

**PRESS RELEASE**

# SIL 2010 PRESENTS CUSTOM SOLUTIONS SO NOBODY IS LEFT OUT

- The International Logistics and Material Handling Exhibition, which will be held from 25 to 28 May 2010, is presenting solutions for all tastes that can be adapted to any budget.
- The new proposals range from the availability of a 10 square metre turnkey stand for just €2,800 to renting a multi-brand stand under a time-sharing scheme

**Barcelona, 27 October 2009.** The **International Logistics and Material Handling Exhibition (SIL)**, which will be held from **25th to 28th May 2010** at the Gran Vía de **Fira de Barcelona** Venue, is presenting new, useful offers and favourable conditions so that all sector businesses may be present at this annual logistics event in Spain.

Aware that businesses are more than ever keeping careful watch on their expenses, the **SIL 2010** organization has used its imagination and has come up with a series of possibilities so they can be present at the Exhibition ranging from 10 square metre turnkey stands at a price of just €2,800 to the availability of a multi-brand stand under a time-sharing scheme that businesses may rent and use during certain hours to present their offer.

Besides the traditional spaces available for rent starting at 12 m<sup>2</sup>, those who wish may choose to participate in **SIL 2010** for only **€2,800** with a turnkey stand to just sit down and sell. This way, the exhibiting company will not have to even think about designing or assembling their stand and may focus on the business opportunities and making the contacts placed within their reach by the International Logistics and Material Handling Exhibition of reference in Southern Europe and the Mediterranean Arc.

Information constantly updated at  
[www.silbcn.com](http://www.silbcn.com)

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Another of the major new developments that the SIL 2010 organization is making available to exhibitors is the use of a multi-brand stand that companies may rent for a few hours in order to make any type of presentation. This fully equipped 120 m<sup>2</sup> stand will be located in a preferential area of the Exhibition and will feature a projection room.

The Chairman of the Organizing Committee for SIL 2010, **Mr. Enrique Lacalle** assures that *“with this new focus for SIL, custom solutions have been designed for all tastes and all budgets so that nobody is left out and those who stay do so willingly”*.

On the other hand and in order to get the most out of the participation of all the companies present at **SIL 2010**, the company meetings that have been held in recent years will be emphasized, which will guarantee qualified and top-level contacts. Also, those who wish may extend their participation in SIL annually with the **“Annual SIL Virtual Platform”** or the **SIL News Press**, an e-newsletter with information on exhibitors, which will be launched in July and October and will reach all the professional contacts all over the world who have registered with **SIL**.

## NOTE TO THE EDITOR

The **International Logistics and Material Handling Exhibition (SIL)** is the meeting place for all logistics activity in Southern Europe, the heart of the Mediterranean, especially the countries of the Maghreb, Iberoamerica and Southeast Asia.

After eleven years, SIL has become the major logistics and transport trade show in Spain and the Mediterranean Arc and the second in Europe.

SIL 2009 resisted the difficult economic times with 45% participation from international companies and turnover estimated at **2.100 million euros**. At its last edition, logistics executives were able to enjoy a great versatile Exhibition: the quality of the events, the exhibitors, the International Symposium SIL, the Mediterranean Logistics and Transport Forum and the technical conferences consolidated SIL on the international trade show calendar as the top Logistics Trade Show in Southern Europe and the Mediterranean Arc.

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