



L'INNOC

Tech & Play

ADOPTEZ L'INNOVATION UTILE

*Adopt useful innovation

agence
environnementale
faireplay

TRADE SHOW PRESENTATION

24 & 25 may 2019
PARC EXPO DE RENNES (France)

www.salontechandplay.fr

Tech & Play

Make you live the Innovation Experience!

This is our ambition.

3 realities:

- **V.S.B.'s*** and **S.M.E.'s**** must go towards innovation but don't know how to do it. (*Very Small Business **Small and Medium Enterprise)
- Leaders try to get employees to change, but it's difficult. It requires **MANAGER-DIFFERENTLY** and **LIVING THE COMPANY-DIFFERENTLY**.
- Collaborators/humans want change but which one?



Our convictions:

- Popularize innovation and make it accessible,
- Exceed the concepts and facilitate the use,
- Secure the path to innovation.

We invite you to participate in the first event, innovative in its practice, **based on usage and experience** to facilitate the implementation of innovation in the company.

«The first show where the goal is not to talk innovation but to adopt it!»

That the entrepreneur, his employees, the young people, the general public, can discover and make discover very concretely **the company of tomorrow!**

This show will offer fun and accessible demonstrations, new applications and professional solutions.

Our approach:

To understand that in the same way that virtual reality has become evident in less than 4 years by its dazzling entry into the home, new technologies are to enter the company.

Yes, this innovation, she is to live! That's why we wanted this event to be **BtoB, BtoC and «BtoE»*** multiplying the entries and the experiences for all the actors of the companies.

Tech & Play ADOPTÉZ L'INNOVATION UTILE new generation show, will be timed by the discovery of the evolution of the sport, moving from e-sport, to the drone and a new techno-sport discipline, unique in its kind: the **Drone Soccer****.

Tech & Play ADOPTÉZ L'INNOVATION UTILE actually breaks the conventions to offer around a corporate event, the **Breizh Drone Cup**, a light-track drone race*** with the most experienced and award-winning drivers in France. For this first edition, we have the honor to present a great novelty in Europe come from South Korea, the **Drone Soccer**.

The **Drone Soccer** and the **Breizh Drone Cup** will be just as much highlights of show, discovery, but also federation of collaborators ...

We let you discover this new experience in this presentation file.

* Business To Employee. ** Discipline Techno-Sportive mixing drone and soccer.

*** In complete darkness, illuminated only thanks to a decoration of led lights.

2 INTENSIVE AND FUN DAYS FOR COMPANIES!

The development of new technologies is expanding, the challenge is to enable businesses and the general public, to easily choose the most appropriate solution to their needs, having a global view of innovations at the forefront.

Visibility, regional and national media coverage, local, national and international visitors, Tech & Play aims to:

1) to create a moment when companies will be able to project themselves in **innovation** very concretely on all fields of their activity, support and production..



2) to focus on Friday the B.D.M. (board of directors and managers) and other actors of corporate decision,

3) to illustrate the changes to be made in his own company by observing technological developments in the field of sport and leisure and their use.

4) to allow business leaders and members of CODIR to come with their family on **Saturday LIVE this experience** of new technologies applied to leisure and personal life.

Visitors will be guaranteed to meet companies and start-ups presenting innovative solutions selected in the 6 business areas, in order to have a complete and objective vision of what is being done.

Then, it is necessary to be able to implement the innovation in the company and thus to access the necessary skills. Visualizing the jobs of tomorrow, the business leader will be able to become aware of the changes to be followed for his employees. As well as the latter who will have come as a private family!

Employees will project on the trades that their children will have or that they will occupy during their career. It will also be an opportunity to identify the actors who can accompany them to highlight innovation.

Tech & Play ADOPTÉZ L'INNOVATION UTILE will help develop the use of new technologies and innovations through games, sports and many activities'

A B.D.M.
(board of directors and managers) sometimes distant from a global view can, together, project concrete, appropriate these innovations and facilitate an informed decision and fast.



THE INTEREST OF EXHIBITING AT TECH AND PLAY SHOW

Capture a qualified SME customer with an ambitious goal.

