

L'USINEDIGITALE



NUMERICAL SIMULATION AWARDS

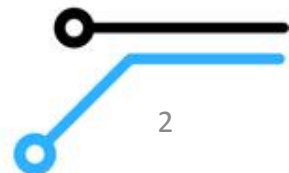
BE A PARTNER OF THE 5TH AWARDS EVENT

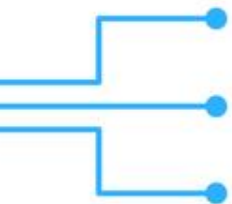
MEDIAKIT

11 JUNE 2019 - TERATEC FORUM - ÉCOLE POLYTECHNIQUE

SUMMARY

- ***L'Usine Digitale*: presentation, key figures**
- **Aims of the 2019 awards**
- **The 2018 simulation awards: key figures and award-winners**
- **Gold and Silver partnership offers**
- **Communication channels**
- **Previous years' partners**
- **Provisional schedule**





THE DIGITAL TRANSFORMATION MEDIA



> THE REFERENCE FOR DIGITAL TRANSFORMATION

700,000

unique visitors/month

1.5M

pages viewed/month

L'USINEDIGITALE

83%

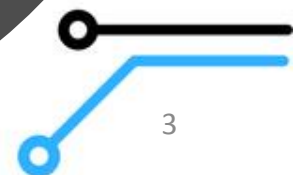
of managers and directors

61%

of IT decision-makers*

LEMONITEUR.fr

Source: Xiti 2016 // *Purchasing decision-makers in the following roles: executive management, IT management, business-line management.



USINE-DIGITALE.FR WEBSITE AUDIENCE – KEY FIGURES

- **A new community:**
 - 40,000 subscribers to the daily newsletter
 - 20% of our audience comes from social media
 - 1 digital-transformation community on LinkedIn
 - 71,000 Twitter followers
 - 5,000 subscribers on LinkedIn
 - 16,000 Facebook fans
- **An editorial team that unravels and popularizes new trends in digital technology**
- **A unique news service:**
 - Digital transformation success stories
 - Ranking of digital-technology champions
 - Identifying key trends and players
 - Start-up directory



INNOVATION AND RESEARCH AWARDS

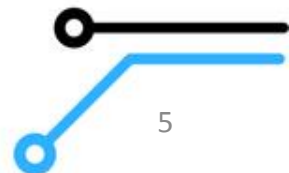
Aims

To make known the most innovative players in digital technology: numerical simulation, big data and artificial intelligence (HPC/HPDA).

To showcase **start-ups, SMEs and big groups**, as well as the most advanced **research laboratories**.

For partners, these awards are a real opportunity to:

- Position as a major player in digital technology
- Associate their brand with all the communication and publicity for the awards
- Identify the most innovative players and advanced technology



At the heart of the Teratec Forum



The TERATEC Forum for HPC, digital technology and simulation brings together **1,300 participants** for two days.

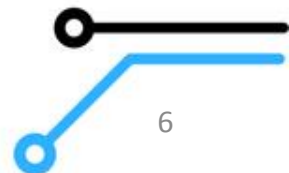
300 decision-makers attended the 2018 awards ceremony.

Job areas represented:

Executive management, strategic management, engineering management, R&D and innovation management, CIOs, program management, engineers, projects managers, developers, data analysts/scientists, etc.

Sectors represented:

- **Industrial users:** aeronautics, automotive industry, energy, healthcare, chemicals/pharmacy, multimedia, agriculture, construction and urban planning, creative and cultural industries
- **Technology companies:** constructors, vendors, suppliers, solution integrators, service companies
- **Research laboratories,** computing centers, competitiveness clusters, universities, public bodies, etc.



THE 2018 FORUM: A 4TH SUCCESSFUL YEAR

Selecting applications

- Dozens of high-quality applications, with top-level profiles and a major focus on **innovation and technology**
- 3 nominations selected per category by a panel of experts made up of Teratec and *L'Usine Digitale's* editorial team
- Award-winners designated by a final panel made up of partners, Teratec and simulation experts

A digital technology ceremony at the heart of the Teratec Forum

To round off the Teratec Forum's plenary sessions, *L'Usine Digitale's* editorial team runs and presides over an awards ceremony.



