



**MINALOGIC**

Auvergne-Rhône-Alpes



Business  
Meetings



# Minalogic Business Meetings





**What are the Minalogic Business Meetings ?**

# ➤➤➤ Minalogic's flagship event – 11th Edition

**#Physical #Virtual #Hybrid**

The International business meetings for digital technologies. The event brings together participants from all around the world:

- Technology providers
- Service providers
- Key accounts
- Investors





# Technological expertises & End-markets

The MBM cover the entire digital value chain and address all potential end-markets



## 7 Technology focus areas



Micro-nano electronics



Software



Photonics



Quantic



IOT



Cybersecurity



Artificial Intelligence



Industry 4.0



Textile



Health



Mobility and Transport



Cleantech

## 10 End markets



Agriculture and Agri-food



Energy and Environment



Cultural and Creative Industries



Newspace



Defense



# Key figures 2024

More and more participants, B2B meetings, partners, and represented countries.



Participants



B2B meetings

(Up to 16 qualified meetings in one day)



Day



Partners



Represented countries



Sponsors

# »»» Among the 2024 key buyers

|   |   |  |   |   |
|---|---|--|---|---|
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |



**And the 2025 edition?**



# How do the MBM work?

A physical event = virtual platform = A hybrid event



## The physical event

 **March 18th 2025**

 **Groupama Stadium, Lyon**

 **+500 participants expected**


**1 day:**

- B2B meetings: rotating table, fixed table, booths, B2B meetings planned on-site
- Networking (welcome coffee, lunch, coffee break all day long)



## The virtual platform

- Set up your account
- Check the attendees' profiles
- Accept or decline the requests sent to you
- Hold online B2B meetings
- Chat with attendees the day of the MBM

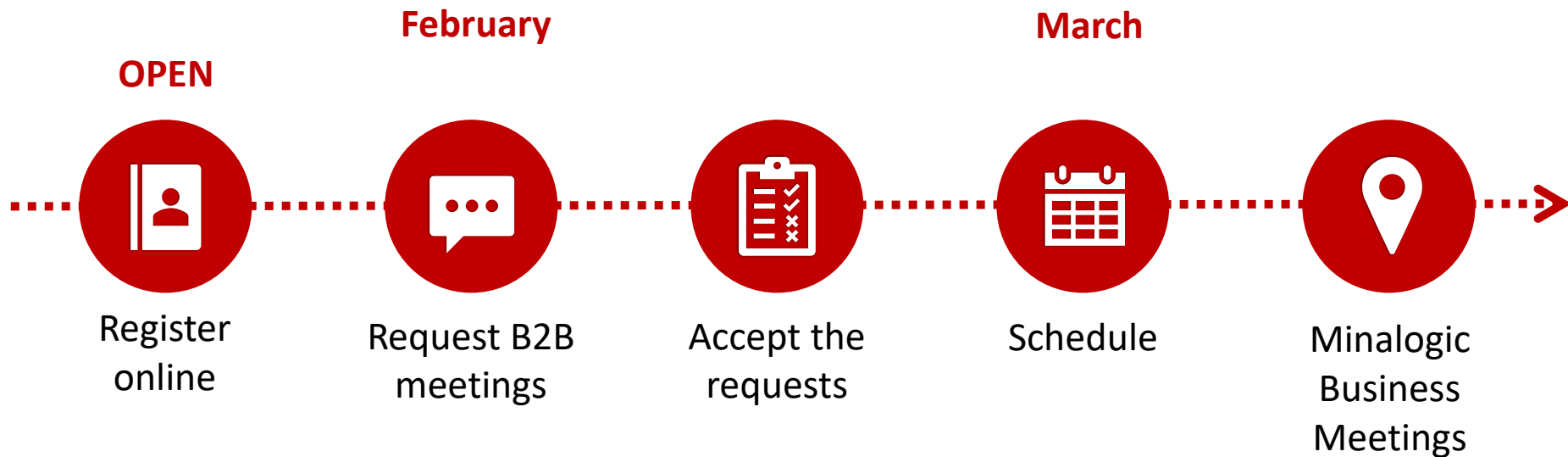
 **The more complete your profile, the better your chances to have qualified B2B meetings!**





