



2014 WORLD PERFUMERY CONGRESS

June 10–12, 2014

Centre International de Deauville
Deauville, France

World Perfumery Congress (WPC) 2014 is the only international business-to-business event encompassing all sectors of the fragrance industry in one venue! Our attendees seek practical solutions from organizations like yours, that exhibit the latest products and innovations. We invite you to take advantage of this opportunity to participate and exhibit at WPC 2014. We welcome you to join us along with perfumers, fragrance management, marketers and other industry leaders from around the globe.

EXHIBIT AT WPC 2014 TO:

- Interact face-to-face with perfumers and other fragrance decision-makers
- Build brand awareness
- Demonstrate products to new customers
- Connect with international buyers
- Showcase your expertise
- Launch a new product or service
- Cultivate new business relationships

WHAT MAKES WPC 2014 UNIQUE?

- New location – Just 2 hours by car or train from Paris and near the Cosmetic Valley
- New mix of international exhibitors and attendees
- New flexible registration structure accommodating 1 day and exhibition-only passes

SOLUTION-ORIENTED CONFERENCE & EDUCATION

- New multi-track educational program
- Newly expanded topics include insights into consumer understanding, product formulation and development, ingredients, marketing and branding

Engage With the Fragrance Industry

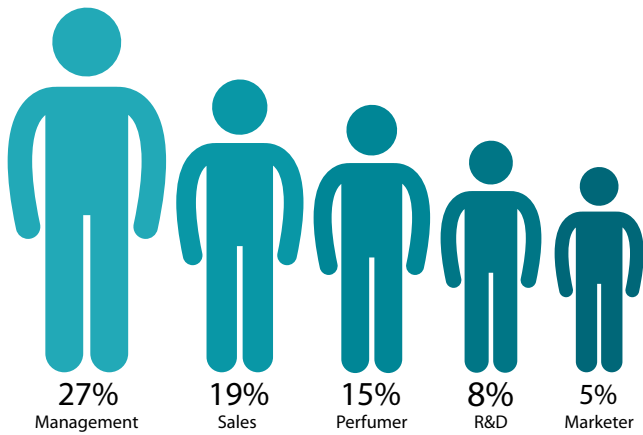
- Perfumers
- Evaluators
- Fragrance management
- Purchasers
- Marketers
- Brand managers
- Manufacturers
- Research and Development
- Sales

Attendees are looking for:

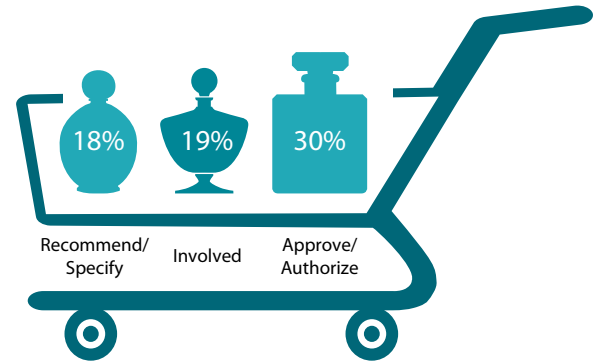
- New materials
- New partners
- Unique solutions and innovations
- New supply chains
- Technologies and advances in fragrance
- Packaging

ATTENDEE PROFILE

Who attended the 2012 WPC?*



67% of the 2012 WPC attendees have purchasing influence.*



Where did the 2012 WPC attendees come from?*



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World Perfumery Congress Show Office:
336 Gundersen Drive, Suite A, Carol Stream, IL 60188

* Note: Statistics are based on attendees at the 2012 WPC event, located in the USA.

BOOTH PACKAGE OPTIONS

Each stand (booth) will be sold in 3m x 3m (approximately 10ft. x 10ft.) increments. Open corners are an additional €80, per corner.

Raw exhibit floor space (island) is available in limited quantities and does not include any furnishings. Cost: €2,700 per 3m x 3m.

Option 1 Stand: €4,000

- 3m x 3m back and side walls with melamine panels and stone gray aluminum frame (2.5m high)
- Company ID on header
- 1 wastebasket
- Carpet
- Drayage*

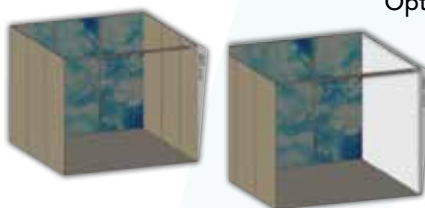
Option 1 Cost: €4,000
Size: 3m x 3m



Option 2 Stand: €4,300

- 3m x 3m back and side walls with melamine panels and stone gray aluminum frame (2.5m high)
- Adhesive custom graphics on back wall panels (3 x 1m wide)
- 3 Spotlights (1 spotlight per 3m²)**
- Company ID on header
- 1 wastebasket
- Carpet
- Drayage*

Option 2 Cost: €4,300
Size: 3m x 3m



Option 1 Cost: €8,000
Size: 3m x 6m



Option 2 Cost: €8,600
Size: 3m x 6m



Option 1 Cost: €12,000
Size: 3m x 9m



Option 2 Cost: €12,900
Size: 3m x 9m



ALL OPTIONS INCLUDE:

- Two exhibitor badges per 3m x 3m space
- Listing on the WPC website
- Listing in direct mail promotions and onsite show program (subject to production deadlines)
- Use of WPC banners and logo



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FOR EXHIBITING
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* Drayage is the material handling delivered from the dock to your stand location.

** Includes electrical power for spotlights only. Exhibitor must place an order through exhibitor services for any additional electrical requirements.