

# SIL2012

BARCELONA

*Logistics = Profitability*

14<sup>th</sup> International Logistics and Material Handling Exhibition



NEW TECHNOLOGIES  
AREA

From 5<sup>th</sup> to 7<sup>th</sup> June 2012  
Fira Barcelona Gran Vía Venue  
Barcelona-Spain



[www.silbcn.com](http://www.silbcn.com)



**SIL  
TECH**

## Technological solutions for the effectiveness and efficiency of the industry and supply chain

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### CONCEPT

SIL will host for the 3rd consecutive year the **SIL TECH**, an area where all companies are jointly involved in the field of new technologies and innovation within the logistics chain, **presenting products, services and technology solutions** for the industries of food, retail, pharmacy, healthcare, textile, automobile, chemical, etc.

**SIL TECH** is the space that establishes a clear relationship between **business and knowledge** so that all major companies of traceability, identification systems, RFID, software and hardware vendors, new technology, consulting, engineering, telecommunications operators, companies that offer solutions e-commerce and technology providers can present their transportation news, products, services and carry out practical demonstrations through **Business Cases** in the **Technological Panel**.



**SIL  
TECH**

## EXHIBITOR'S PROFILE

## VISITOR'S PROFILE

### PHYSICAL FLOW:

#### Transport:

Vehicle tracking, Integrated Traffic Management (ITMS), parcel and courier companies engaged in the electronic commerce (e-commerce), ITS (Intelligent Transport Systems)

**Storage and Handling:** Belt conveyors, roller chain, stacker cranes, depalletizers, cabinets rotating bar code, radio frequency identification RFID, voice recognition systems, automated picking, etc..

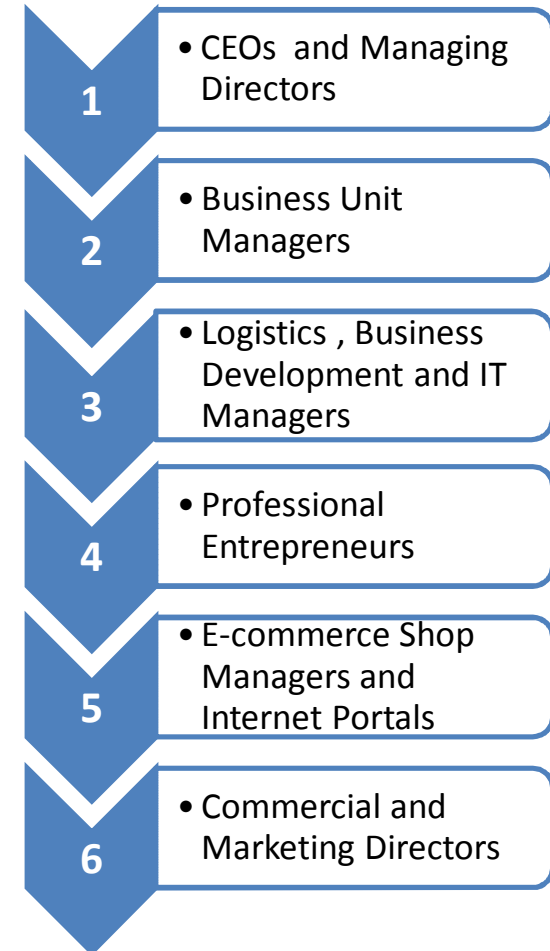
### INFORMATION FLOW:

**Communication:** EDI, Internet, GPRS.

**Storage and processing of information:** Control systems and production planning (MRP's), Systems of Production scheduling, geographic information systems, route optimization, management systems stores real-time radio, demand forecasting, identification systems and traceability and so on.

### R & D FLOW:

**Services and Solutions:** Consulting, engineering, telecommunications operators and Research, Development and Innovation (R + D + i), e-commerce systems and e-business.



