



07 > 09 JULY
2021 EXHIBITION
CONFERENCES
AWARDS



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KEY FIGURES

From past editions

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LAVAL VIRTUAL EUROPE 2021

An augmented event

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SUMMARY



01

KEY FIGURES

From past editions



The 21st Edition
22 ▸ 24 March 2019

54 countries were represented with participants from **5 continents** at the **21st edition**.

★ **300+**
Exhibitors

🎤 **130+**
Speakers

👤 **18100**
Attendees

🏆 **11**
Awards

40%

Executives
Directors,
Chairmans,
Managers...

24%

Management
R&D engineers,
Managers,
Supervisors...

17%

Employees
Developers, UX Designers,
3D computers graphic
designer...

5%

Degree level students
Trainees Interns...

4%

Artists
Mediators, 3D artists...

3%

Researchers
Teachers, PhD students...

4%

Various



Departments



Sectors of activities



2019



Watch the 2019 recap

100%
Virtual event!



The 22nd Edition
22 ▸ 24 April 2020

Social Medias



27k
Followers

0,9M
Social
Impression

21,3k
Engagement

5,4B
Potential
Reach

76%
Geographic
Impact

40%
Digital
Rate

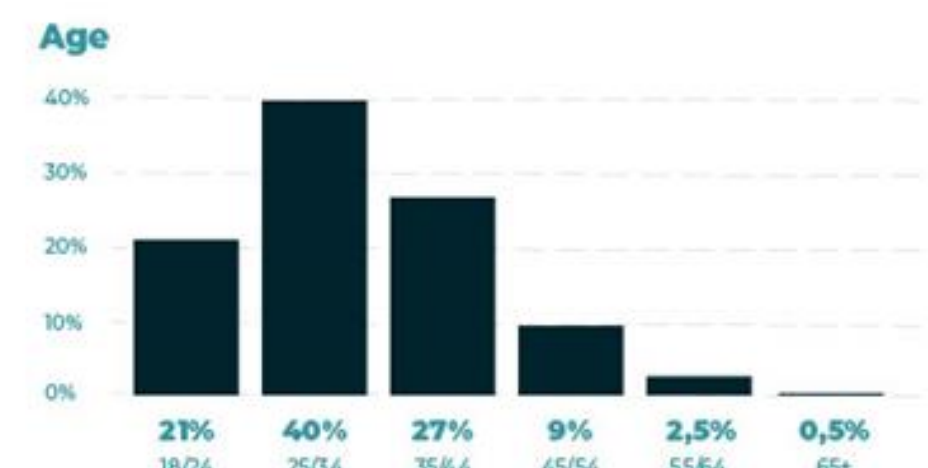
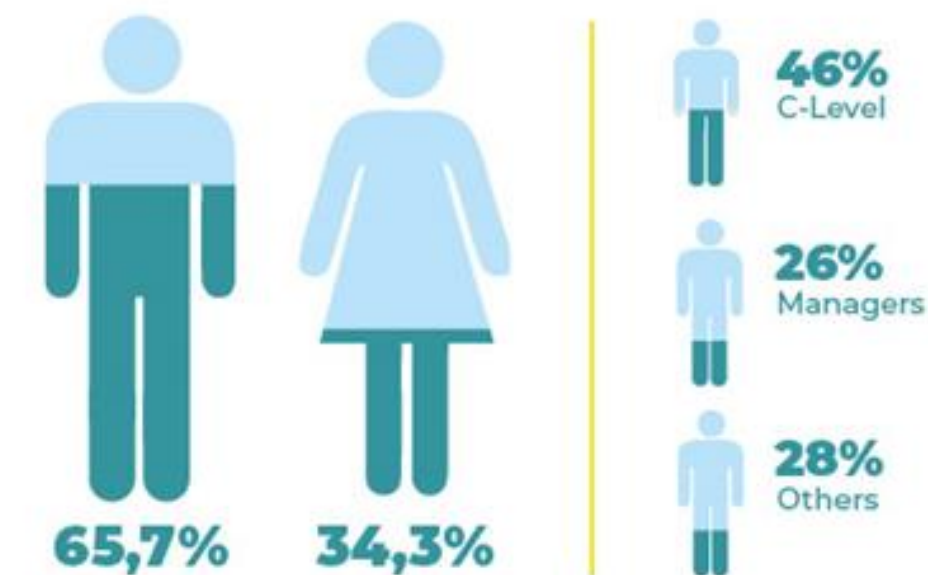
★ **200+**
Suppliers

