



www.cleverdis.com

BiOB COMMUNICATION

BiOB COMMUNICATION

EVENTS/CONFERENCES

cleverdis

| PROFESSIONAL GUIDES | SMARTreports | CORPORATE PUBLISHING |

The Essential Communication Platform

First-hand market data

Networking

Integrated Communications

Effective Decision-making Tools

Highly targeted distribution

Reference Guides for:

Digital Solutions in the Hotel Trade

Digital Signage Solutions



YOUR KEY TO VERTICAL MARKETS



Information Intelligence

THE ESSENTIAL ENTRY POINT TO VERTICAL MARKETS

Cleverdis **SMARTreports**



Cleverdis, the reference worldwide in information intelligence & publishing in the field of digital technologies, is further developing its powerful and unique value-added communication tools for specific vertical markets.



The Essential Communication Platform

For vendors, solution providers and industry associations, Cleverdis SMARTreports are a unique and vital communication hub. These reference works provide indispensable information on the key market players and their offers – destined to high-powered buyers and installers across Europe.

First-hand market data

Cleverdis is working hand in hand with world-renowned research organisations in order to provide essential and exclusive market data for specific vertical markets.

Networking

Thanks to your presence in a Cleverdis SMARTreport, you position your company among the top players of that particular market, further raising your profile and clearly explaining your key company values.

Integrated Communications

We are in contact with major industry associations and event organisers in order to provide our readers with distinctive networking platforms - creating exciting and potent new three-point synergies between our specialised publications, events and conferences.

Effective Decision-making Tools

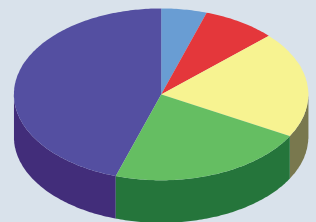
For buyers (marketing & technical departments, company management), Cleverdis SMARTreports are unique

decision-making tools, providing them with ESSENTIAL information on the major actors of these markets. Not only do we provide them with exclusive first-hand market data, but also sound advice on what criteria to base their projects upon, helping them to intelligently prepare their Request for Information or Request for Quotation.

Highly targeted distribution

Thanks to its highly targeted distribution, SMARTreports have a unique impact on the vertical market they cover. Distribution is based on several axes:

Cleverdis SMARTreport distribution



- Specialised Vertical Market & AV/IT Events
- Mailing to Cleverdis buyers & channel databases
- Through advertisers to their clients & partners
- Distribution partnerships with Distributors
- Other



Digital Solutions in the Hotel Trade

SMARTreport Hotels

- The ultimate source book for new technologies and network installation in the Hospitality sector
- Supporting the purchase process through information and education
- Market data, concept, business model, technologies

READERSHIP:

In addition to the visitors to the specialised trade shows, Cleverdis distributes the SMARTreport directly to major luxury hotels, hotel chains, independent hotels and the main actors of this market.

UPCOMING EDITIONS:

- **European Edition** – Print run: 18,500 copies
– Language: English
- **Middle East Edition** – Print run: 6,000 copies
– Language: English
- **French Edition** – Print run: 9,000 copies
– Language: French

CONTENT PREVIEW:

- **Website & e-business**
- **Management solutions:** Yield management, PMS, reservation systems, Check in / Check out, Billing technologies, CRM
- **Dynamic Digital Signage:** Attract, welcome, guide, inform, entertain and sell!
- **Mobility:** Wireless technologies, hand-held technologies, mobile systems
- **Guestroom technologies:** Flat TV, On-demand services, Internet, minibar and safes
- **Intelligent building systems:** automated in-room electronics, lighting control systems



Digital Signage Solutions

SMARTreport Digital Signage

- The ultimate source book for Digital Signage solutions in the fields of Dynamic Point-of-Sale Audio-Visual, Narrowcasting, Custom TV, etc.
- Supporting the purchase process through information and education
- Market data, concepts, business models, technologies

READERSHIP:

In addition to trade show visitors the SMARTreport is posted directly to major buyers (technical and marketing departments, management, purchasers, etc.) and the main actors of this market.

UPCOMING EDITIONS:

- **European Edition** – Print run: 18,500 copies
– Language: English
- **Middle East Edition** – Print run: 6,000 copies
– Language: English
- **French Edition** – Print run: 9,500 copies
– Language: French
- **UK Edition** – Print run: 9,500 copies
– Language: English

CONTENT PREVIEW:

- **Digital Signage - Key Elements:** Concepts, business models, technologies
- **Key Market Figures & Projections**
- **Case Studies - Top Projects around Europe**
- **Key Digital Signage Players - Who does what?**



SMARTreport Distribution at Trade Shows*

Hotels						
Date	Exhibition*	Location	Eu. Ed.	M.E. Ed.	Fr Ed.	
June 2006	Hotel Show	Dubai		•		
September 2006	Hogatec	Germany	•			
October 2006	HOTEC Europe	Malta	•			
October 2006	Meeting & Incentive Forums	France	•			
October 2006	ROMHOTEL	Romania	•			
October 2006	Hostelco	Spain	•			
October 2006	Meeting & Incentive Forums	Netherlands	•			
November 2006	Equip'Hotel	France			•	
November 2006	SIA	Italy	•			
February 2007	HOTEQ	Turkey	•			
February 2007	TEMA	Denmark	•			
Digital Signage						
Date	Exhibition*	Location	Eu. Ed.	M.E. Ed.	Fr Ed.	UK Ed.
May 2006	Digital expo	UK				•
June 2006	FESI	France			•	
November 2006	Digital Signage Europe	France	•		•	
February 2007	ScreenExpo	UK	•			•
March 2007	Middle East Retail Expo	Dubai		•		
March 2007	Franchise expo	France			•	

* Selection of trade shows. The SMARTreport Digital Signage will also be distributed at other specialised trade shows, such as Retail Solutions, Planète DSI , The Instore Show, SIEC, Franchise live, Equipmag, PROSEG, Digital Conference & Showcase, Equip'Hotel, SATIS, MAPIC, Istanbul Retail Fair, EXPOSHOP, ISE, POPAI Digital Conference, Vitrines et tendances, Pharmagora, The Communication Director Forum, etc.
For detailed publication & events planning, please visit us at <http://www.cleverdis.com/publications/upcoming.htm>.

■ new edition

• distribution at trade show

Contact us now

to reserve your advertising and editorial participation!

Contacts:

Raphaël Pinot – Head of Vertical Markets

Tel. + 33 (0)4 42 77 46 04 • E-mail: raphael.pinot@cleverdis.com

Bettina Spegele – Customer Counselling Executive

Tel. + 33 (0)4 42 77 46 07 • E-mail: bettina.spegele@cleverdis.com

Richard Barnes – Editor in Chief

Tel. + 33 (0)4 42 77 46 00 • E-mail: richard.barnes@cleverdis.com

 **cleverdis**
information intelligence

Relais du Griffon – 439 route de la Seds
13127 Vitrolles – France

www.cleverdis.com