

## SILMO 2008

# SILMO, THE WORLD OPTICS SHOW, A Convivial Show

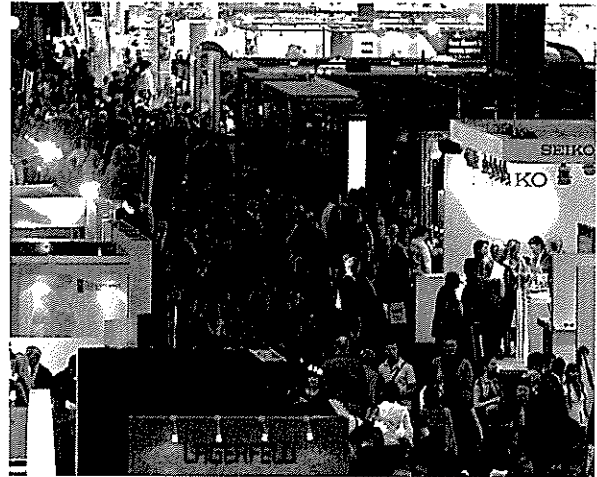
As a favored venue for business meetings, a trade show is also a focal point for exchanges of all kinds. Among the many optical trade shows throughout the world, SILMO has become a major commercial tool for the eyewear industry and is now seen as the show of reference in the industry. Silmo's unique style and originality in the presentation of exhibits and in the exceptional set-up of its trend forums has made Silmo an attraction in itself, a welcoming place where industry leaders can meet and do business in a friendly albeit elegant environment.

SILMO, The World Optics Show, is known to exhibitors and attendees alike as a comfortable place, offering many features aimed at making participants happy and relaxed with:

- A well-marked positioning of exhibits with the various halls clearly marked (Technop' Hall, Village, Central, Pacific' Hall),
- Its special Trend and Spectacular Product Forums (L'Avenue, Univers Kids, Sports Attitude, Juste pour voir (Low Vision Forum...),
- Its well-deserved reputation for celebrating, with the Silmo d'Or evening reception, a unique moment for the industry to celebrate talents and share a relaxed moment,
- A special attention to details that make participants feel welcome and make business easier, with a vast array of services for all, exhibitors as well as attendees.

SILMO takes place at the Paris-Porte de Versailles Exhibition Center and is thus able to take advantage of « Viparis, Venues in Paris », a newly formed group, representing all the exhibition and convention centers in Paris. SILMO offers an array of exclusive services, aiming at maximizing the comfort level and the satisfaction of all participants before, during and after the show, including:

- Logistical support and travel assistance throughout a network of 60 offices around the world.



- Travel packages, airfare and hotel accommodation at special rates tailored for Silmo participants, in particular negotiated rates with the French Railways Company SNCF and with the Sky Team Alliance of Airlines (Air France, Delta, Alitalia, Aeroflot, China Southern, Continental Airlines, ...),
- Information available at major airports/train stations and bus shuttles from major Paris hubs (CDG Airport, Orly Airport, Gare du Nord train station...),
- Personalized assistance through « Silmo Help », a new service created to help visitors to find taxis or guide them toward the metro when they leave the show.
- An exclusive concierge service for Silmo exhibitors and VIPs.

This first-class program of premium services is fully supported by a newly-revamped internet site, offering a new design, a user-friendly site navigation and well-written and well adorned texts. The new Silmo site is constantly updated throughout the year with news from the industry. It has become a modern agora for optical/eyewear professionals. It is also a forum where industry professionals can prepare their visit and where exhibitors and visitors alike can organize meetings with other SILMO participants on a permanent basis, all year round before the event itself in Paris. ■