🎤 **170+**
Speakers

🚀 **55**
Investors

🏆 **6**
Awards

11200
Attendees



110
Nationalities

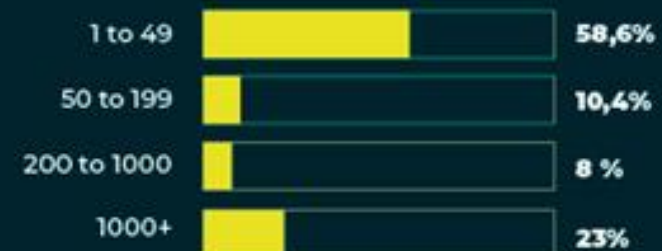
Top 5
countries after France



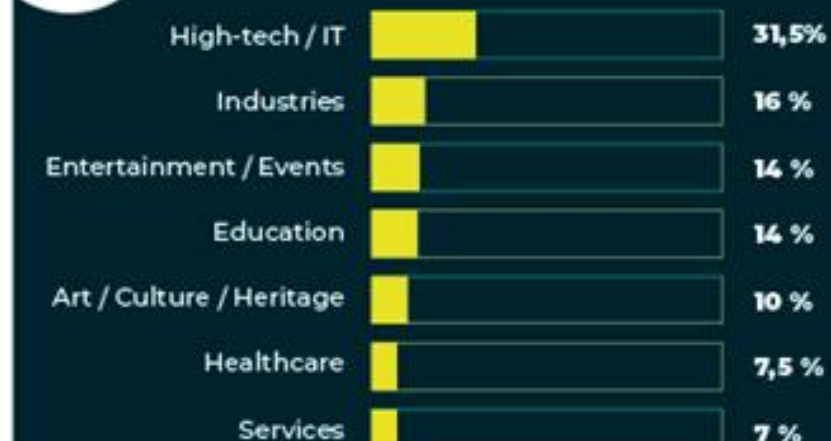
Goals of attendees



Size of companies



Sectors of activities

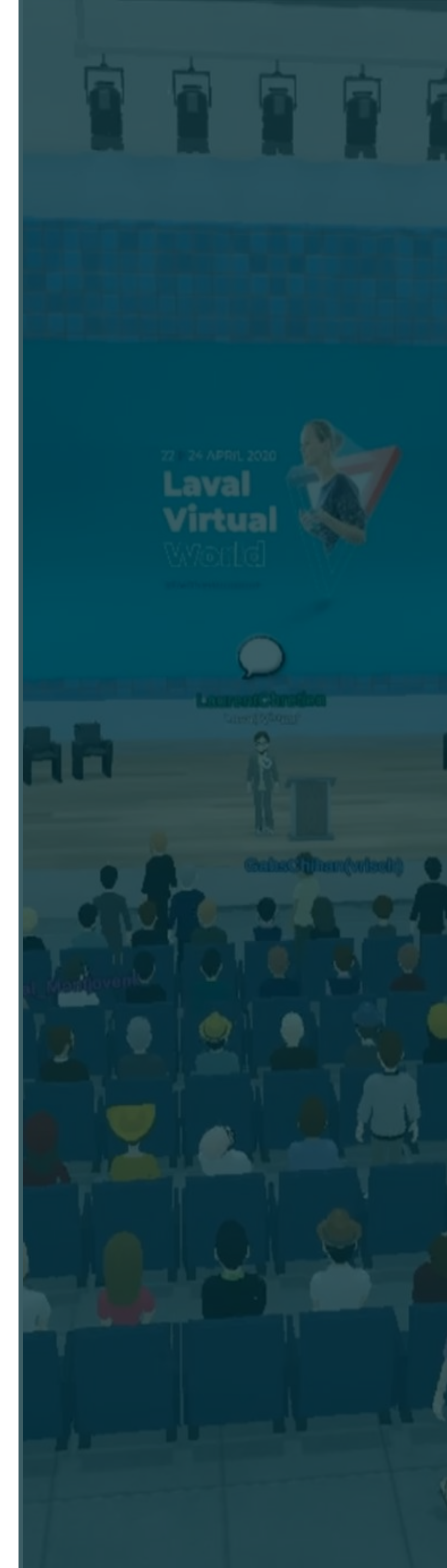
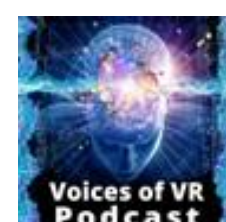


Profiles of attendees



2020

Laval Virtual Europe participants





LAVAL VIRTUAL EUROPE 2021

An augmented event



Laurent Chrétien,
Director of Laval Virtual

“

*Laval Virtual, like any event, is looking forward to reunite with all those who are coming! We are excited to meet you again for a great **celebration of virtual reality**, the great celebration of all immersive and interactive technologies, a celebration where human relations, the pleasure of getting together, will come first!*

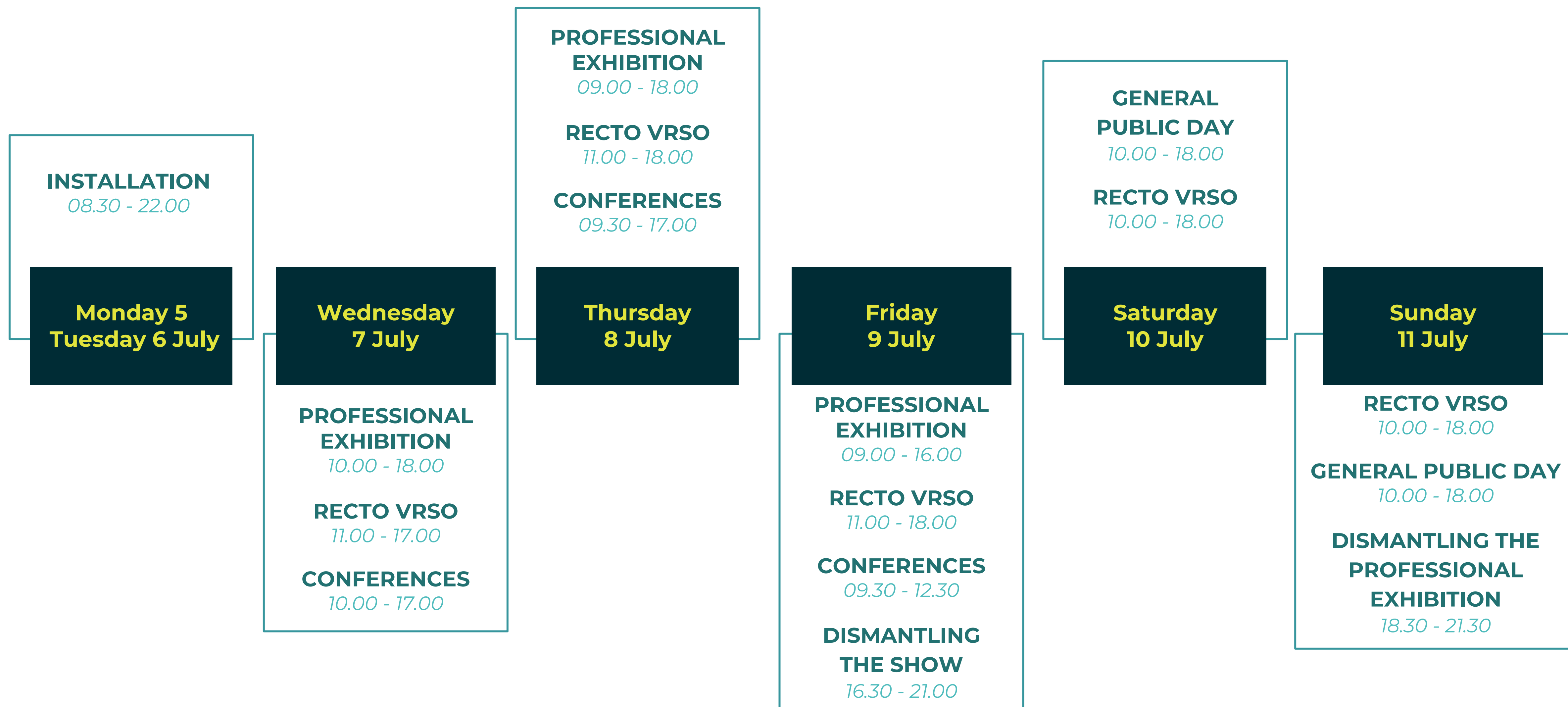
*It will be summer, and Laval as a whole, frustrated of spending the year 2020 without you, will welcome you in style for a triple-augmented **23rd edition of Laval Virtual!** Augmented by Recto VRso and the magical beauty of its avant-garde artistic creations. Augmented by the National Conference on Ethics in Future Technologies and the indispensable wisdom to bring for the good use of our technologies. Augmented finally by the Laval Virtual World that we initiated last year and the strength it brings to make Laval Virtual Europe, the largest event dedicated to VR/AR in the world.*

