

June 15<sup>th</sup>, 2017

## SIAMS 2018 – 70% of the Stand Surfaces Already Reserved

Dear exhibitors

On the occasion of SIAMS 2016, you stated your intentions on the “Form of Intent” as to your participation in SIAMS 2018, which allowed you to specify your wishes and requirements. On this basis, more than 70% of the stand surface has already been reserved now, 10 months before the actual opening of the fair.

### 7,626 m2 and not a single metre in addition

Already by 2016, the aisles had been reduced so as to accommodate a maximum of exhibitors on the available surface. Of course, we could expand the surface with the help of tents, but that does not correspond to our strategic focus. We do not want to expand but remain focussed on a highly targeted range of products, services, and solutions that affect the whole chain of microtechnology and, thus, guarantee visitors a valuable and convivial event, a visit to which is feasible in one day. SIAMS offers visitors as well as exhibitors the essentials: the opportunity to discover solutions and do business.

It is not our ambition to be the largest fair, nor conform to any other superlative. We simply do our work enthusiastically, so that the “SIAMS experience” is positive for everyone involved. We want our customers to be able to say at the end of SIAMS 2018: “Wow! Another great SIAMS; let us pre-book our stand for 2020.”

### Registrations for SIAMS 2018? Well, they start very soon...

Thank you for your confidence in us and your loyalty. We recommend you register online at [www.siams.ch](http://www.siams.ch) as of June 27<sup>th</sup>. Do not delay, as stand surfaces may not be available for long.

If you have any questions, please contact Laurence Gygax at:

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We look forward to continuing to work with you and help you develop your know-how. In fact, we shall contact you soon to present some further innovations from the world of SIAMS.

Best regards,



Pierre-Yves Kohler  
CEO



Laurence Gygax  
Customer Manager