



Exhibitor brochure

6th CONVENTION | Berlin | October, 14th - 15th 2010

exhibition
demo rooms
industry talks
community
expert lectures
networking
workshops
awards
party
career
product shows
contacts
information
deals



2010



IDEA:

The SAE ALUMNI CONVENTION serves as an extension of the SAE ALUMNI Association's networking concept. It provides a central annual event where we meet with SAE Alumni and SAE Students as well as our partners in the media sector.

Because our event becomes more and more popular, we have increased the exhibition space year after year. This enables us to offer our partners and friends 74 exhibition stands and 19 demo suites. Furthermore five seminar rooms are available again, which also provides the opportunity to hold lectures.

Again this year, the highlight of the CONVENTION will be the party held the first evening of the event. The ALUMNI AWARDS ceremony, the legendary CONVENTION buffet - including free beer, and an extensive entertainment show with many live performances promise to make the evening another unforgettable experience.

SCHEDULE:

- 2 day trade show with exhibitors from all sectors of the media with individual demo suites
- Approx. 70 technical presentations and workshops regarding current themes surrounding media production
- Open panel discussions dealing with various technical and business topics
- Exclusive exhibition deals
- Welcome package for each participant containing information and marketing articles
- CONVENTION PARTY including: Announcement of the SAE ALUMNI AWARDS, live performances, free beer, and free buffet.

FACTS:

Location	Berlin Reinickendorf in the SAE Berlin facilities, approx. 4000 sq. meter area
Length	2 days
Number of visitors	Approx. 2.500
Area covered	Germany, Austria, Switzerland and neighboring European countries
Target group	SAE Alumni (former SAE Students), SAE students, those interested in SAE, partner companies/exhibitors, customers of the exhibiting companies, experts, Media professionals and convention/workshop speakers, readers and customers of our media partners

The target group consists nearly exclusively of people active in the areas of audio, film/TV, 3D & animation, web design or gamedesign. This guarantees a high level of technical interest.

YOUR ADVANTAGES:

- We guarantee a clearly defined technical audience consisting of media creators, SAE Students, interested parties, SAE Alumni, and customers and guests of other exhibitors.
- Various possibilities to make new contacts
- Open, prepared exhibition space
- Closed demo suites of various sizes and with a variety of equipment for your presentations
- Exhibitors are given the possibility to demonstrate their competence through technical presentations.
- All exhibitors will be presented with their logo in the SAE MAGAZINE (published about 6 weeks before the CONVENTION, print run 50.000), on www.sae-alumni-convention.org, and in the programme booklet.

YOUR POSSIBILITIES:

Exhibition Stand

You have the option of hiring one of the 78 exhibition stands. The stands have a floor space of 4 - 6 sq. meters and are bordered by Octanorm wall units. Other wishes can be discussed. For more information about the layout, please refer to the floor plan.

Demo Suites

If you need more room or a closed room for your presentation, we offer a total of 19 demo suites in three separate categories. Please let us know if you would like us to publish a schedule of your presentations in the demo suites in the programm booklet.

- Standard suite: Empty room completely equipped and set up by you
- Akustik suite: Acoustically optimized room suitable for loud presentations
- Studio suite: Completely equipped recording studio

Technical details should be clarified upon booking the suites.

Pricing for the suites is not based on the equipment category, but solely upon the size of the room (small, medium, large, extra large).

Technical Presentations

Besides being present at the exhibition or in the demo suites, we kindly ask you as an exhibitor to hold short technical presentations on current topics. This gives you opportunity to demonstrate your own competence and, at the same time, to contribute to the educational aspect of the SAE ALUMNI CONVENTION - an important core motivation of the SAE ALUMNI Association.

Invite your Costumers

As an exhibitor, you have the possibility to invite your costumers and partners to the SAE ALUMNI CONVENTION. The visit to the exhibition and the party is free for your guests.

Exhibition Deals

If you wish to offer special exhibition deals, we will advertise them for you at no charge.

Sponsoring

Of course, you can also become a sponsor. That would give you additional advantages regarding promotion and reporting. For more information, please talk to Mr. Peter Pulfer. You will find his address on the back.

Merchandise Items

Every visitor receives a welcome package with important information about the CONVENTION as well as merchandise items from SAE, our media partners, and, if you so desire, from you.

Recruitment

Under the motto „SAE Job Offers“, we offer you the possibility to talk to potential applicants in separate rooms and you can announce vacant jobs on our Job Board. If you want to make use of that offer, please contact Saskia Rinne, so we can reserve a room for you.

All further, always up-to-date information is available on our SAE ALUMNI CONVENTION website: www.sae-alumni-convention.org.