BtoB

Small enterprise:

- Present their products or services to VSEs, SMEs, public and private partners,
- To be identified as an innovative visible player in Brittany and a credible partner for companies..

Big enterprise:

- Make yourself known as essential for the development of your company in areas where some companies are not necessarily expected,
- To be able to present the whole of its offer of service and its specificity on the 6 axes of the show to the TPE, SME, public and private partners,
- Be one of the major players in innovation in Brittany,

Benefit from media coverage of the Tech & Play show.

BtoC

- To be known as a must-have as an innovator by consumers and young people,
- Anchor their image on positive values at the heart of their strategy: Human, AI, Sport,
- At a festive gathering,
- To be recognized as a sports partner (Breizh Drone Cup team, drone soccer team).

BtoE (employees)

- Mobilize their collaborators,
- R.S.E.

A meeting BtoB, BtoC and «BtoS» * with a preview,
a Drone Soccer demonstration and a great drone race on Saturday,
in the presence of the most experienced and award-winning drivers from France.

FRIDAY:

- Exhibitors, conferences, workshops, keynotes,
- Nocturne: Drone Soccer until 9pm.

SATURDAY:

- Exhibitors, conferences, workshops, keynotes,
- Qualification + final Breizh Drone Cup,
- Nocturne: Drone Soccer until 9pm.

DURING THE SHOW:

- Conferences, technical presentations & sector workshops,
- Digital animations,
- The actors will be able to describe together the market perspectives, the stakes and the drivers of enterprise development,
- The general public will be able to find out and discover potential vocational and educational training.

THE DIFFERENT VILLAGES:

1) BUILDING & HOUSING

BIM (Building Information Model), smart building, home automation, solar panels, new materials, diagnostic drones, virtual reality, real estate promotion ...

2) HOBBIES-SIGHTSEEING

e-Sport, drones, new leisure activities...

3) H.H.E.

Hygiene, Health and Environment

4) MOBILITY

Transport, professional drones, autonomous vehicles, handicap, silver eco (accessibility, maintenance of autonomy)

5) H.R. & TRADES OF TOMORROW

Organization and methodology of the work, HR, training, quality ...

6) PERFORMANCE OF THE COMPANY

Evolution of the company model, improvement of the production activity of the company, innovation consulting, information system, big data...



Photo non contractuelle.

STAND:

- The services, innovations and technology bricks the public needs,
- Experimentation, testing and performance measurement of technological solutions,
- Meet the most innovative and disruptive startups in the market.

CONFERENCES & KEYNOTES :

- Networkez with the best experts,
- Exchange with your future technology partners,
- Discuss with your peers other companies,
- Participate in workshops to experiment with innovation.

AN APPOINTMENT ESSENTIAL FOR COMPANIES AND THE GENERAL PUBLIC

- > More than 3,000 m² of exposure
- > More than 5,000 visitors over 2 days
 - > 60 exhibitors bringing together innovation professionals in Brittany
- > A qualified professional visitors only on Friday and general public on Saturdays
 - > Conferences and keynotes
 - > Institutional present
 - > Breizh Drone Cup
 - > Drone Soccer

BREIZH DRONE CUP



THE RACE OF DRONES

It will be a «**BIG SHOW**», a great light race in the hall 7 specifically prepared to stay in the dark to keep all the magic of a Light-Track*.

Xtrême Drone Racing to Rennes city

PILOTS

- Pilots are all professionals of the drone race.
- 8 teams of 4 drivers each sponsored by sponsors companies, institutions or media Bretons...

DIRECT LIVE ON SOCIAL NETWORKS

- During the race, relays on social networks will be set up.

PRESENTERS

- 2 animators during the event.