*At the forefront of virtual reality, this 23rd edition will focus on innovation above all, **innovation at the service of progress**. It will present the best startups, the best work from international laboratories, the best interactive experiences exploring or stimulating all our senses, venturing to the frontiers of hybridization with other technologies, Augmented Intelligence, Blockchain, robotics, IoT...*

It will of course dedicate a particular attention to virtual worlds which, since the first lockdowns, have experienced a tremendous acceleration, and I would even say that these worlds would be particularly in the spotlight, as it is fundamental that business stakeholders know and understand them.

”

Planning



Professional Exhibition

Laval Virtual Europe is the most prominent event in the world of immersive techniques **since 1999**, bringing together the best of the professional VR/AR community.

This experience in the world of immersive Tech makes Laval Virtual Europe a unique opportunity for companies to display their **latest innovations, network**, and meet **key decision makers**.



July 7th - 9th



LAVAL-VIRTUAL.COM

07 > 11 JULY *

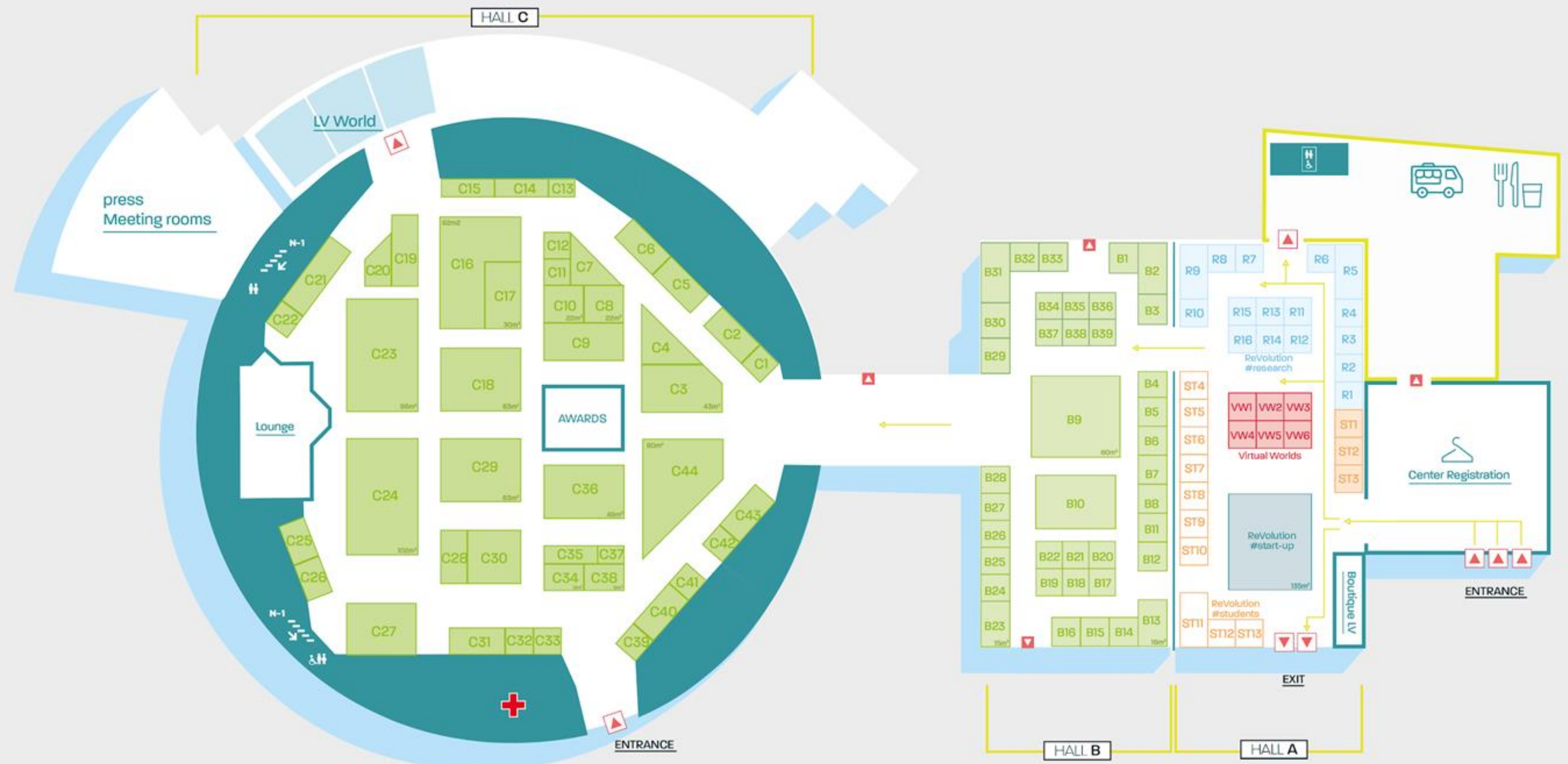
2021 EXHIBITION
CONFERENCES
AWARDS

*Professional and public days



- Available booth
- Pre-reserved booth
- Reserved booth
- Emerging pavillons

Floorplan



#ReVolution competitions

The *#ReVolution competitions* give a chance to win an **exhibition space** at Laval Virtual 2021, receive feedback from the jury as well as participating **VR/AR experts**... And even a chance to **win an award**.

#startups