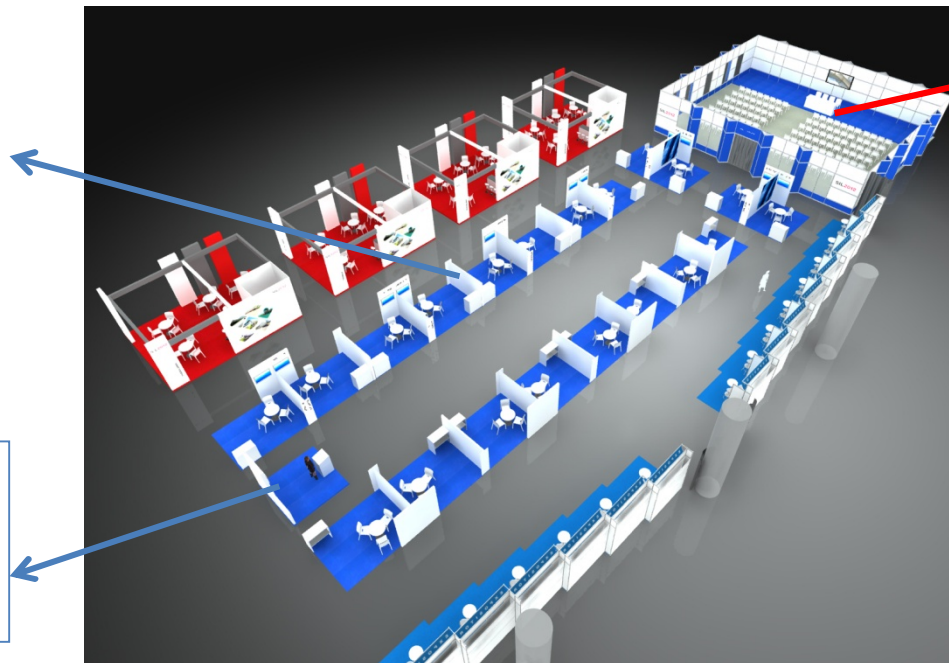
**SIL  
TECH**



## FORMAT

**SILTECH** comprises an **EXHIBITION AREA** and a **TECHNOLOGICAL PANEL** where participating companies will present their **Business Cases** aimed at the industries of food, pharmacy, healthcare, textile, automotive, chemical, retail, transport, etc **SILTECH** will be located in front of the room where the **SIL LOGISTICS DIRECTORS SYMPOSIUM** will be celebrated, which brings together the logistics directors of all the industry.

EXHIBITION  
AREA



Technical  
Conferences related  
with the industry.

TECHNOLOGICAL  
PANEL  
*Business Cases*  
*20 minutes*



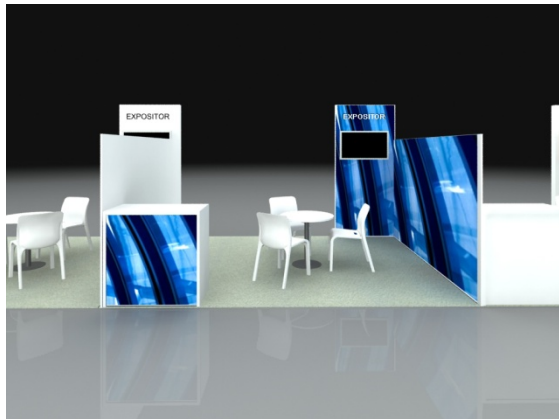
## PARTICIPATION FORMS

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### Option A): 2,500 €

The participating company will have a point to attend the visits and it will be located next to the **SIL LOGISTICS DIRECTOR SYMPOSIUM**. This point will consist of a modular wall where the company could vinyl its image, a high table and two stools. This form allows you to present **1 Business Case** for 20 minutes during the celebration of SIL.



