

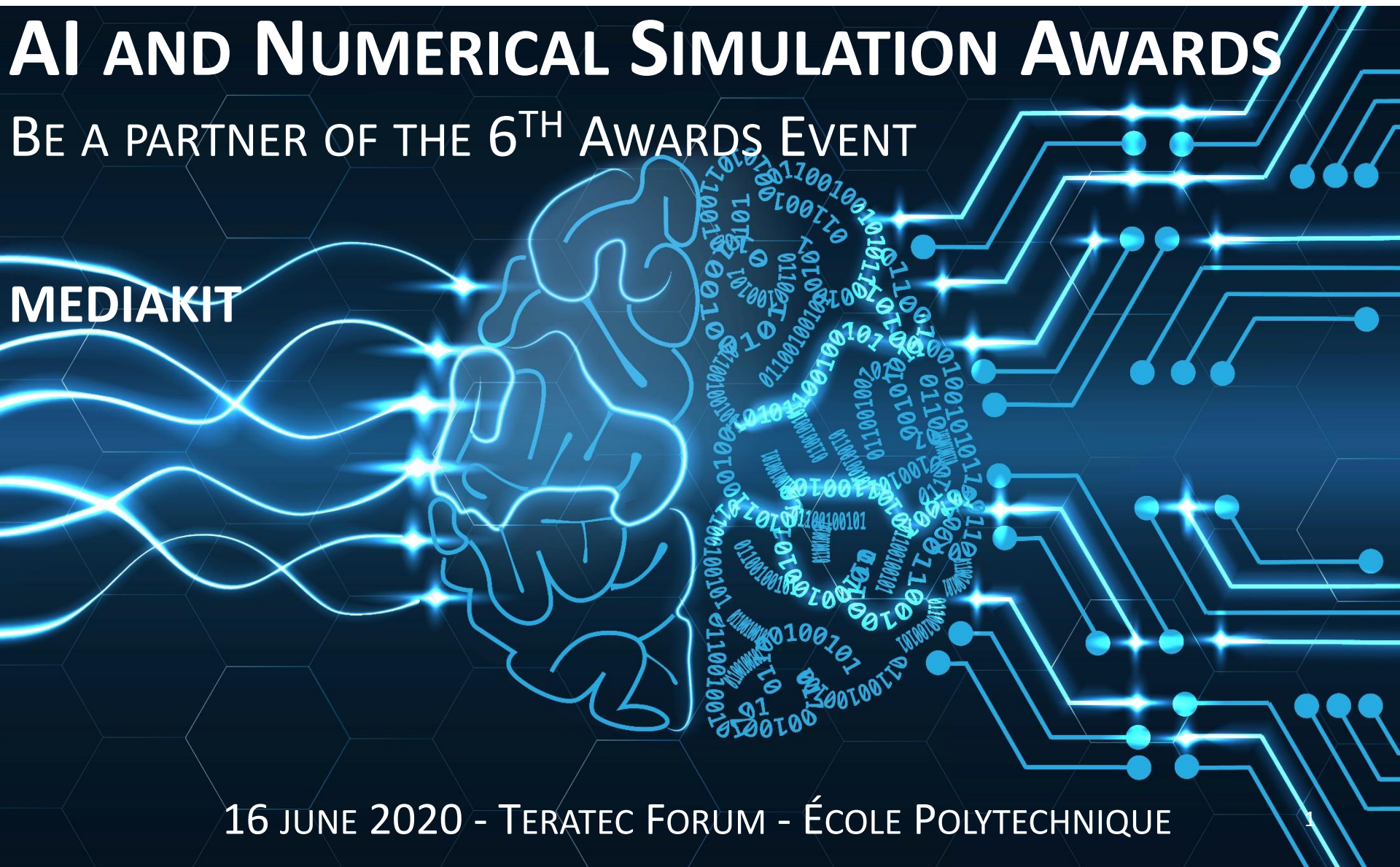
L'USINEDIGITALE



AI AND NUMERICAL SIMULATION AWARDS

BE A PARTNER OF THE 6TH AWARDS EVENT

MEDIAKIT



16 JUNE 2020 - TERATEC FORUM - ÉCOLE POLYTECHNIQUE



L'USINEDIGITALE

THE DIGITAL TRANSFORMATION MEDIA



700k

unique visitors / month

1,5M

pages viewed / month

83%

of managers & directors

61%

of IT Decision Makers*

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



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 : *L'Usine Digitale, L'Usine Nouvelle, Industrie & Technologie*
- **Identify the most innovative players** and advanced technology



