



Salon des Maires et des Collectivités Locales 2005

A Meeting Point for Local Councillors and Decision-makers



THEY INVEST €76.8 BILLION

IN PRODUCTS AND SERVICES EVERY YEAR

Direct **access**
to the **Local**
Authority domain

22, 23 & 24 November 2005
Porte de Versailles, Paris



Our Strength...

A leading trade fair...



The Salon des Maires et des Collectivités Locales is the only national meeting which brings together over 48,363 regional councillors and decision-makers with all their partners and specialised service-providers in planning, management and local authority development. Since the event was first started in 1996, the number of visitors has grown steadily. In 2005, for the 10th anniversary, we are expecting more than 50,000 visitors and 800 exhibitors specialised in local authority sector.

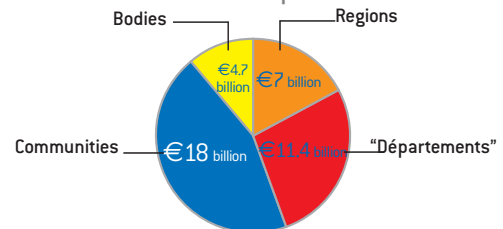
... in a "guaranteed", constantly-growing market

Local Authorities are recognised as totally dependable and provide unique financial security to businesses. Combined with a buoyant economic climate, local investment could increase in 2005. [Source: Dexia Crédit Local / economic report September 2004].

Purchases of goods and services amounted to €35.7 billion, a rise of 5.8% in 2004. Investment expenditure amounted to €41.1 billion, a rise of 5.3% in 2004.

This positive development stems from "départements" and regional authorities alike which are confirming their high investment levels. Half-way through their term, the urban authorities have begun to actively implement equipment projects.

Breakdown of investment expenditure



Breakdown of the 2,461 local autonomous fiscal policy bodies:

- €1.7 billion City Communities
- €1.3 billion Urban Communities
- €1.6 billion Conurbation Communities which represent 26% of the investment expenditure of municipalities.

... In close association with the Congrès des Maires de France



The biggest national meeting of local Councillors, Mayors and Community of municipalities Presidents – the 87th AMF

conference brought together around 10,500 delegates in 2004. The discussions centred around the future of the communal authorities in the context of decentralisation and on their uncertainties about physical and financial issues, human resources and the presence of public services over the country.



A unique partnership between the AMF and Groupe Moniteur



The Association des Maires de France (AMF) was founded in 1907 and became a state-registered body in 1933. It now has more than 35,000 member towns. Due to its representative and pluralistic nature, the association is a

central player in the public sector. Since 1999 it has opened its membership to local autonomous fiscal policy bodies. A network of 100 departmental associations of Mayors contributes to AMF's exercise of its activities.

AMF has two major objectives:

- To be a centre for proposal and representation
- To provide a source of advice and permanent information and to assist decision-making for Mayors and Presidents of inter-municipal groupings.

GRUPE MONITEUR

Founded in 1903, Groupe Moniteur is the leading French trade press group for companies in the construction, environmental and local authorities sectors. With over 150 journalists, the group publishes 18 titles in the local government sector:

La Gazette des Communes, des Départements et des Régions, Le Courrier des Maires, La Lettre Informatique et Collectivités Locales, Paysage et Actualités, etc. And in the construction and town planning sectors, its publications include: Le Moniteur, AMC, L'Entrepreneur, Négoce, Les Cahiers Techniques du Bâtiment, etc.

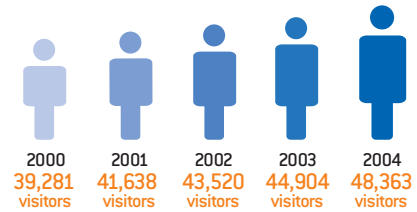
Euroconvention is Groupe Moniteur's dedicated Trade Fair and Conferences Department.