THE 2018 FORUM'S AWARD-WINNERS

The 2018 'Start-Up' Award: URBAN & YOU for URBAN & YOU: local urban development plans and land potential in a click

The 2018 'SME' Award: MASA Group for READY – couRse of Action conception and Analysis

The 2018 'Innovation' Award: SOPRA STERIA GROUP for HoloGRAM – Holo & Graphical RADar cross-section Measure

The 2018 'Collaboration' Award: SAFRAN Tech + INRIA Bordeaux–Sud-Ouest + CORIA JRU 6614 CNRS University of Rouen and INSA Rouen for AMDECC: massively parallel dynamic mesh adaptation for large-scale simulation of aeronautical combustion chambers

The 2018 'Simulation Grand Prix': Mécastyle for its project on the life span of components made using additive manufacturing



Award-winners posted on www.usine-digitale.fr and teratec.eu

You can also discover the 2018 award-winners: [HERE](#)



THE 2019 AWARD CATEGORIES

Start-Up Award

Given to a **company set up less than 5 years ago** that has really distinguished itself by innovation in intensive computing, numerical simulation, big data or artificial intelligence

SME Award

Given to an **SME** user that has effectively implemented numerical-computing technology (simulation, data analysis, big data) and changed how it develops, produces, and maintains new products and services, or anticipates their complete life cycle

Innovation Award

Given to an **innovative product, piece of technology or service** in the field of numerical simulation or data analysis developed by a technology company

Co-Design Award

Given to a **pair or group** – bringing together a **big company, SME, laboratory, start-up, etc.** – that has collaborated on a numerical computing and/or big data project, whether at the development or implementation stage.

Public Grand Prix

Given to **one nominee** in any category **by vote of *L'Usine Digitale* readers** on usine-digitale.fr

REINFORCED EDITORIAL CHANNELS FOR THE 2019 FORUM

Call for **APPLICATIONS** on all communication channels

Email campaigns, newsletters & websites (usine-digitale.fr and teratec.eu), print (*L'Usine Nouvelle* and *Industrie et Technologies*), social media

NOMINEES promoted and given media coverage

The panel of experts selects 3 nominees per category; they are showcased via **portraits published** on the *L'Usine Digitale* website and in *L'Usine Digitale's* newsletter.

AWARD-WINNERS promoted and given media coverage

- **Awards presented** at the **2019 Teratec Forum**
- Award-winners showcased in an **article on usine-digitale.fr**
- **Newsletter Flash**, containing the exclusive announcement of the award-winners
- **Visibility to and awareness among *L'Usine Digitale* readers** via the *L'Usine Digitale Grand Prix* (online voting)

BE A 2019 GOLD PARTNER

- **Present an award at the ceremony**, with a short address given by a representative of your company
 - **Be part of the panel** selecting award-winners
 - **1 advertising interview** about digital technology, with a display advertisement on *L'Usine Digitale's* homepage linking to the advertising interview page (content written by the partner: 3,000 characters)
 - **Visibility** during the ceremony: company literature and goodies given to participants + logo on signage
 - **20 invitations** to the awards ceremony
 - **Your company's logo and description** on all communication media for the event (see slide 13 for details)
 - **A 3-minute video interview** filmed at the awards ceremony. Questions agreed in advance with the project manager
 - **Video link integrated** into the post-event email of thanks and a *L'Usine Digitale* events calendar email campaign (@10,000)
- > For more details on partner visibility, see slide 13

GOLD PARTNER TARIFF: 12 k€

BE A 2019 SILVER PARTNER

Be part of the panel selecting award-winners Associate your brand with the event's media plan

- **Your company's logo and/or description** as a partner on all communication media for the event:
 - . dedicated event page on *L'Usine Digitale's* websites
 - . email campaigns inviting people to the awards ceremony
 - . self-advertising pages in *L'Usine Nouvelle* magazine

Network and be visible during the ceremony

- **20 invitations** to the awards ceremony
- **Your company literature and goodies** given to award-ceremony participants
- **Your logo** on the awards-ceremony signage

>For more details on partner visibility, see the next slide

SILVER PARTNER TARIFF: 6 k€

PARTNER VISIBILITY IN 2019 ALSO INCLUDES:

Your company showcased on usine-digitale.fr (700,000 visitors/month)

- **Clickable link to your website** on the partners page in our events section
- Your company's **logo and presentation text** in the awards partner area (events section)
- **Logo** on all other pages linked to the awards

Your company showcased on Teratec.eu (250,000 visitors)

- **Logo and clickable link** to your website on the dedicated awards page
- **Logo** associated with articles about the simulation awards in Teratec newsletters (sent 4-5 times to 20,000 contacts in France and abroad)

Your logo on promotional material

- **Email campaigns** calling for applications
- **Signage** for the ceremony and Forum
- **Logo** and presentation text on the awards double page in the 2019 Teratec Forum catalogue (1,300 copies handed out to visitors)

