



INTRO

The European Year of Creativity and Innovation 2009 is the perfect context for Design at Work. Between 6 and 10 December in Kortrijk Xpo, the first trade show for innovation and product development will offer a mix of new products and services that are both well-designed and economically promising.

DON'T MISS THIS CHANCE TO TAKE PART IN THIS JOURNEY OF DISCOVERY

Design at Work will focus on the development and introduction to market of materials, products and services from a variety of sectors, including communication, care, mobility, work... Diverse fields of expertise are relevant in this context: industrial design, prototyping, intellectual property, packaging and branding. The platform – featuring a remarkable stage design by ©IEA architecten (BE) – offers space for stands, satellite events, exhibitions, lectures and workshops.



Praktical:

Take part during the professional days on 9 and 10 December, each day from 1.00 pm to 8.00 pm. Our innovative stand concept will give you an outstanding opportunity to put your work under the spotlight and network with colleagues and potential clients. See our value-for-money options for the stand size that suits you best, on page 2.

Contact us on + 32 56 229522 or email info@designatwork.be for your made-to-measure proposal.

As of now, you and your colleagues and network **contacts can register for a free visitor badge at www.designatwork.be**. The site also features all information you may need, as well as reports on our activities and press coverage in 2008.

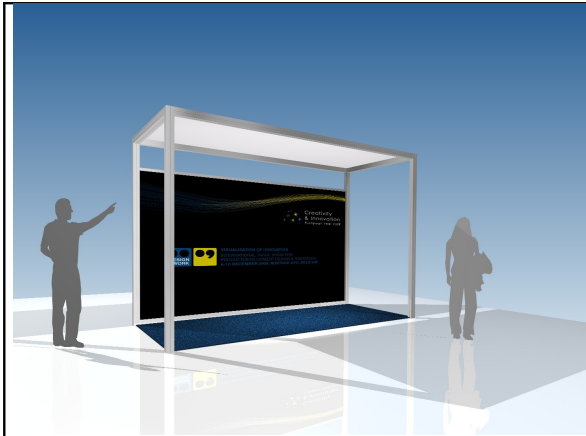


STAND SPACE: 64, 32, 16 EN 8M²

IEA Architecten have developed an unusual and creative layout for Design at Work 09. All stands, satellite events and lectures (Forum) will feature within this layout.



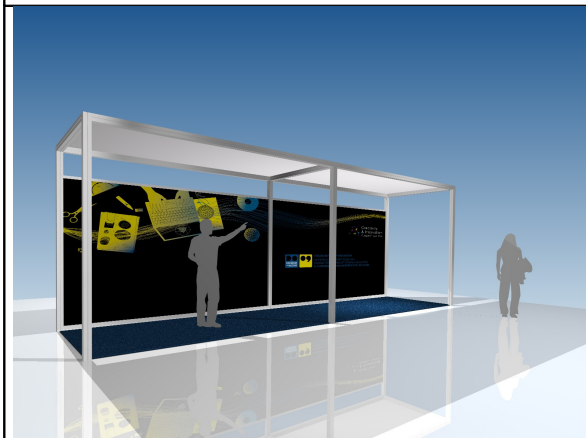
1: Concept stage design: view



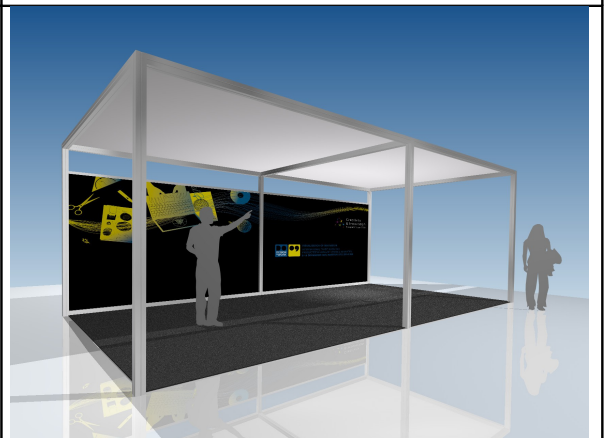
2: Visual stand 8m² (4 x 2m)



3: Example of stand 8m² (including banner)



4: Visual stand 16 m² (8 x 2 m)



5: Example of stand 32 m² (8 x 4 m)

The stands feature a modular structure of aluminium profiles. Design spots will be provided. The back wall comes without panels, but with full printed banner(s) of 4m x 2.5m. You send us the graphic files for these visuals and we will print and mount them. The banner(s) are yours to keep after Design at Work.