### Option B): From 5,600 € to 6,200 € (price depending on the location chosen)

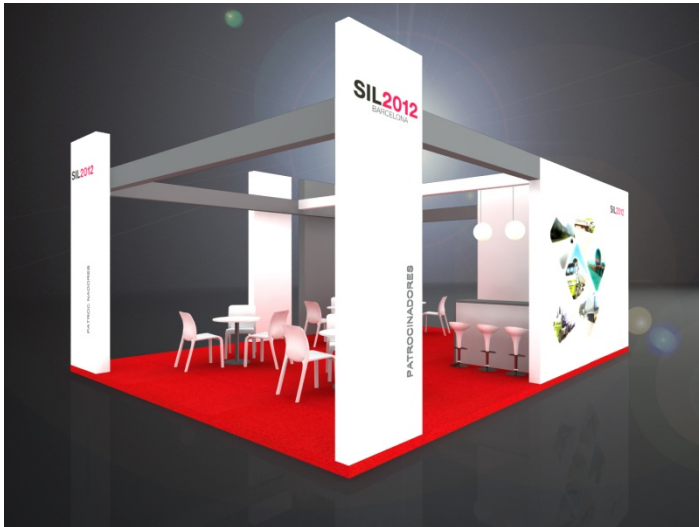
Highest visibility and image. Woodwork Stand of 12 sqm with Plasma TV, 1 table, 3 chairs and a woodwork counter. Located in the area where the **TECHNOLOGICAL PANEL** will take place and just in front where **SIL LOGISTICS DIRECTORS SYMPOSIUM** will be held. With this this form of participation the company may present **2 Business Cases** of 20 minutes each during the celebration of the SIL.



## PARTICIPATION FORMS

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Option C): Maximum visibility in the main corridor..... 18,000 €



### Option C):

The company will have a point to meet their visitors at the main corridor with a 48 sqm stand that will be located next to the **SIL LOGISTICS DIRECTORS SYMPOSIUM**. This point will consist of a design stand that you can customize, with several tables, chairs, bar and stools. This form allows you to submit two **Business Cases** of 20 minutes during the celebration of the SIL. Moreover, the price includes a **visual impact of your company** before, during and after the Exhibition with a **banner on the website of SIL** - over 40,000 hits per month- and the incorporation of your **company logo at the Exhibition Floor map** that will be seen by all visitors attending the SIL 2012.



# 15<sup>th</sup> SIL LOGISTICS DIRECTORS SYMPOSIUM



## Logistics Solutions for the Industry

SIL FOOD	SIL PHARMA & HEALTH	STORAGE AND MATERIAL HANDLING CONFERENCE
SIL AUTO	SIL e-commerce	SUPPLY CHAIN OUTSOURCING FORUM
SIL TEXTIL	SIL CHEMICAL	INFORMATION SYSTEMS FOR LOGISTICS CONFERENCE

### Major topics of discussion:

- 1 • Research, Development and Innovation (R+D+i)
- 2 • Improvement strategies and new trends
- 3 • Management, competitiveness, efficiency and excellence..
- 4 • Future challenges for efficient logistics.
- 5 • Corporate Social Responsibility (CSR)
- 6 • Sustainability and Environment
- 7 • Traceability, inventory management, automation and optimization
- 8 • Urban logistics, last mile and a temperature-controlled