A meeting point for local councillors and decision-makers



a leading trade fair... in a m

Number of visitors increases every year



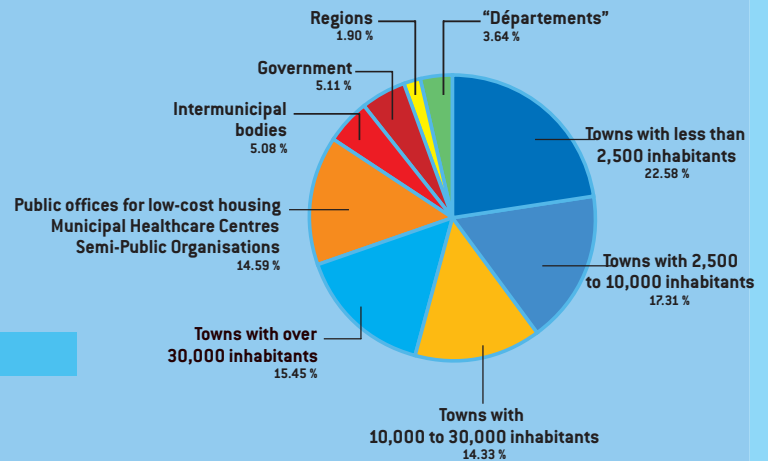
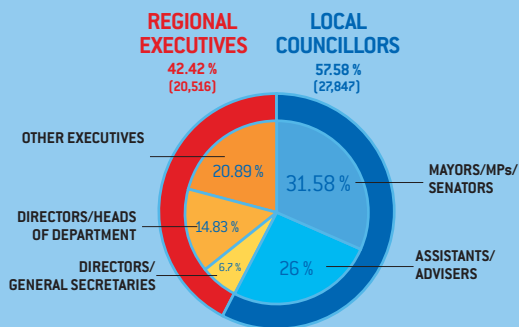
+ 7.7 %
compared with 2003

Visitors, all decision-makers from public procurement sector

The Salon des Maires et des Collectivités Locales is the biggest event for the world of local authorities:

It attracts 48,363 local decision-makers

Breakdown of decision-makers by structure



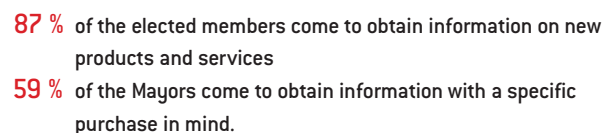
Geographical breakdown of visitors

Ile de France	35 %
Provinces/Overseas "départements" and territories	65 %
Some of the regions which were highly represented...	
Rhône Alpes	6 %
North	5.72 %
Center	4.41 %

Visitors/buyers in charge of annual budgets ...



... and looking for information and wanting to place projects.



A meeting point for local councillors and decision-makers

Promotional tools at your disposal



Invitations

Contact your clients and prospects using official Salon des Maires et des Collectivités Locales 2005 invitations to let them know you will be at the Fair.



Official Catalogue

(50,000 copies)

Index of Local Authority suppliers. You can be included on the www.salondesmaires.com website.



Visitor Guides

Emphasise your presence by including your logo.



The Fair Newsletter

(45,000 copies)

Reserve advertising space to increase your impact at the Fair.

Exchange and information spaces in each hall to create a focal point for visitors

Events which attract high-ranking visitors

The opening ceremony, official visits and foreign delegations are just some of the opportunities to meet representatives from the French Senate, the National Assembly and the government. For example, in 2004, Christian Poncelet, Senate President, Bertrand Delanoë, the Mayor of Paris, Jean-Pierre Raffarin, Prime Minister, Michel Barnier, Minister for Foreign Affairs, Dominique de Villepin, Minister of the Interior all paid a visit to the Fair.



From left to right: René Carron, Serge Dassault, Médéric Petit, Daniel Hoeffel, Jean-Louis Borloo, Jacques Pélissard, André Laignel, Omar Samb, M. Nakada

Technical Workshops

Workshops are targeted at the core of the modernisation dynamic and public authority debates:

- ICT
- Town Planning
- Environment/Energy
- Services to Local Authorities

Regional Associations Village

Aware of the key role of regional civil servants in local management, SMCL provides them and their associations with a warm welcoming area to meet, hold discussions and attend the various debates focussing on the areas related to their functions.



arket worth €76.8 billion

SMCL 2004 exhibitors were satisfied with their participation

- 83 % said they were satisfied.
- 87 % were satisfied with the standard of contacts they made.
- 68 % said they were satisfied with the number of contacts they made.

.... with the results they got

- 85 % made contact with new local authorities.
- 73 % were able to identify prospects.
- 80 % were able to make future appointments.

