



Le salon des moyens
de production microtechniques
Die Messe der Produktionsmittel
der Mikrotechnik



Press Release

SIAMS 2016 – No. 4

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SIAMS 2016 – Ensuring the Satisfaction of Visitors and Exhibitors

With the two main halls full six months before the event and only a few stands still available, the organizers have something to be happy about. But the work is just beginning and it is now necessary to ensure the success of the 2016 event. But let's go back to the meeting of the Technical Committee of October 29th.

The Technical Committee of SIAMS 2016 is composed of a dozen specialists from different industries. Their goal? Ensure that a visit to SIAMS from April 19th till April 22nd, 2016, will be a positive experience for all participants. On the agenda of the last meeting? Parking lots, a detailed schedule of the assembly and dismantling of the stands, logistics, equipment, and safety issues.

An Ideal Parking Solution

The issue of the parking lots is a recurring problem in Moutier since it means placing thousands of cars in surroundings that were not intended to handle them in the first place. In 2016, the parking lots for the exhibitors will be placed around the Forum de l'Arc; for the visitors, the organizers of the fair announced two car parks: one on the site of the ice rink of Moutier and the other on the construction site of the Transjurane at the exit of the Court tunnel. With the shuttle put at disposal, the Forum de l'Arc can be reached in less than five minutes.

The SBB Combined Ticket

The same as in previous years, SIAMS will propose an SBB arrangement, which will allow customers, who have a ticket to SIAMS (free download from the SIAMS website in from February) to profit from a 20% discount on the train ticket and use the free shuttle from the Moutier station to the Forum de l'Arc.

Communication Rules

SME managers and SIAMS exhibitors do not always have sufficient time to communicate with their customers and potential customers. To help them announce their participation in the fair, the organizers make some sample letters and e-mails available which can be downloaded from the website of the fair. Thus, they can easily communicate with their customers. One of the sample texts, which will be available online from February 15th, will allow them to offer their customers the possibility to download their complimentary ticket to SIAMS directly from the website.

The News System Is Popular

All exhibitors registered with SIAMS are given the opportunity to publish their news on the website of the event in three languages, if they wish so. To date, more than 80 such News have been published on the SIAMS website. The organizers hope that this means of communication will become a key aspect in terms of technical information pertaining to microtechnology in the Swiss market.

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No Nocturne in 2016

Of the 350 companies already registered for SIAMS 2016 at the moment of the survey on the possibility of organizing a nocturne, more than 100 companies replied. The verdict is final, the idea of a nocturne abolished. Account Manager Laurence Gygax added: *"This issue was raised at the meeting of the Exhibitors' Committee, then submitted to all exhibitors and the decision taken according to everybody's wishes."* The organizers aspire to make SIAMS a microtechnology event not to be missed and they want it to optimally correspond to the needs and desires of the participants.

Space? A Scarce Commodity Indeed

The surfaces were quickly rented and by now, the organizers must needs disappoint applicants. CEO Pierre-Yves Kohler explained: *"We told exhibitors of previous SIAMS fairs from the onset of registration and increasingly in the time after that available space was decreasing quite quickly. By now we are asked for stands in the halls and, unfortunately, have to disappoint some people. We are recommending that customers have themselves placed on a waiting list in case of a deregistration, or accept a stand in the tent adjacent to Hall 1.1."* It should be added that the surface available in the tent is also about to be sold.

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