Gather project leaders and the most innovative young companies of the year

#students

Highlight the talents of tomorrow!

#research

Be inspired by the best international projects



July 7th-11th

Awards ceremony

For 20 years, Laval Virtual Awards has rewarded virtual and augmented reality projects that help solve industrial, commercial and/or training challenges.

In 2021, **Twelve prizes** will be awarded in the following categories:

Industry / Healthcare / Sports / Services / Education / Entertainment / VR for a cause / Grand Prix / #ReVo Research / #ReVo Start-ups / #ReVo Students / #ReVo Students Hackathon

The Award Ceremony will take place in the **Laval Virtual World** on July, 8th.

Rediscover the winners of the 2019 edition [here](#)!



July 8th

Conferences

Our **conferences**, spread over 3 days, provide a series of **keynotes**, **lectures**, **use-cases**, panels and masterclasses on **B2B** uses of **VR/AR** and **immersive techniques**.

VRticals

A conference program that covers all aspects of the use of immersive technologies in selected Verticals.

TransVRsals

A cycle to discover all cross-industry applications in a dedicated room.

ConVRgence

Scientific conferences to discover the latest research works and vision of academic specialists and the international industry.

Laval Virtual values the importance of conferences in order to further **inspire**, by offering a comprehensive program over **different cycles** for professional visitors.

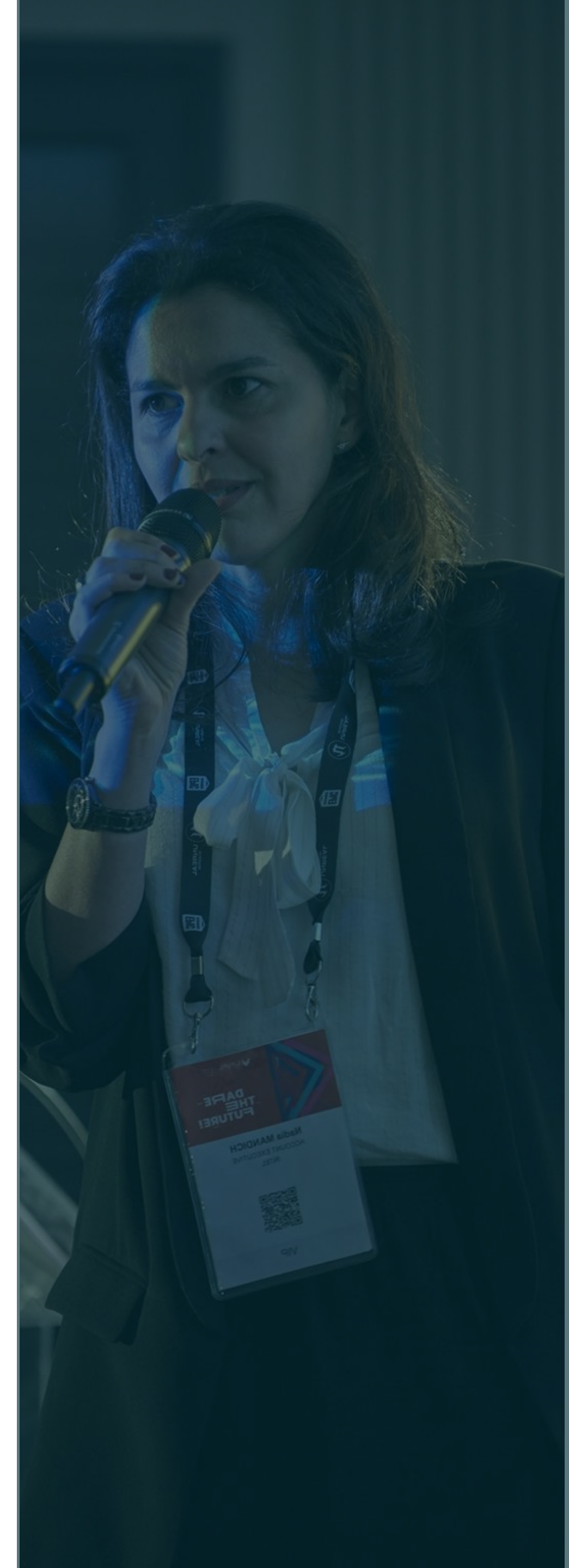
Tech Talks

These sessions will focus on developers, project managers and product managers who rely on new technologies of virtual and interaction.

