned Systems | Trade Development Officer |
| Export Support Team | Training Analyst |
| Flying Training Development | UAV Project Logistic Support Officer |
| General Manager | UAV Special Projects |
| Head of Planning Section/Plans Division | USCG Deputy Assistant Commandant for Capability |
| Instructor RSMS IMINT Wing | VP, Business Development |
| ISTAR Liaison Officer | VP, Microwave Systems |
| Market Sector Manager, Defence | |

Who will attend?

- Operational commanders
- Armed forces officers and pilots
- Government officials
- Procurement officers
- Military weapons advisors
- Research and development leaders
- Systems technicians and engineers
- Project and programme managers
- UV engineers
- Strategists, analysts and consultants



Exhibitors package

The event offers its valued exhibitors a number of benefits that will provide both your company and your exhibitions team with the quality customer service they deserve.

Exhibition booth package includes:

- Shell scheme (3m x 2m)
- Fascia ID sign
- One electrical socket and two spotlights
- Technical advice and support
- Two complimentary delegate places
- Discounted rate for additional delegates

Booth size 3m x 2m - €3,497

Booth size 6m x 2m - €6,819



Past exhibitors include:

| | | | |
|---------------------------------|------------------------------------------|--------------------------------------|-------------------------------------------------|
| 2d3 Advanced Imaging Group | Cubic Defense Applications | General Atomics Aeronautical Systems | Simlat |
| AAI Corporation | Diamond Point International (Europe) Ltd | Goodrich | TGS-NOPEC Geophysical Company |
| Acra Control | DST Control | Green Hills Software Ltd | Thales |
| Aeronautics Defense Systems Ltd | EADS Defence and Security | International Business Wales | UAV Engines Ltd |
| AeroVironment (AV, Inc) | EDO MBM Technology Ltd | Israel Aerospace Industries | UKTI Defence and Security Organisation |
| AESIR Ltd | Elbit | Macrosswiss SA | Ultra Electronics |
| Bental Industries | Enerdyne Technologies, Inc | NEAT | Unmanned Aerial Vehicle Systems Association Ltd |
| Boeing | ESW GmbH | Northrop Grumman | Unmanned Air Systems Team |
| Cinch | European UAV Systems Limited | Pratt & Whitney Canada | VEGA Group |
| Cloudcap | FLIR | Praxis | West Wales UAV Centre |
| Composite Engineering, Inc | Frazer-Nash Consultancy | RAFAEL Advanced Defense Systems | |
| | Galileo Avionica/SELEX S&AS | Raytheon | |

See the **updated exhibitor list** and **floorplan** for UV Europe 2010 - visit www.shephard.co.uk/events

Associate your brand with the leading European unmanned systems event

Partnership Opportunities

- Gala Dinner SPONSORED BY **NORTHROP GRUMMAN**
- Speakers' Dinner
- Delegate Bags SPONSORED BY **EADS DEFENCE & SECURITY**
- Official Drinks Reception
- Delegate Folders SPONSORED BY **IAI**
- Delegate Lanyards
- Lunch Breaks Day 1 and 2
- Refreshment Breaks Day 1 and 2
- Event Internet Area
- Breakfast Briefing
- Event Guides
- Half-page Advert in Event Guide



Maximise brand exposure

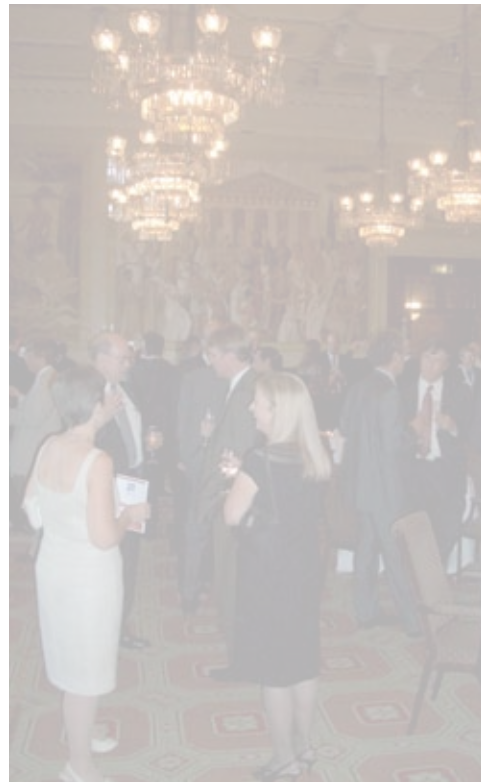
Event Location - Why Brussels?

- A truly European destination
- Excellent transport links to the rest of Europe
- Large audience from NATO and EDA

As an international event, transport links are key, and Brussels has many benefits in this regard. More than 70 international airlines serve Brussels International Airport, one of the most extensive networks in Europe. By train, Belgium is also the crossroads of Europe's railway network, with high-speed trains such as Eurostar and Thalys bringing large capitals like Paris and London closer than ever before. For instance, Brussels is 2 hours 40 minutes from London and Amsterdam, and only 1 hour 25 minutes from Paris.