AWARDS BRINGING TOGETHER DIGITAL TECHNOLOGY'S DECISION-MAKERS

**At the heart of the Teratec Forum**

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

250 decision-makers attended the 2019 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 2019 FORUM : A 5TH 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 2019 'Start-Up' Award : AMBICITY - Teamshout

The 2019 'SME' Award : MOKILI - EMERGENCIE



The 2019 'Innovation' Award : ESI Group - Hybrid Twin

**The 2019 'Co-design' Award : INGELIANCE Technologies /
Laboratoire Jean KUNTZMANN - Coll'Hybrid**



The 2019 'Prix du Public' : ESI Group - Hybrid Twin



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

LES CATÉGORIES DES TROPHÉES 2020

Start-Up Award

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

SME Award

Given to an **SME (less than 250 employees, revenue under 50 million euros)** user that has effectively implemented numerical-computing technology (AI, 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 AI, 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 AI and/or 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 2020 FORUM

Call for APPLICATIONS on all communication channels

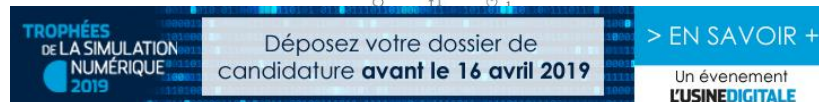
Email campaigns, newsletters & websites (usine-digitale.fr and teratec.eu), print (L'Usine Nouvelle and Industrie et Technologies), social media

NOMINEES promoted and given media coverage

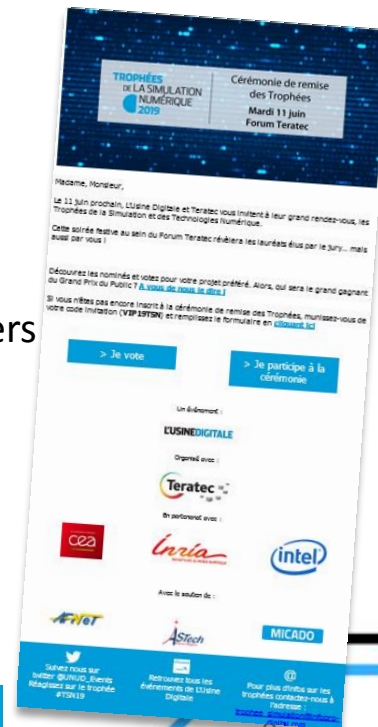
The panel of experts selects 3 nominees per category; they are showcased via **portraits published** on the L'Usine Digitale website and in L'Usine Digitale's newsletter

AWARD-WINNERS promoted and given media coverage

- **Awards presented** at the 2020 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)



UN_UD_Events @UNUD_Events - 25 avr.
Acteurs du #HPC de la #SimulationNumérique du #BigData & de la #RéalitéVirtuelle Plus que 5 jours avant la clôture des candidatures
evenements.infopro-digital.com/usine-digitale...



BE A 2020 GOLD PARTNER

- **PRESENT AN AWARD** at the ceremony, with a short address given by a representative of your company
- **BE A 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 (*see slide 11 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 : 12k€

BE A 2020 SILVER PARTNER

BE A 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*

TARIF PARTENAIRE SILVER: 6k€

PARTNER VISIBILITY IN 2020 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 2020 Teratec Forum catalogue (1,300 copies handed out to visitors)