Loyal exhibitors and visitors

- 85 % of the exhibitors were fully satisfied and therefore intend to come back in 2005; 1 out of every 2 said that this was definite.
- 89 % of visitors intend to come back in 2005.

The Fair is organised by 4 themes, so you can identify your area of activity more easily.

- Local Authority services** Hall 2/1
- 1 - Publishing – Press – Advertising
 - 2 - Childhood – Education – General Supplies
 - 3 - Social – Health – Mutual Insurance - Insurance
 - 4 - Institutions – Finance –Institutional Catering/Real Estate

- Environment/Energy** Hall 2/2
- 5 - Environment – Energy

- Town planning** Hall 2/3 and 3
- 6 - Equipment/Waste Collection/Transport
 - 7 - Construction & Civil Engineering – Safety/Hygiene/Clothing/Culture/Tourism/Leisure
 - 8 - Town planning: Cobbling/Paving/Lighting/Signage/Playgrounds/Sporting, technical and staging facilities

- ICT Area** Hall 3
- 9 - ICT - Telecommunications



The Innovation Area, two successes in a row!

The SMCL Innovation Awards received over 100 nominations in five categories linked to the Fair's themed zones: Town Planning, Services to Local Authorities, Environment/Energy, ICT/Telecommunications, Technical Solutions. The 12-member jury, made up of experts from local authorities and the trade press, selected 22 products which were exhibited in the Innovation Area of 300 square metres for a period of three days. This shop window of innovative products and services from the local authority sector provided the companies with numerous helpful and fruitful contacts.



Successful press coverage

- TF1: 8 o'clock evening news (16 November 2004)
- Le Figaro: The Environment, a driving force for innovation (3 December 2004)
- Le Maine Libre: The Aladdin's cave for local politicians (18 November 2004)
- Rail & Transports (24 November 2004)
- Hexagone Environnement: (November 2004)
- 01 Informatique (12 November 2004)
- Maires de France (November 2004)
- La Gazette des Communes: (8 November 2004)
- Le Moniteur: Street furniture adapts to new requirements (12 November 2004)

An extensive national and local advertising campaign

Sustained and extensive promotions are in place to attract qualified Local Councillors and Regional Decision-Makers.

Direct Marketing

Personalised mailshots to 130,000 Regional Decision-Makers qualified by sector of activity describing the event and the exhibitors – The Fair Newsletter, invitations, etc.
From June to October.

Advertising

- A national campaign in the daily press and specialist trade magazines.
- A radio campaign on RTL/1,200 French local FM stations from September to November.

LE FIGARO

Les Echos
Le Quotidien de l'Économie

LE MONITEUR

la Gazette
COMMUNAUTÉ DES MAIRES ET DES COLLECTIVITÉS LOCALES

Le Journal du Dimanche

Le Monde

LE COURRIER
des maires et des élus locaux

Paysage
Actualités

La lettre informatique
et collectivités locales

L'USINE NOUVELLE

Environnement MAGAZINE

MAIRES FRANCE

L'INFORMATICIEN

Journal des COMMUNES

l'Hémicycle

Our staff are at your service

To advise, support and assist you throughout the year in optimising your presence at SMCL.



Euroconvention Director, SMCL Commissioner General: Médéric Petit.

Managing Director: Pierre Dupont.

Sales & Development Directors: Jean-Luc Citti, Tanneguy des Rieux, Georges Assouline.

Customer Account Directors: Stéphane Gontier, Philippe Mothes, Julie Stevens.

Sales Assistants: Patricia Herbeaux, Corine Masson, Emile Gonnet.

Promotions: Lorraine de Galembert, Karine Huré, Samantha Morin.

Public/Press Relations: Geneviève Lalanne-Orliange, Cécile Provost.

Logistics: Dominique Decléty, Sophie Legrand, Guillaume Chapuisat.

UNE MANIFESTATION

EUROCONVENTION
SALONS & CONGRÈS

GROUPE MONITEUR

17, rue d'Uzès - 75108 Paris cedex 02 - Tel. +33 (0)1 40 13 31 87 / 36 70 - Fax +33 (0)1 40 13 35 50
Sales: +33 (0)1 40 13 31 87 / 36 70 - Promotions: +33 (0)1 40 13 34 48 - Logistics: +33 (0)1 40 13 37 99
Websites: www.euro-convention.com / www.salondesmaires.com

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