Venue

Husa President Park Hotel
Boulevard du Roi Albert II, 44.
B-1000 Brussels
Belgium



To discuss exhibition and partnership opportunities contact James Grant on:
+44 (0)1753 727019 or jsg@shephard.co.uk

UV Europe 2010
29 – 30 June
Brussels, Belgium



EXHIBITION APPLICATION FORM

Company: _____ **Email Address:** _____

Full Address: _____

Country: _____ **Post/Zip Code:** _____

Telephone: _____ **Fax:** _____

Contact: _____ **Position:** _____

Business Development Contact: _____ **Email Address:** _____

We wish to participate at UV Europe 2010 and agree to the General Conditions of Exhibition

Please indicate your requirements:

- 3m x 2m @ £2,690
- 6m x 2m / 4m by 3m @ £5,240
- 9m by 2m @ £7,930

- Raw Space only (minimum 24m²) @ £425 per m²

Booth No: 1st choice _____ 2nd choice _____

Shell scheme exhibition booth package includes:

- Shell scheme – Velcro compatible hard wall shell
- Fascia ID sign, two spotlights and one electrical socket (per 6m²)

| Stand Size | Complimentary Delegate Places (access to conference) | Complimentary Standmanner Places (no access to conference – additional standmanner places charged at £60 per person per day) |
|------------|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 3m x 2m | 2 | - |
| 6m x 2m | 2 | 2 |
| 9m x 2m | 2 | 4 |

Payment: Please invoice us Please find below our payment details

Signature: _____ **Position:** _____

Print Name: _____ **Date:** _____

Method of Payment:

Cheque enclosed payable to Shephard Conferences & Exhibitions Ltd for _____

Bank Transfer to: Shephard Conferences & Exhibitions Ltd, National Westminster Bank plc
63 High Street, Burnham, SL1 7JX. Account No: 47820160 Sort Code 60-04-53

Please debit my: American Express Visa MasterCard

NB: There is a 2.5% surcharge for exhibition/sponsors credit card payments

Card No: _____

Signature: _____ **Expiry Date:** ____/____/____

Address of Cardholder if different from above: _____

TERMS & CONDITIONS FOR SHEPHARD CONFERENCES & EXHIBITIONS

ORGANISERS. In these General Conditions of Exhibition the term "The Organisers" refers to Shephard Conferences & Exhibitions Ltd.

TERMS OF PAYMENT. You will be invoiced on receipt of booking; payment must be made by the terms stated at the bottom of your invoice. **SPACE ALLOCATION.** Exhibition and outdoor display space will be allocated by the organisers to meet considerations of the exhibition and outdoor display layout and any height restrictions. Where possible, but without any obligation on their part, the organisers will endeavour to allocate space and positioning in accordance with early bookings and priority of application. The organisers reserve the right to relocate you from your allocated position should circumstance deem it necessary.

PROHIBITION ON ASSIGNMENT. No part of any space allotted to any exhibitor may be transferred, assigned, sub-let or shared with any other exhibitor or with any other person or corporation without the prior agreement of the organisers.

STANDS AND EXHIBITS

-Exhibitors are required to maintain and staff their stands and exhibits including those presenting their equipment within the exhibition and outdoor display areas, throughout the entire period of the exhibition in accordance with the times published by the organisers.

- Plans for 'raw space' must receive approval from the organisers.

- Drawings to scale must show the ground plan and elevation of the stand and fittings, state materials and colours to be used, describe moving exhibits, projectors and displays and detail measurements, weights and point loadings of all exhibits.

- The organisers reserve the right to order alteration or removal of any stand that does not conform to the exhibition regulations, the cost to be made by the exhibitor.

- Back projectors must be sited so as not to cause inconvenience to other exhibitors or visitors. The organiser reserves the right to remove loudspeakers or other installations that may cause discomfort. Exhibitors must confine exhibits to the area rented by them. Exhibitors must make sure that no exhibit is removed from its agreed position during the period of the exhibition.

- Stands must be set up and broken down in the allocated times given.

- The organisers reserve the right to refuse exhibits which are likely to be dangerous or cause damage, or are in any other way unsuitable and exhibits not produced by the actual exhibitor or an associate company or not as specified in the application for the space. - Repairs or alterations by removal or addition of materials may be carried out only when the exhibition is closed to the event attendees with agreement of the organisers.

