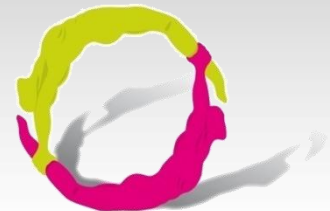


GADGETPLANET[®]

Nekkerhal Mechelen Belgium, 3,4 – 5 December, 2010



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CONCEPT

The first Belgian expo and fair for electronic gadgets, alternative gizmos, other innovative stuff and for improving your life & lifestyle.

A unique event on Saturday 4 and Sunday 5 of December 2010 in Mechelen, Belgium.

SEE

TRY

BUY

GADGETPLANET[®]

Electronics & Lifestyle Innovation

Nekkerhal Mechelen

4-5 December 2010

www.gadgetplanet.be

PEOPLE LOVE GADGETS

- A **gadget** is a small^[1] technological object (such as a [device](#) or an [appliance](#)) that has a particular function, but is often thought of as a [novelty](#).
- Gadgets are invariably considered to be more unusually or cleverly designed than normal technological objects at the time of their invention. Gadgets are sometimes also referred to as [gizmos](#). According to Wikipedia.
- Appeal is enormous amongst target audiences from all ages, social classes, and gender. The number of innovations and companies is constantly growing and Belgium is one of the few countries without its own gadgets exhibition until now.



LOCATION

- The Nekkerhal in Mechelen is ideally situated right in the heart of Flanders – between Antwerp, Brussels and Leuven.
- Easy access by car, and public transport.
- Building with futuristic design and modern infrastructure.
- Exhibition space of 5.000 m²



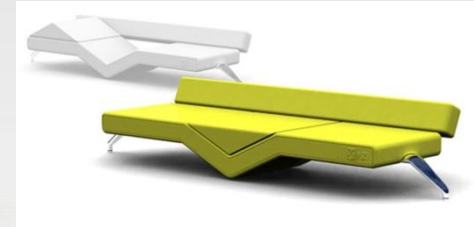
TARGET AUDIENCE

- 15 to 30.000 tech-hungry consumers will head to the Nekkerhal in Mechelen looking to see, try and buy the very best in home & mobile electronics, and lifestyle articles.
- The bulk of visitors will be drawn from the TV audience which offers a highly attractive demographic with a far higher spending potential than the clichéd toys for boys
- Market:
 - 60 % male
 - 40% female
 - +25 years



PRODUCT GROUPS

- TV & Home Cinema
- Toys & Games
- Computing
- Personal Transportation
- Home Audio
- Photography
- Mobile Telephony
- In Car technology / tuning
- Home Networking
- Portable Media Players
- Accessories and Peripherals
- Living & Luxery
- Wellness and Lifestyle
- Ecology and Energy
- Etc...

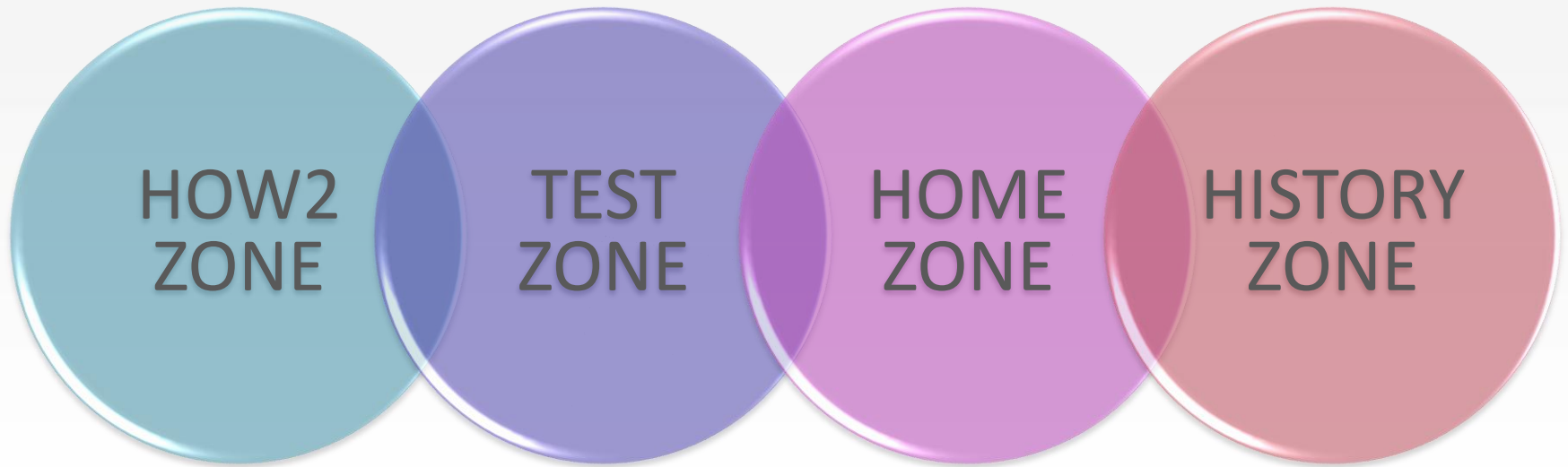


PROGRAM

- Live demo's
- Interactive media (interactive floors, walls, touch screens, RF-id applications)
- Live GADGET PLANET-TV
- Augmented Reality
- The Gadget Police
- Best of the Gadgets Awards
- Meet & greet with the gadget babes