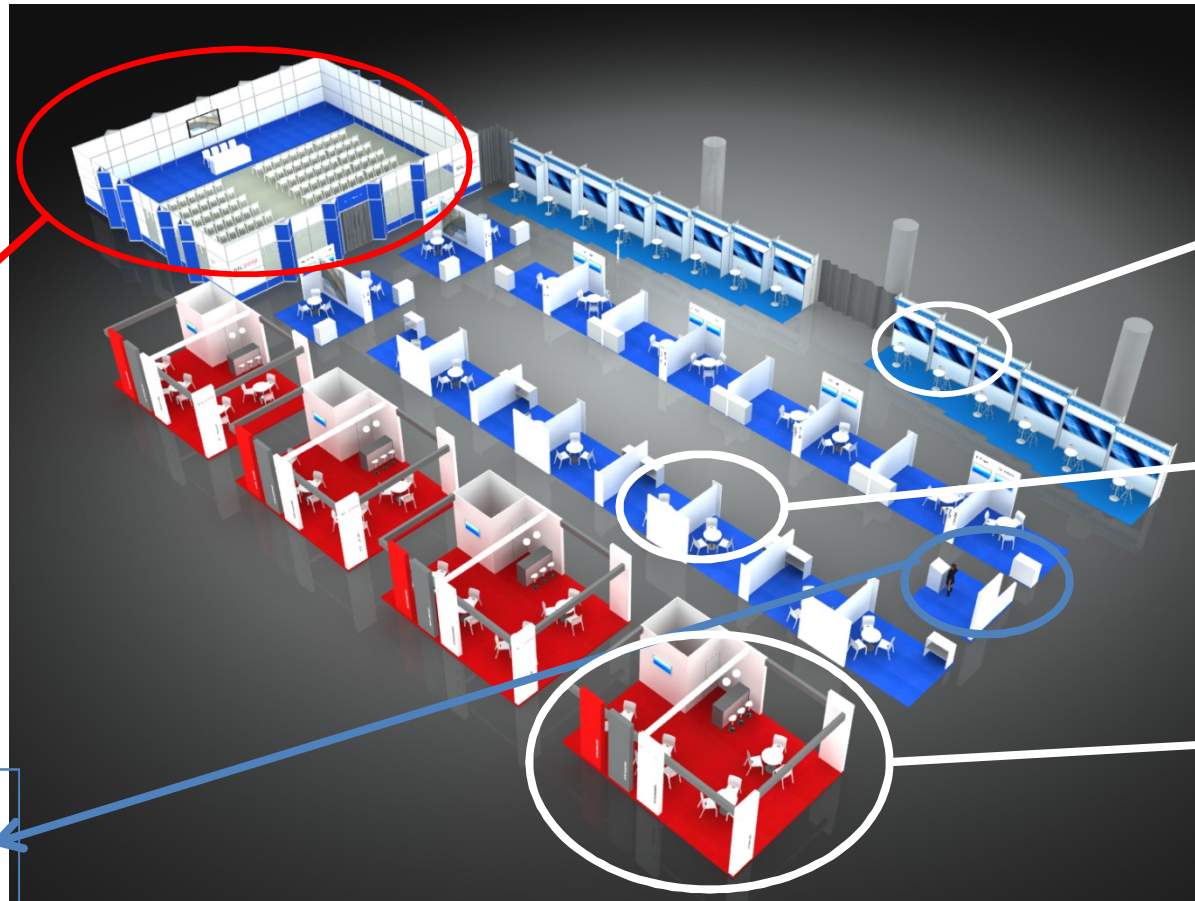
**TARGET**

- CEOs, Managing Directors
- Business Unit Managers
- Logistics , Business Development and IT Managers
- Professional Entrepreneurs E-commerce Shop Managers and Internet Portals
- Commercial Directors