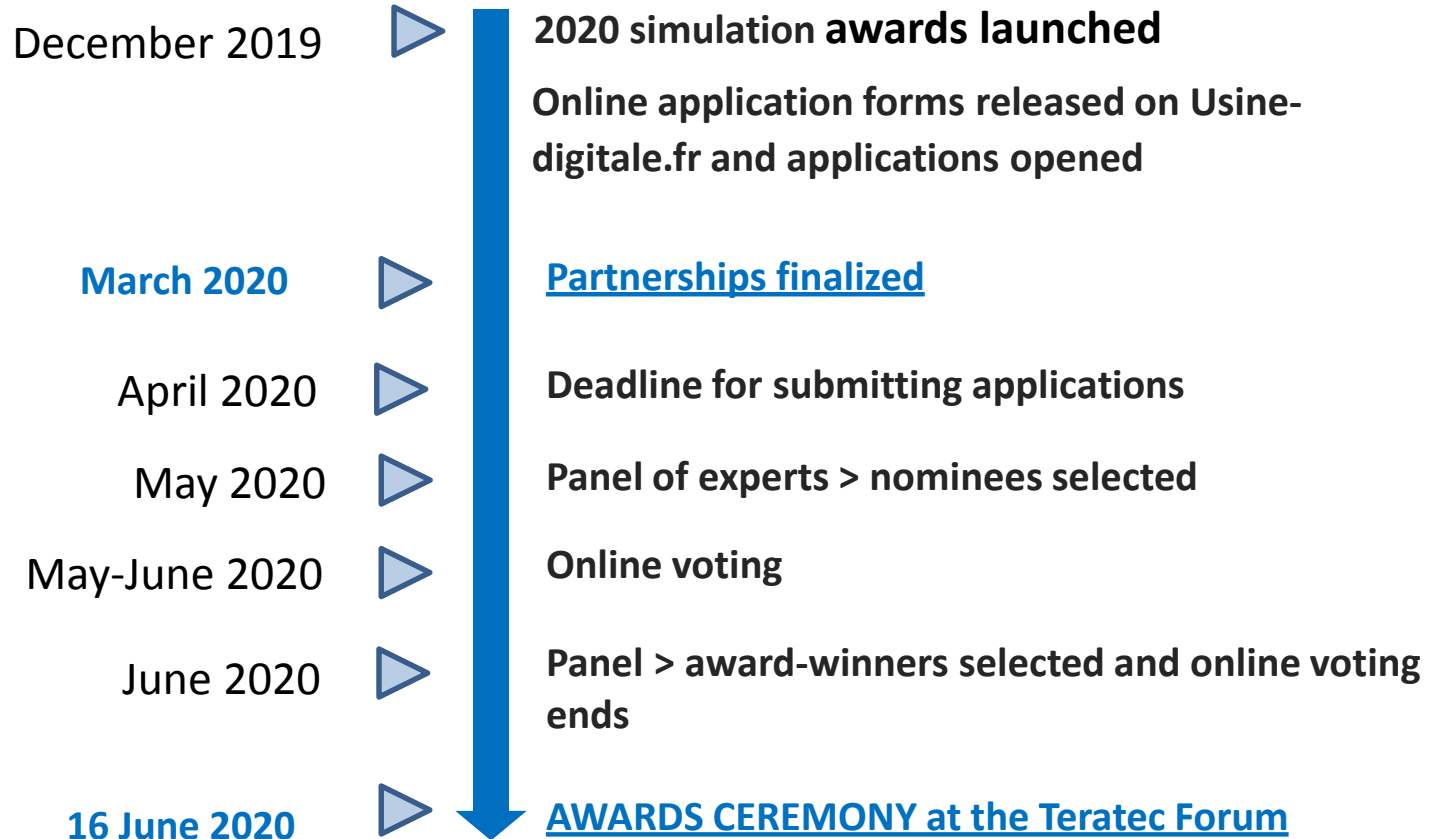
Your presence in press announcements

- **Your logo** on advertising published in:
 - *L'Usine Nouvelle*
 - *Industrie & Technologies*
 - And in *L'Usine Nouvelle's* simulation special edition published in April 2020, with almost 55,000 print copies distributed

PREVIOUS YEARS' PARTNERS



BACKWARD SCHEDULE FOR THE 2020 FORUM



YOUR CONTACTS

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