CONVENTION Timetable

Zeit	Mittwoch	Donnerstag	Freitag
09:00			
10:00	Seminars & Panels	Exhibition	Seminars & Panels
11:00			
12:00			
13:00			
14:00	Exhibition breakdown	Exhibition	Exhibition
15:00			
16:00			
17:00			
18:00			
19:00	Meet & Greet	Come Together	
20:00		CONVENTION PARTY with Announcement SAE ALUMNI AWARDS 2009	
Open End			

caption

- suite
- console
- lecture room
- booth

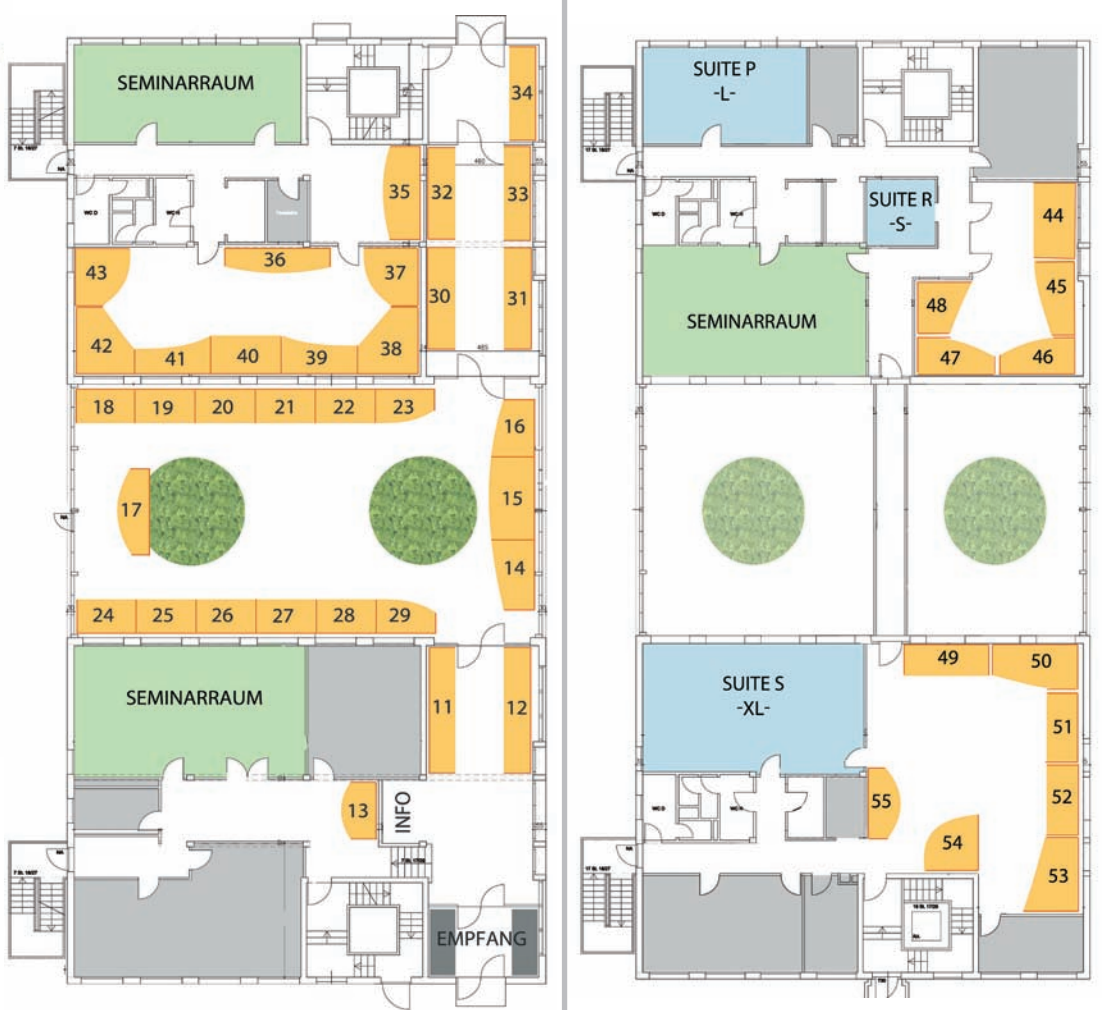
Suite Guide

- XL- extra large
- L- large
- M- Medium
- S- Small

CONVENTION CENTER | Ground Floor



CONVENTION CENTER | Upper Floor





ALUMNI TEAM



Peter 'Pan' Pulfer

Tel.: +49 (0)89 856 385 - 19
Fax: +49 (0)89 1890 838 - 20
e-mail: pan@sae-alumni.org



Saskia Rinne

Tel.: +49 (0)89 856 385 - 18
Fax: +49 (0)89 1890 838 - 20
e-mail: saskia@sae-alumni.org



Tomi Kaußen

Tel.: +49 (0)89 1890 838 - 29
Fax: +49 (0)89 1890 838 - 20
e-mail: tomi@sae-alumni.org

LOCATIONS



CONVENTION CENTER | SAE Berlin

Soltauer Str. 18-22
D-13509 Berlin
Tel.: +49 (0)30 - 43 09 44 - 70
U-Bahn: U6 Holzhauser Str.
S-Bahn: Eichborndamm
Bus: X21,121
www.sae.edu



Partylocation | Fritz Club

Straße der Pariser Kommune 3-10
D-10243 Berlin

S-Bahn: S3, S5, S7, S9, S75 Ostbahnhof
Bus: 140, 147, 240, 347, N44
www.fritzclub.com



Meet & Greet | Irish Pub

Scharnweberstr. 16
D-13405 Berlin
U-Bahn: U6 Kurt-Schumacher-Platz
Bus: M21, X21, 122, 125, 128 (Flughafen Tegel), 221