In various formats: conferences, trainings, etc. the audience will attend sessions led by leading technology providers.

XR Invest

Innovative startups, investors who staked their bets on virtual reality and fundraising experts will speak in turn at the heart of the StartUp Area.



Recto VRso Festival

Recto VRso is an **international art festival** that promotes, fosters and stimulates **immersive** and **interactive** artistic creations, between real and virtual.

It displays the works of **artists, researchers, students** and **digital explorers** who question the mediums of **virtual** and **mixed reality**, revealing innovative aspects of this field.

In 2021, the theme will be **“Real Exhibition | Virtual Exhibition”**, divided into two parts first in April and then in July.

The first part of the festival will take place virtually in the Laval Virtual World from April 14th and 16th (conferences, network, access to a virtual gallery) and will continue in a hybrid format during Laval Virtual Europe in July.



April 14-16th
& July

General Public Days

In 2021, the general public days will have a new format !

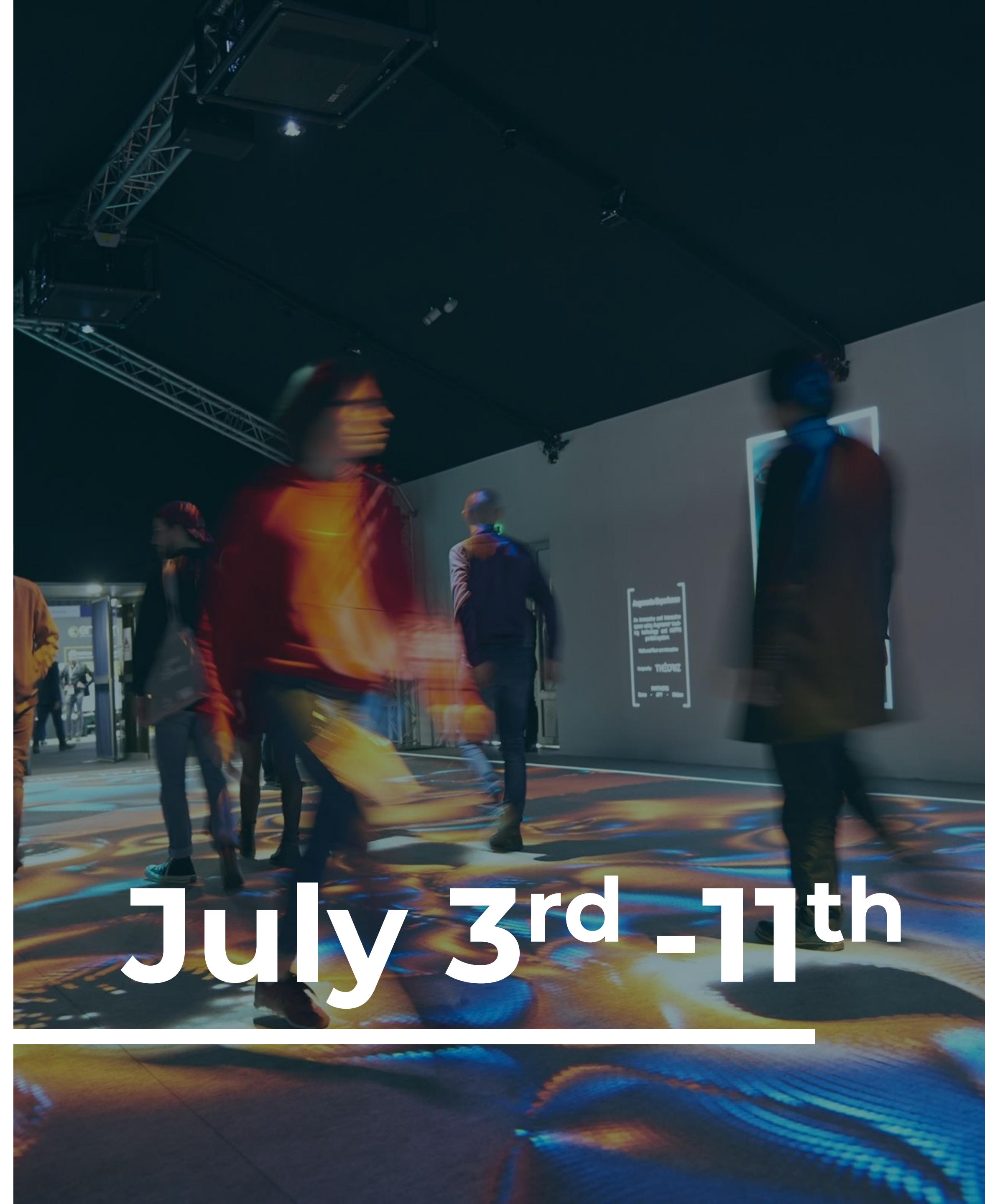
A festival dedicated towards the promotion of VR/AR technologies to a wide public **for a full week throughout the entire city of Laval!**

6 thematic paths will be proposed with specific demonstrations and animations:

- Entertainment
- Children
- Professional uses
- Schools & Students
- Prospective
- Recto VRso

As a professional exhibitor, these general public days will be an opportunity to test your offer and gather feedback from consumers.

Exhibitors who want to benefit from the general public days will have the possibility to **keep their booth for free and/or be integrated on the thematic paths!**





03

EXHIBITORS PACKAGES

Participating in the Professional Exhibition

The 2021 edition of Laval Virtual will be a unique opportunity to substantially **increase your visibility!**

In addition to your **physical booth**, you will also have a **virtual booth** in the *Laval Virtual World*. Here you can showcase your solutions and **network** with online professional visitors who did not have the opportunity to be physically present at Laval.