REGULATIONS. Exhibition Regulations will be promulgated by the organisers and all exhibitors and their servants, agents and contractors shall be subject to such regulations and bound by them. The organisers may vary such Exhibition Regulations at any time and such amendments will be binding on exhibitors and their servants, agents and contractors. To the extent of any inconsistency between such Exhibition Regulations and these General Conditions of Exhibition, the provisions of these General Conditions shall prevail. **CONTROL.** The control of all aspects of the exhibition is vested in the organisers. The decisions of the organisers and their duly authorised officials shall be binding on all exhibitors, participants and contractors. The organisers shall in their absolute discretion have the right without appeal to resolve any dispute in relation to the exhibition arising from any cause not the subject of an express provision of such Exhibition Regulations or these General Conditions of Exhibition.

LIABILITIES AND INDEMNITIES. Exhibitors and their employees, servants, contractors and/or agents participate in the exhibition at their own risk. Neither the organisers nor any of their members, servants, agents or officials will accept liability for loss of, or damage to any exhibits, or other equipment at any time. (It is recommended that exhibitors insure their exhibits, or other equipment against such loss or damage, including risk of theft, flood and tempest). Neither the organisers or their members, servants, agents, or officials will accept any liability or be under any liability to exhibitors or their employees, servants, contractors and/or agents in respect of any direct or indirect damage, loss or injury to person or property arising out of or in any way connected with the exhibition, outdoor displays, customer demonstration or any other aspect of the exhibition. Each exhibitor will release and indemnify the organisers and their members, servants, agents and officials from and against all claims of whatsoever nature which may be made against the organisers, or their members, servants, agents and officials arising out of, or in any way connected with, such exhibitors' participation in the exhibition.

INSURANCE Exhibitors must take out insurance policies to cover themselves against liabilities stated in these rules and regulations. They must also hold a general policy to cover possible legal liability for negligence. The organisers may demand to inspect these insurance policies. The organisers or their agents reserve the right to exercise a general lien over any property of the exhibitor on the exhibition premises in respect of all moneys of whatsoever nature (including claims for damage) which may at any time be due or payable by the exhibitor to the organisers/contractors in connection with the exhibition.

SAFETY In the event of an 'Act of Terrorism' taking place, we the exhibitors cannot be held responsible for any loss of life or goods while the exhibition is setting up, breaking down and during the exhibition. We will, however, do everything in our power to apprehend this situation happening.

DAMAGE Each exhibitor shall be fully liable for any loss or damage caused by any act or omission of the exhibitor, his servants or agents, and will pay the costs of making good any damage caused to the premises by margin board, floor coverings, etc., or by paint or any other substance.

OBSERVANCE OF RULES Every exhibitor and every person employed directly or indirectly by him shall be bound by and must observe these rules and regulations in all respects. The exhibitor must bring them to the attention of all his agents and contractors.

POSTPONEMENT. In the event of postponement of the exhibition for any reason whatsoever, the organisers shall not be under any liability whatsoever in respect of any expenditure, loss or liability incurred by exhibitors, but shall refund all sums paid by exhibitors on account of their participation in the exhibition unless the exhibitor agrees to such sums being held on account of their participation in the exhibition on the occasion to which it is postponed.

CANCELLATION OF EXHIBITION BY THE ORGANISER. In the event of cancellation of the exhibition or any part thereof for any reason whatsoever, the organisers shall not be under any liability whatsoever for any expenditure, loss or liability incurred by exhibitors, but shall refund all sponsorship and exhibition fees paid by exhibitors on account of their participation.

The organisers reserve the right to cancel an exhibitors participation in the exhibition at any stage during the installation period or during the exhibition itself if, in their reasonable opinion, the exhibitors may endanger public order, safety or security of the exhibition, its exhibitors its visitors, or may breach the rules and regulations, or may act in a way which may be disruptive, offensive, undesirable, harmful or obscene to any aspect of the event. Should this be the case the organisers reserve the right to clear all or part at the exhibitor's expense. Any payment made in respect of space will be forfeited. The organisers will not be liable for any loss of any kind suffered by the exhibitor or his agents as a result of such cancellation.

EXHIBITOR CANCELLATION. Cancellation of your booking will incur a charge of 50% of the total cost of your booth up to one month prior to the event. Cancellation from one calendar month prior to the event will result in the full amount being forfeited and the organisers shall have the absolute right to claim any balance of rental charges for which the exhibitor has become liable for. A £300 / \$500 admin fee will be charged to the exhibitor. Request for cancellation must be IN WRITING and liquidated damages will be determined as follows:

APPLICABLE LAW. The interpretation, construction, performance and adjudication of all legal relationships between the exhibitor and the organisers shall be subject in all respects to the laws applicable in the United Kingdom. All exhibitors submit themselves exclusively to the jurisdiction of the Courts of the UK. Any dispute shall be subject in all respects to the laws applicable in the UK, and shall be solely subject to adjudication by the Courts of the UK. **INTERPRETATION.** In these General Conditions of Exhibition:-

a. Words importing the singular number or plural number shall include the plural number and singular number respectively and words importing any gender shall include each other gender.

b. Where any exhibitor consists of more than one person or corporation the liability of such persons or corporation shall be joint and several.