ATTRACTIONS



MEDIA PARTNERSHIPS

- These are partners in terms of...
 - Creative content
 - Programming
 - Target audience
 - Advertisers

GOEDELE



Het Nieuwsblad

COMMUNICATION PLAN



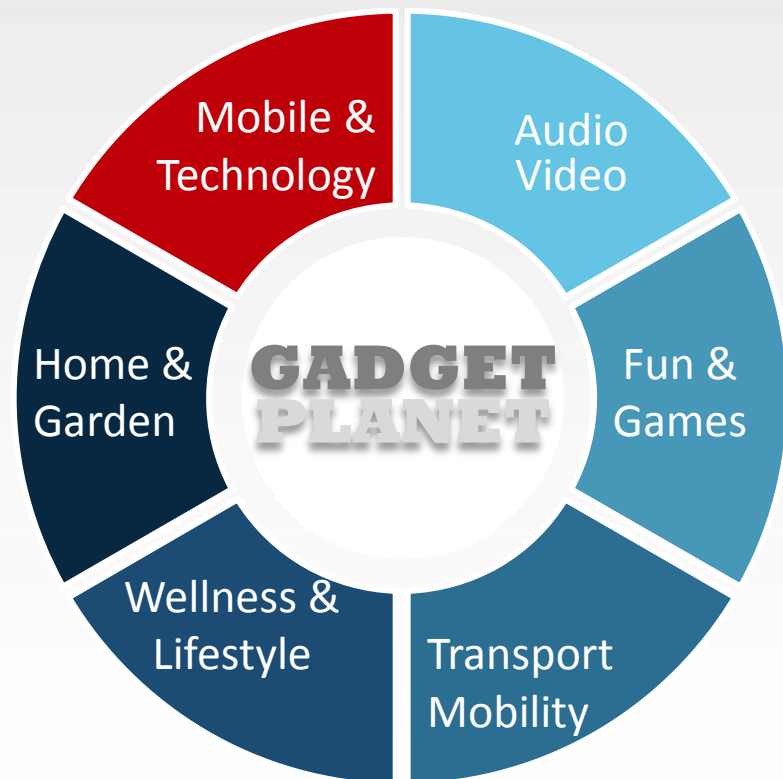
COMMUNICATION PLAN

- 3 month campaign – oct – nov - december 2010
- Additional advertorials, contests, co-branding, etc. in major male and female lifestyle magazines and specialist technology titles
- TV sponsoring through media partnership
- Partnerships with regional & national newspapers and radio stations
- Two-stage direct marketing and email campaign to 100,000 top consumers
- VIP invitations to 500 key industry contacts and journalists
- Sponsorship and advertising through social networking sites, search engines and popular online retail sites.
- Extensive promotion through Gadget Planet website (online from end-August)
- Extensive Public Relations program.

SEE YOU AT GADGET PLANET 2010

The most exciting expo for young adults...

- Between 15.000 and 30.000 visitors.
- 120 exhibitors.
- Great location, easy access.
- Innovation and future focus.
- Great gift purchase & advertising opportunities at end-of-year season.
- Brand building and customer activation
- Multi-Annual event from now on...
- Also attracting visitors from South of Holland, Brussels région and Wallonie!



FLOORPLAN



TAX FREE ZONE

Tax
Free
Shop

- After visiting the exhibition, customers can buy products in the Tax Free Shop
- Tax Free zone
 - Title sponsor or
 - Main sponsor or
 - Partner
- Exhibitors can sell their products shown on GadgetPlanet in the Tax Free Shop



PUBLIC ADMISSIONS

- ADULTS € 12
- CHILDREN € 6
- GROUPS (+6 people) € 8



SPONSORS



GadgetPlanet

-  Title Sponsor (only 1)
-  Main Sponsor (max 3)
-  Partner (max 10)

SPONSORS

■ Title Sponsor

- For the **Media Package** the title sponsor can choose between an amount of
 - 30.000 € or
 - 2€/visitor for presence in all media
- The title sponsor can also implement the **Tax Free Shop** and sell the products shown on GadgetPlanet
 - + 2€/visitor for selling at the event

The maximum amount for Media + Tax Free Shop. is 70.000€ !

■ Main Sponsor

- 20.000 €
- Or 2€/visitor, the maximum amount here is 30.000€

■ Partner (excl. Booth)

- 10.000 €
- Or 1€/visitor, the maximum amount here is 15.000€

EXHIBITORS

- Product representation cost for products
 - 250 € + 10 times the selling price (incl hostess and carpet)
 - Example: selling price 100 € = 250 € + (10x100 €) = 1.250 €
 - When the sellingprice is higher than 220 €, than it is better to work with m².
 - Possibility to sell product in Tax Free Shop at the exit is an option.
- Different standard booth options (incl carpet)
 - Booth of 24m² (4 by 6) → 2.490 €
 - Booth of 48m² (4 by 12) → 3.950 €
 - Booth of 96m² (8 by 12) → 6.950 €
- On demand

IN CONCLUSION

Original concept – first on the Belgian market

Perfect match with your positioning and target audiences

Low cost production with high return potential

Crisis-resistant business model as proven abroad!

Experienced, multi-talented, lean & mean organisation

CONTACT US



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„The best thing about the future is that it comes only one day at a time.“

Abraham Lincoln (1809-1865)



THANK YOU FOR YOUR ATTENTION