Never took part in an **augmented** event before?

Do not despair! We have already planned training sessions on how to navigate our virtual trade show, but also on how you can profit from the LVW to maximise your ROI in a virtual space in a way that fits your industry.



Prices

Registration fee

- Your company page displayed in the app and on the website.
- Access to the LV Party with exhibition pass.
- Exhibitor QR scan.
- Booth cleaning fee.

450 €

Basic equipped booth

- 2.5m high Partitions covered with colored brushed cotton, with a white background for projections.
- Carpeted floor.
- LED light bar.
- 2kw power box (by default).
- A sign with your company name.
- Furniture credit of €120 per 9 sqm.
- Access to our Laval Virtual app.
- Virtual booth in the Laval Virtual World.

**350 € /
sqm**

390€ from April, 1st 2021

OR

Basic booth (min. 30 sqm)

- 2kw power box (by default).
- Access to our Laval Virtual app.
- Virtual booth in the Laval Virtual World.
- You must use a stand designer then validate your project through our technical manager (see design regulations).

**325 € /
sqm**

350€ before from April, 1st 2021

Here are the details of the number of accreditations, invitations and relevant furniture credit according to the size of your booth :

BOOTH SIZE	ACCREDITATIONS	INVITATIONS	FURNITURE CREDIT*
Exhibitors not subject to registration fees (ReVolution)	2	4 Discovery Pass + 2 Full Pass	-
9sqm and less	6	7 Discovery Pass + 2 Full Pass	120 €
10 to 18 sqm	12	15 Discovery Pass + 2 Full Pass	240 €
19 to 27 sqm	12	20 Discovery Pass + 2 Full Pass	360 €
28 to 36 sqm	12	30 Discovery Pass + 3 Full Pass	480 €
37 to 45 sqm	20	40 Discovery Pass + 3 Full Pass	600 €
46 to 54 sqm	20	50 Discovery Pass + 3 Full Pass	720 €
55 to 63 sqm	25	60 Discovery Pass + 4 Full Pass	840 €
64 to 72 sqm	25	70 Discovery Pass + 4 Full Pass	960 €
73 to 81 sqm	25	80 Discovery Pass + 4 Full Pass	1 080 €
82 to 90 sqm	25	90 Discovery Pass + 4 Full Pass	1 200 €
91 to 99 sqm	25	100 Discovery Pass + 4 Full Pass	1 320 €
100 to 108 sqm	25	105 Discovery Pass + 4 Full Pass	1 440 €
109 to 117 sqm	25	110 Discovery Pass + 6 Full Pass	1 560 €
118 to 126 sqm	25	115 Discovery Pass + 6 Full Pass	1 680 €
127 sqm and more	25	120 Discovery Pass + 6 Full Pass	1 800 €

- **Full Pass** gives access to the: exhibition space, conferences, Awards ceremony, LV Party, and the Laval Virtual mobile app / webapp.
- **Discovery Pass** gives access to the: exhibition space and the Laval Virtual mobile app / webapp.

** This credit will allow you to buy your furniture on our dedicated online shop. Your access will be sent as soon as you are registered for the event.*

A photograph of a man in a dark jacket sitting on a stool at a booth. He is looking at a laptop. Behind him is a sign with a logo. The text "Your booth" is overlaid on the bottom right of the image.

Your booth

Laval Virtual App

A key tool in making your participation in the professional exhibition a success !

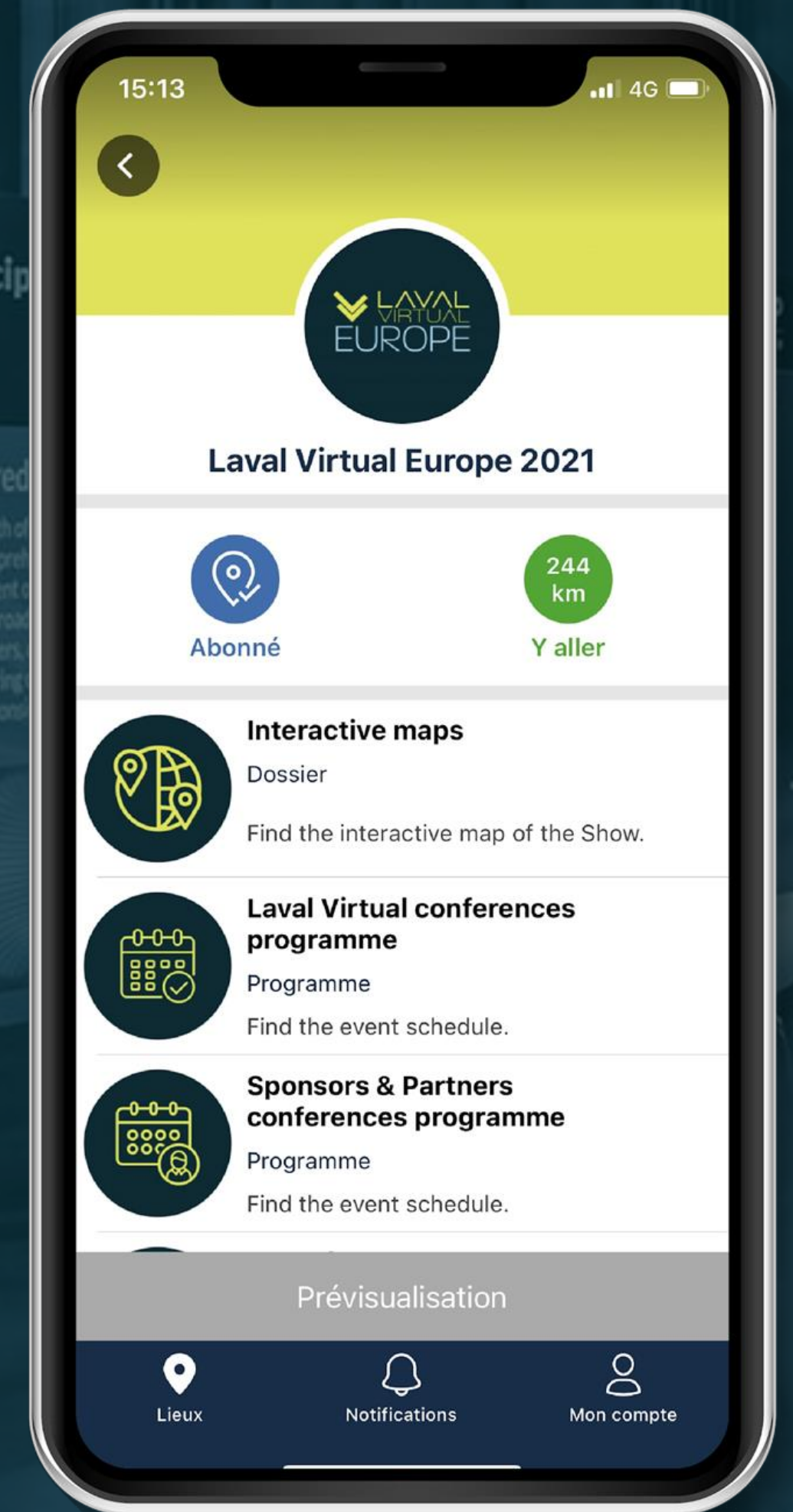
All visitors are invited to download the app once their registration is confirmed.

