

SMERAS Directory Members are invited to participate in the
NATO Submarine Escape and Rescue Working Group

SMERWG 15
INDUSTRY RECEPTION

Thursday 18th June

Sonistics is pleased to invite you to participate in the 2015 Submarine Escape and Rescue Working Group (SMERWG) Industry Reception being held at the Edelweiss Lodge and Resort, Garmisch-Partenkirchen, Germany.

Briefly ...

The NATO Submarine Escape and Rescue Working Group (SMERWG) encourages the development and implementation of military standardisation within the global Submarine Escape, Rescue and Abandonment (SMERAS) community. This includes, but is not limited to, techniques and training methods, presenting and recommending new equipment and communications related to submarine emergency situations.

NATO SMERWG is held over 4 or 5 days and is open to PFP and other non-NATO submarine operating nations wishing to develop or upgrade a SMERAS capability. Around 34 nations participate, sending 120 delegates who share information and discuss their SMERAS activities including international exercises. Sub-committees, the TECH Panel, OPS Panel and Medical Panel, meet at least once throughout the year and report back to SMERWG.

Where does Industry fit? ...

The SMERWG brings together submarine operating nations who are looking to develop their SMERAS capability and Industry can assist with this development.

In 2005 Sonistics identified that there was a need for industry to be available at SMERWG to assist with technical issues which were being raised in conference. As a policy meeting it was inappropriate for industry to attend and access was therefore achieved by an industry-hosted reception. This event is now an established part of SMERWG and benefits industry and delegates in equal measure.

What is the Industry Reception? ...

The Industry Reception is a unique evening event hosted by industry where top quality refreshments are served to delegates attending SMERWG. A table within the reception room is allocated to each host company to display small exhibits/literature/giveaways.

As this event has grown so has the amount of point of sale banners used by industry. In 2015 we will restrict the size/quantity of pop up graphics and hope that industry will take on board the fact that they aren't necessary for this event. Each delegate will receive a copy of the brochure with their invitation to attend; they will also have received newsletters throughout the year giving updates of host companies participating.

Sonistics Ltd

70 Ashgrove - Bath - BA2 8EF - UK

tel/fax +44 (0) 1761 300005

email info@sonistics.com web www.sonistics.com

Registered in the UK - No. 5382373

SMERAS

Submarine Escape Rescue Abandonment Survival

Benefits of participating in the SMERWG Industry Reception 2015

- Industry has access to around 120 delegates from around 34 nations
- A unique platform to launch new products/services
- An opportunity to reinforce existing relationships
- Full page brochure entry
- Announce new contracts awarded
- Industries co-operate on new projects
- A unique networking opportunity
- Real time information regarding SMERAS
- Extensive pre-SMERWG promotion
- Post-SMERWG follow up
- Exclusive personalised delegate gift; a reminder of industry hosts
- On-site support by Sonistics throughout the week; Industry bridge to NATO
- Opportunity to stay at the venue

The venue ...

The Edelweiss Lodge and Resort is a US facility offering spacious accommodation, bar and restaurant, Wellness Centre, Heated Pool and outside Hot Tub. Set amidst the most beautiful mountain scenery with very friendly staff. As this is a US facility, security is very tight and it will be necessary to receive full personal information of personnel wishing to attend.

Costs ...

The cost of participating in the 2015 Industry Reception will be **£2250.00 GBP net per company (maximum 3 personnel)**. This fee includes but is not limited to :-

- PR (during 2014/15)
- PR during the event
- Hire of the venue
- Catering – full buffet with chef in attendance plus drinks
- Manipulation of Artwork and final Printing
- Personalised gift for each delegate
- Scheduled information and advice before the event
- Two representatives from Sonistics on site all week offering support
- Follow-up and feed-back

Freight ...

Freight of goods from Sonistics in Bath, UK to Garmisch-Partenkirchen, delivered back to Bath, UK will be at an additional cost of **£250.00 GBP net per company**. A professional international company is used who personally collect the freight from Bath, UK and stay with the vehicle until it is unloaded at the venue where it will be ready and waiting for you when you arrive. The driver stays overnight ready to collect the goods again early on the morning after the event. Should you require a price to bring your UK freight to Bath please ask and we will put you in touch with this tried and trusted courier.

For further details contact Charlie Harrison: charlie@sonistics.com

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