Your presence in press announcements

- Your logo on advertising published in:
- *L'Usine Nouvelle*
- *Industrie & Technologies*
- And in *L'Usine Nouvelle's* simulation special edition published in April 2019, with almost 55,000 print copies distributed



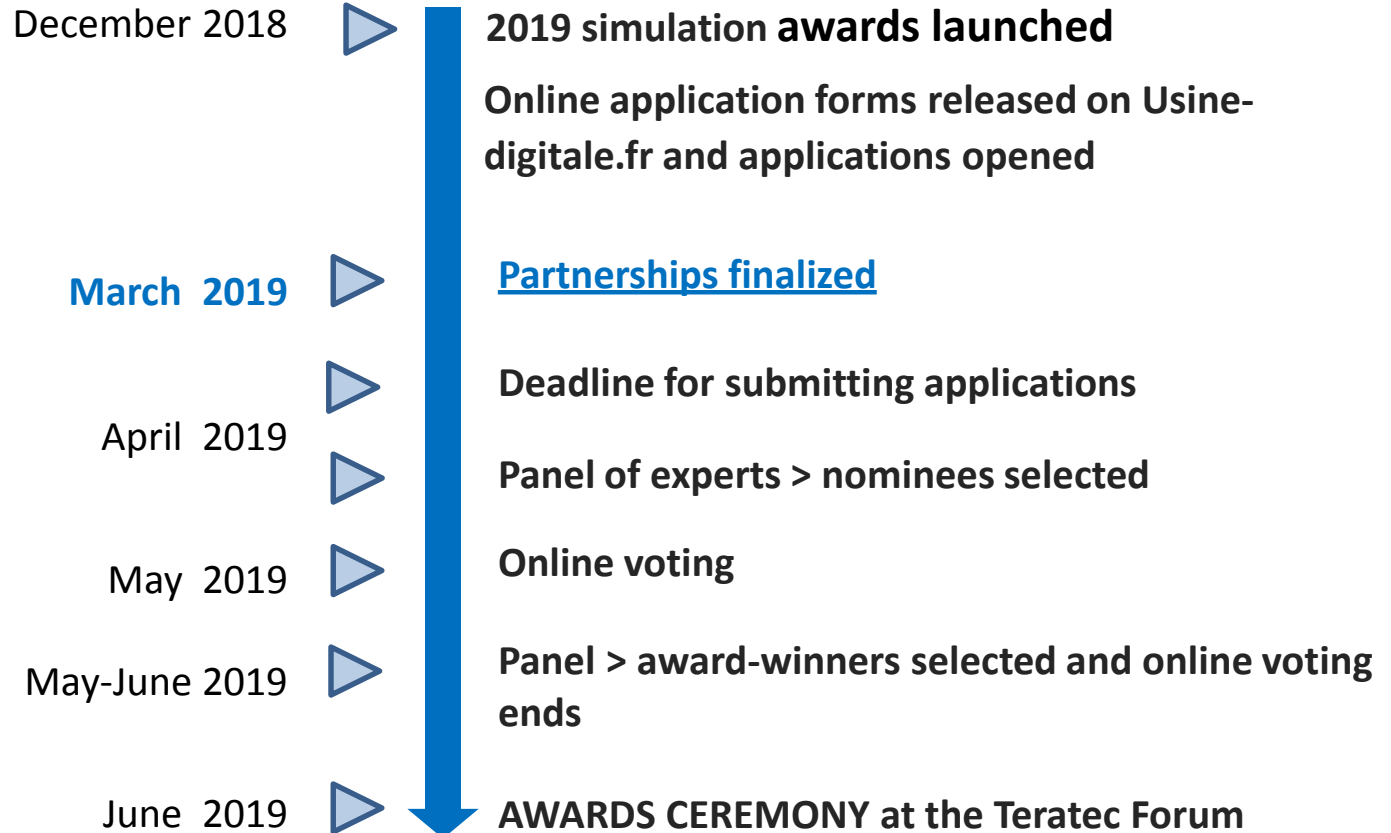
PREVIOUS YEARS' PARTNERS

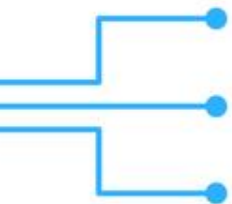


Data Protection by ASG Technologies



BACKWARD SCHEDULE FOR THE 2019 FORUM





Béatrice Allègre

Commercial Director of the Industry Division
& *L'Usine Digitale*

Tel: 01 77 92 93 62 / 06 14 66 02 84

beatrice.allegre@infopro-digital.com

Laure Dudescu

Industry & Digital Events Market Manager

Tel: 01 77 92 96 17

ldudescu@infopro-digital.com