Its main functions are as follows :

- **Schedule meetings with both physical and virtual attendees :**
Use the Laval Virtual app to plan your business talks online and offline, plan meetings with your prospects before and during the event.
- **Access the list of visitors :** Using the Laval Virtual app you can access the list of participants at the show. You can scan visitors' badges to get their contact details, contextualize meetings and follow up in your CRM.
- **Locate exhibitors on the app map :** The app map of the show enables visitors to find your booth and find you easily.
- **Register for the conferences:** Find the conference program and register to not miss out on anything!
- **Watch conferences :** Can't make it to the conferences? No problem - log in on the page via the app and watch it on your computer or phone.

NEW!

Gain extra visibility by purchasing an exclusive video or text notification that will be pushed to all app users only once a day every morning!



And also a web app

Your virtual booth

Single style booth



Physical booth between 6 and 18 sqm

=

1 single style booth

- 1 overhead logo space
- 1 icon space (podium)
- 1 web board
- 1 web board placeholder image

Double style booth



Physical booth between 19 and 50 sqm

=

1 double style booth

- 1 overhead banner logo space
- 1 podium logo space
- 1 podium icon space
- 4 image boards
- 1 web board
- 1 web board placeholder image

Quad style booth



Physical booth above 50 sqm

=

1 quad style booth

- 1 ceiling logo banner space (logo x4)
- 2 overhead banner logo spaces
- 2 vertical banners
- 1 podium logo space
- 2 podium icon spaces
- 6 image boards
- 5 web boards
- 5 web board placeholder images
- 2 private volume tables ■ 4 seats each



SPONSORSHIP OPPORTUNITIE S

Silver 5 - 15 K€

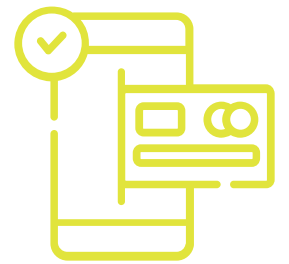


Awards General Categories	<ul style="list-style-type: none">- Award handover- Your name associated to the Call for competition- Website / App recognition- Social media announcement (blog: editorial content)- 2 Full Passes / 5 Discovery Passes	5K
Conferences Coffee Breaks	<ul style="list-style-type: none">- Logo placement- Break announcement slides- Website / App recognition- 2 Full Passes / 5 Discovery Passes	5K
Phone Charging Boxes	<ul style="list-style-type: none">- Logo placement on the 3x charging boxes available to all on catering areas- Tailored signage- Communication displayed on screens- Website / App recognition- 2 Full Passes / 5 Discovery Passes	5K
Lounge / Patio & Terrace	<ul style="list-style-type: none">- Networking zone- Tailored signage- 1 Event Luncheon / Happy Hour promoted on the official App- Communication displayed on screens- Website / App recognition- Social media announcement (blog: editorial content)- 3 Full Passes / 7 Discovery Passes	10K
Awards retransmission screens (Hall C)	<ul style="list-style-type: none">- Logo placement- Communication displayed on screens- Website / App recognition- 5 Full passes / 10 Discovery Passes	15K