# How do the B2B meetings work?

B2B meetings agenda



**⚠ Only completed registrations will appear in the catalogue of participants**



## »» Partners

- **Your logo on all communication material** online and in the physical format (program, emailings, website...)
- **Free access** to the event (physical and virtual)
- **B2B meetings agenda** (you will be able to receive B2B meetings requests but not to send them)
- The day of the event, benefit from a **shared booth** with the other partners
- **Make the Minalogic Business Meetings your event** and use the event to connect with new clients and gain customers' and partners' loyalty
- Benefit from **promo codes** for your members/network (same prices as Minalogic members)



## Partners

### Actions:

- Massive and regular promotion of the event
- Sharing news and posts from « **Minalogic** » and « **Minalogic Business Meetings** » accounts on LinkedIn
- Recruitment of technology providers / service providers & key buyers / investors from your network



# Sponsors

| SPONSORING PACKAGES   | PLATINIUM  | SILVER     |
|---|------------|------------|
| PRICING   | 5 000 € HT | 1 000 € HT |
| <ul style="list-style-type: none"><li>Your logo on all communication material online and physical (program, emailings, website, etc.)</li><li>Distribution of your communication materials to all participants</li><li>Roll-up poster at the event</li><li>Social media promotion</li><li>B2B meetings agenda</li></ul> | X          | X          |
| <b>Platinum sponsors bonus : choose one of the options below</b>  |            |            |
| Sponsoring of the coffee break (1 max)  | X          |            |
| Sponsoring of the co-working space (1 max)  |            |            |


















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# Pricing

Pricing details and promotional pricing

| Physical or virtual | Package                            | Super Early Bird (excl.tax)   | Early Bird (excl.tax)  | Normal (excl.tax)  |
|---------------------|------------------------------------|---|--|--|
| Physical            | Pack on rotating table             | 325 €<br>525 €   | 400 €<br>630 €    | 450 €<br>680 €    |
|                     | Pack on fixed table + kakemono     | 650 €<br>850 €   | 730 €<br>930 €    | 780 €<br>980 €    |
|                     | Pack with booth of 4m <sup>2</sup> | 995 €<br>1300 €  | 1190 €<br>1500 €  | 1270 €<br>1700 €  |
| Virtual             | Pack BtoB Online                   | 325 €<br>525 €   | 400 €<br>630 €    | 450 €<br>680 €    |
|                     | Pack BtoB Online Visibility        | 500 €<br>575 €   | 550 €<br>625 €    | 600 €<br>700 €    |



**Minalogic member, partner or sponsor rate**

Non Minalogic member full rate

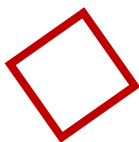
Free for key buyers and investors

[More options to discover on the platform](#)

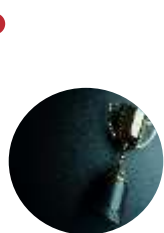
➤➤➤ More information



<https://www.minalogicbusinessmeetings.com/index.php>



# »»» About Minalogic



**Excellence**



**Innovation**



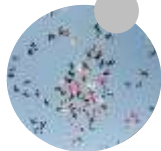
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**Collaboration**



**Proximity**






**Trust**

**Expertise**

- **Minalogic ranks as one of the major European innovation clusters in deeptech and digital transformation**

- **Based in**  **La Région**  
Auvergne-Rhône-Alpes

- Minalogic's boosts entrepreneurs' market expansion and accelerate research-to-market transition with robust services based on three complementary missions

-  Connecting regional innovation to top-tier worldwide clusters and international markets
-  Accelerating breakthrough innovation projects
-  And actively promoting the unique technological expertise of the regional ecosystem



## ➤➤➤ About Proximum 365 (Vimeet) :

They are the world leader in targeted lead generation, bringing their clients more than 700,000 leads every year. For more than two decades, they have been helping them move from single, one-off events to a sustainable community management strategy on Vimeet, the world's leading All-in-One community management platform..



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**PROXIMUM**365  
COMMUNITIES & LEADS GENERATION FACTORY

More infos : <https://proximum365.com/fr/index.php>



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[www.minalogic.com](http://www.minalogic.com)



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## Nos partenaires publics



## Nos partenaires privés