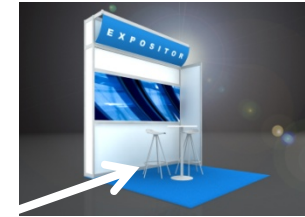
**CONSULT THE NOTORIETY FORMS!**



## IMAGE OF THE SIL TECH AREA



OPTION A



OPTION B



OPTION C



**TECHNOLOGICAL  
PANEL**  
*Business Cases  
20 minutes*





## TECHNICAL CHARACTERISTICS



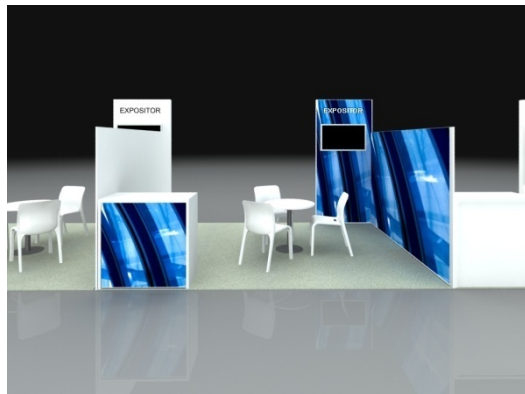
### Option A): 2,500 €

Grey carpet on the floor, 3m high white modular wall panels 200x100cm, with curved blue visor. A partition separating 50x250 cm high, 1 exhibitor's name that will be written on white vinyl visor. Printing an image (dimensions 200x100 cm). A high table and 2 stools with black cushion.

*Option of changing colors of carpet and modular walls.*

*Liability insurance and registration fees not included.*

*Tax not included*



### Option B): From 5,600 € to 6,200 € (price depending on the location chosen)

Grey carpet on the floor; woodwork painted walls 180 cm high white 3 m long, 1 small wall with a plasma screen located at 244 cm high, a sign with the exhibitor's name painted on the small wall, a guide with 3 spotlights 300W; 1 box of 3.3 kw electric plug in base +, 1 table 80 cm circular white, 3 white chairs, 1m long wooden counter woodwork and doors with shelf lock, a wall screen support and connection to PC.

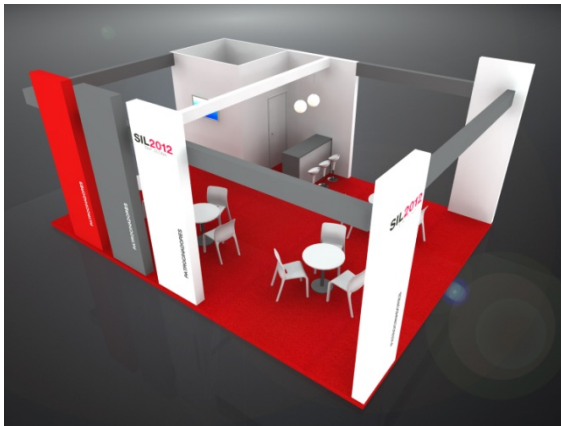
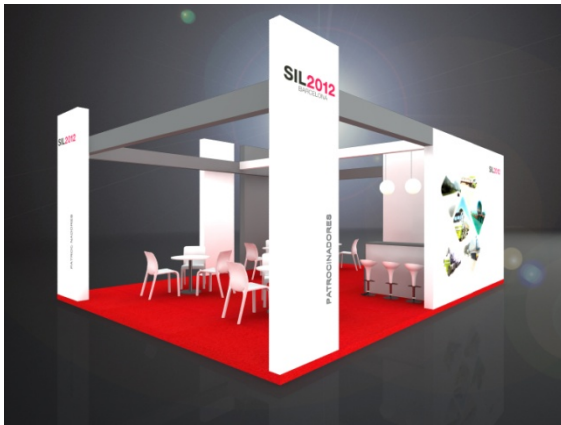
*Option to customize the stand, by painting or print, ask for rates.*

*Liability insurance and registration fees not included.*

*Tax not included*



## TECHNICAL CHARACTERISTICS



### Option C):

Carpet and stage, option to choose the color of the carpet, 1 woodwork store of 2x2m of 250 cm tall, 1 bar counter, 5 wood monoliths to paint 3m high, possible to change the color at no cost, 2 300w bulbs guides, 2 white luminous spheres, 1 plug in storage; 2 logos of approx. 80 cm long, 5-cut vinyl signs approx. 90 cm, 1 photo to be placed in store 250x250 cm, 4 white tables, 12 white chairs, 3 stools with black cushion; 1 screen with wall support and connection to PC.

Option to customize the stand.

Liability insurance and registration fees not included.

Tax not included



*Thank you!*

For further information: [comercialsil@el-consorci.com](mailto:comercialsil@el-consorci.com)



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