Gold 20 K€

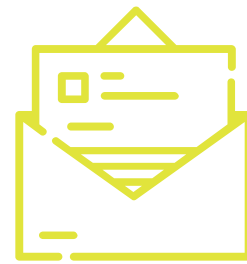
	Onsite Visibility	Online Recognition	
ReVolution PAVILIONS & COMPETITIONS	<ul style="list-style-type: none">- Area Signage- Exhibiting desks signages with your logo- Award handover at the LV Awards ceremony- Member of the Jury- -5% on your exhibition space- 5 Full Passes / 10 Discovery Passes	<ul style="list-style-type: none">- Your name associated to the Call for Competition- Pre-event video interview / Editorial content- Social media announcement (blog: editorial content)- Website / App recognition- Logo in Official Teaser	20K
<p>Revolution Pavilions & Competitions <i>The 'ReVolution' competitions enable cutting-edge projects and technologies or pioneering uses of VR/AR to benefit from a real boost exposure during Laval Virtual. (10 to 16 projects selected)</i> #startups #students #research</p>			
LV PARTY	<ul style="list-style-type: none">- Co-animation of the Party- Opening speech- Visibility on all signage (screens, donor boards, panels...)- 5 Full Passes / 10 Discovery Passes	<ul style="list-style-type: none">- Website / App recognition- Logo in Official Teaser- Social media announcement (blog: editorial content)	20K
<p>LV Party @Laval Virtual Center <i>THE best moment for the community to connect and enjoy each others' presence!</i> +700 persons / Invitation or Full Pass only</p>			

How to register



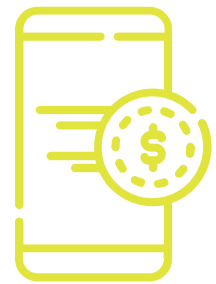
01

Fill in your online registration form.



02

You will then receive an e-mail confirming the reception of your application form by the Laval Virtual team.



03

Your contact in the Sales team will send you an official quote with the General Terms & Conditions to be sent back signed with your 40% down-payment.

Once received, your participation will be officially validated and you will receive your Exhibitor Guide.



04

The balance payment will be due before June, 7th 2021.

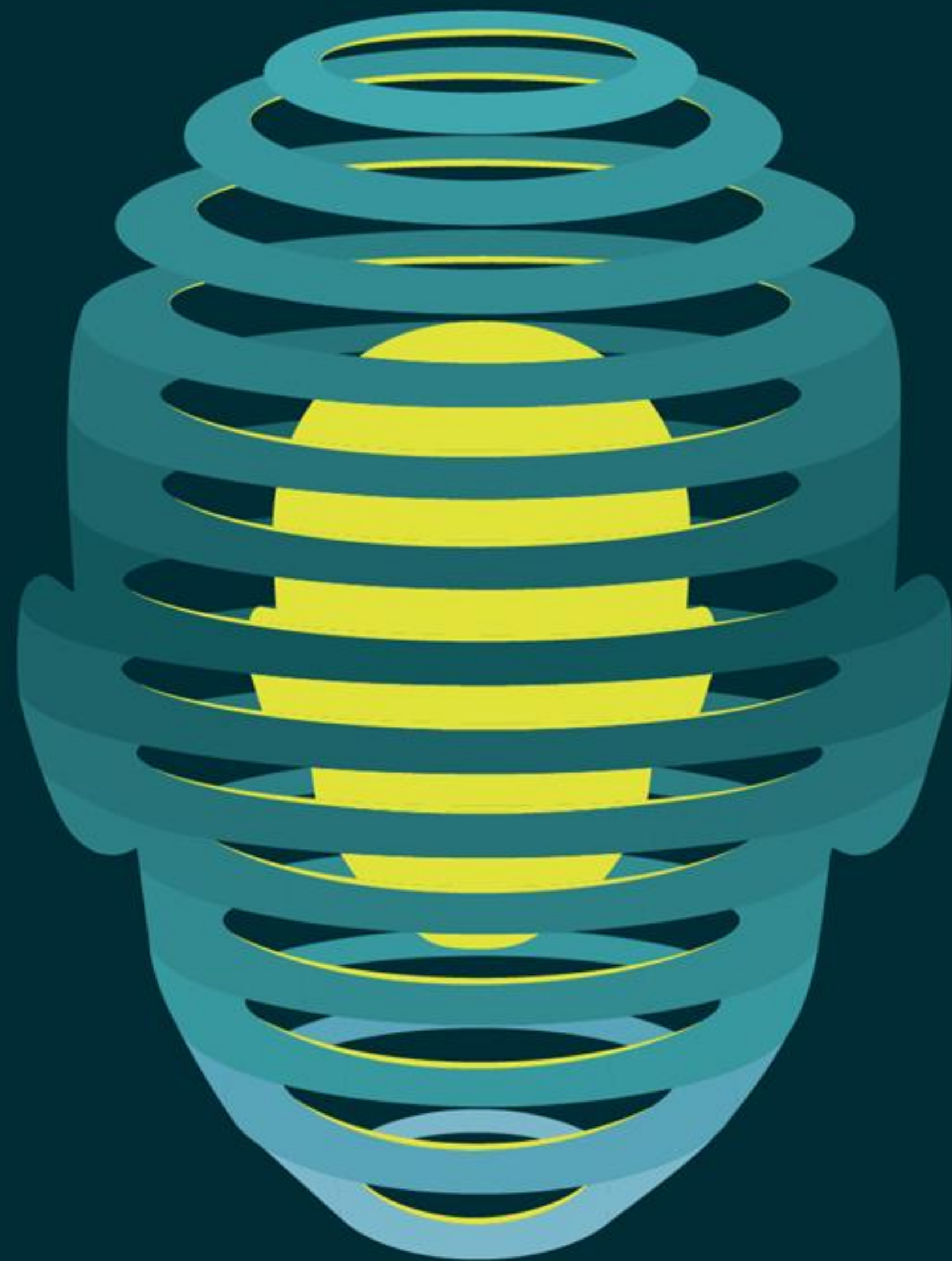
Don't forget : For any questions in your registration process, feel free to send an e-mail to exhibition@laval-virtual.org

Steps to follow

 **LAVAL**
VIRTUAL
EUROPE

07 > 09 JULY

2021 EXHIBITION
CONFERENCES
AWARDS



>> Registration Form <<

Exhibition :

exhibition@laval-virtual.org

Sponsoring :

sponsoring@laval-virtual.org