Price structure:

8 m²: **1,940€** excl. VAT

16m²: **3,880€** excl. VAT

32m²: **7,760€** excl. VAT

You will be expected to man your stand on the professional days, 9-10 December, between 1.00 pm and 8.00 pm.



REGISTRATION FOR A BOOTH

SEND BACK DULY SIGNED AT FAX NUMBER +32 (0)56 21 60 77

Company: _____

Address (Street, City, Country): _____

Phone: _____

Email: _____

WWW: _____

Company registration number / VAT: _____

Person in charge + email + direct tel:

Title: _____

Contact person + email + direct tel:

1/ Wishes to apply for selection at DESIGN at WORK 09, during the professional days on 8, 9 and 10 December 2009, from 1 pm till 8 pm displaying the following:

a PRODUCTS m SERVICES f MATERIALS (tick appropriate category/ies)
(include short description for each item + brand)

2/ If approved, wishes to apply for,

<input type="checkbox"/>	Unit of 16m ²		AMOUNT
<input type="checkbox"/>	x (option 2) with infrastructure	3880€/unit	<input type="text"/>

<input type="checkbox"/>	OPTION: Presentation new product in the innovations zone : "Things to come"	750€ /product	<input type="text"/>
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	SUBTOTAL	<input type="text"/>
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3/ If approved, undertakes to pay the remainder of the stand hire costs by 5 November 2009 at the latest. Interest will be charged from 1 December 2009. Unless full payment of the total amount has been received, permission to start construction of the stand will be refused (see also regulations, par. 28). In case of non-selection, the advance payment will be fully refunded, less administrative costs.

4/ Agrees to subscribe to an advertisement and a mention on the Design at Work: website (250 € + VAT)

5/ Will adhere to the following deadlines:

Delivery of digital artwork for the banner and the publicity by 15 October 2009 at the latest.

6/ Signing this request for participation implies having read and accepted the Regulations on our website www.designatwork.be

Naam: _____

Title: _____

Date: _____

Company stamp:

Signature:



KEY INFORMATION

Online	www.designatwork.be
Name	Design at Work 09
Description	International trade show for productdevelopment, design & innovation
Baseline	Visualisation of innovation
Event dates	8 December 2009: opening 9-10 December 2009: professional days
Venue	Kortrijk Xpo Doorniksesteenweg 216 8500 Kortrijk Belgium
Admission	10€ - free registration via www.designatwork.be
Exhibitors	<p>Focus on companies & organisations active in development & introduction</p> <p>THE PRODUCTLIFECYCLE IS THE GUIDE. DEVELOPMENT AND INTRODUCTION ARE THE FOCUS.</p> <p>DEVELOPMENT: Market research companies, Design consultants, Product developers, Innovative architects, Design bureaus, Prototyping studios, Testing institutes, Patent offices, Advertising agencies, Packaging specialists, Software vendors, Material suppliers, Manufacturing specialists and new industries...</p> <p>INTRODUCTION: Companies introducing results and innovative solutions for sectors such as communication, leisure, mobility, well-being, work, care, etc.</p>
Audience	Trade visitors & Public CEO's, Entrepreneurs, R&D managers,... come to explore and start collaborations Designers, Product developers, Engineers come for inspiration and knowledge Purchasers, Dealers, Business Developers,.. come to source and set-up new markets
Organisers	Interieur Foundation - Groeningestraat 37 - B-8500 Kortrijk Phone +3256229522 - Fax +3256216077 info@designatwork.be
References	The Interieur Foundation has 40 years of experience in the organisation of events, trade shows, lectures,... Design at Work organised in 2008 during Interieur 08 the Design at Work Awards with exhibition and Forum Lectures. Participants and selected companies where, amongst others, 3-form, Achilles Associates, BASF, Bayer, Bekaert, Bombardier, Buzzispace, Cosentino, Fuse Project, HP, New Holland, Niko, Philips, Samsonite, Samsung, Steelcase, Theo, Verhaert,... Participants to Design at Work 09 are, amongst others, Iol Strategic Design, Materio Belgium, Dirk Wynants Design Works, Materialise, VVIO, Indie Group, Traficon, Dyson, Curana, Anker Bedding, Voxdale BVBA, Zehnder Group Belgium, Ecarlate, Stone Carpets BVBA, KOB, Kemo, SPI, Solvin, Online Grafics NV, Apple, Mewaf International NV, Van Marcke, Veldeman Group, Cosentino, Ghekiere Industries, Samsonite Europe NV, Studio Peter Van Riet, Decovision Groupe Omerin, Wallonie Design asbl, Kirkpatrick SA, Flanders InShape, Link NV, Stas NV, Fremach Izegem nv