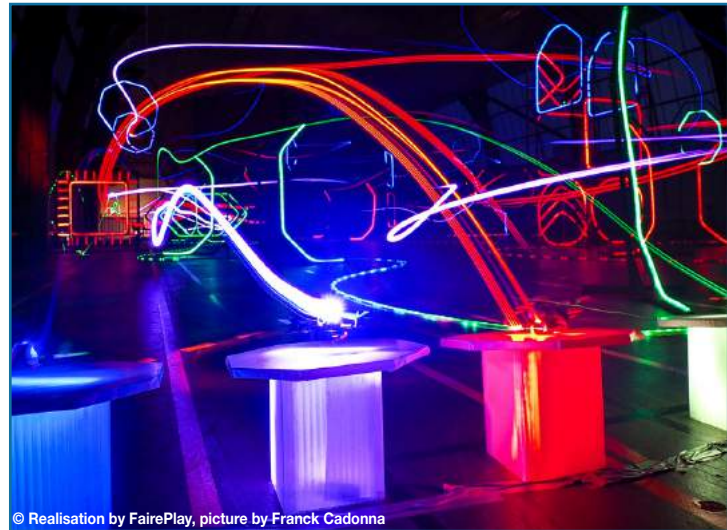
PACKAGE

- 1 giant relay screen,
- TV screens return FPV helmet drivers (the public will be able to see exactly what the pilot sees in his pilot's helmet),
- A flight simulator will be in place for the public.



Video link

<https://www.youtube.com/watch?v=NgeKU9OJB9Y>



© Realisation by FairePlay, picture by Franck Cadonna



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* In complete darkness, illuminated only thanks to a decoration of led lights.

NEW DISCIPLINE SPORTING-TECHNO THE DRONE SOCCER



DRONE SOCCER

INSPIRED BY THE WORLD CUP
OF QUIDDITCH BY HARRY POTTER



It's a mix between flying drone (not immersion) and soccer (soccer), all in a secure arena to score goals.

The machines are very secure by design. This is played in a team of 5 people for 2 minute rounds.

The public will be able to participate and be initiated from 19h until 21h. He will attend demonstration matches.

COMING FROM SOUTH KOREA

The Korean team Jeonju, birthplace of Drone Soccer, will be present at this show to introduce the French public this new discipline Techno-Sport.

PARTNERSHIP WITH THE CITY OF JEONJU (SOUTH KOREA), THE INVENTORS OF THE DRONE SOCCER AND THE FFAM (FRENCH FEDERATION OF AEROMODELISME)

MEETING IN SOUTH KOREA END OF AUGUST 2018



Video link

<https://www.youtube.com/watch?v=Zf7w8Oh1AnE>



pic not contractual



pic not contractual

<http://www.kwangju.co.kr/read.php3?aid=1534863600639381168>



<https://www.youtube.com/watch?v=Zf7w8Oh1AnE>

A UNIQUE EXPERIENCE FOR THE GENERAL PUBLIC!

- 1)** Come to live the innovations, he will be a **spectator** of the BREIZH DRONE CUP and **will discover** the new sports techno discipline before everyone else, the DRONE SOCCER
- 2)** Offering the latest innovations presented in the stands, he will live an **exciting experience** during a festive gathering,
- 3)** He will be **passionate** about a stable of drones and **will discover** the companies sponsors,
- 4)** To be sur of **discovering innovations** that he likes and that he will use for him or as an employee in his company,
- 5)** To discover the **professions of tomorrow** where his children or himself will be brought to evolve,
- 6)** **Identify the innovators** of BRITTANY,
- 7)** Discover the **positive values** of the companies behind the products: Human, AI, Sport.

THE INTEREST OF BEING A PARTNER AND TO HAVE A TEAM.

- 1)** Have your own drone team at the Breizh Drone Cup,
- 2)** Branding,
- 3)** A real business project (pilot meeting, vip space, possibility to invite employees ...),
- 4)** CSR values and employee mobilization.

MAP



Virtual animations and non-exhaustive locations, plan and modules being validated.
Pics not contractuels.

HALL 7 & 8, EXHIBITION PARK RENNES SAINT-JACQUES AIRPORT



HOW TO COME EXHIBITION?

BY TRAIN

Voyages SNCF
(only 1h26 from Paris)

BY PLANE

Rennes Airport
(Airport of Saint-Jacques de la Lande)

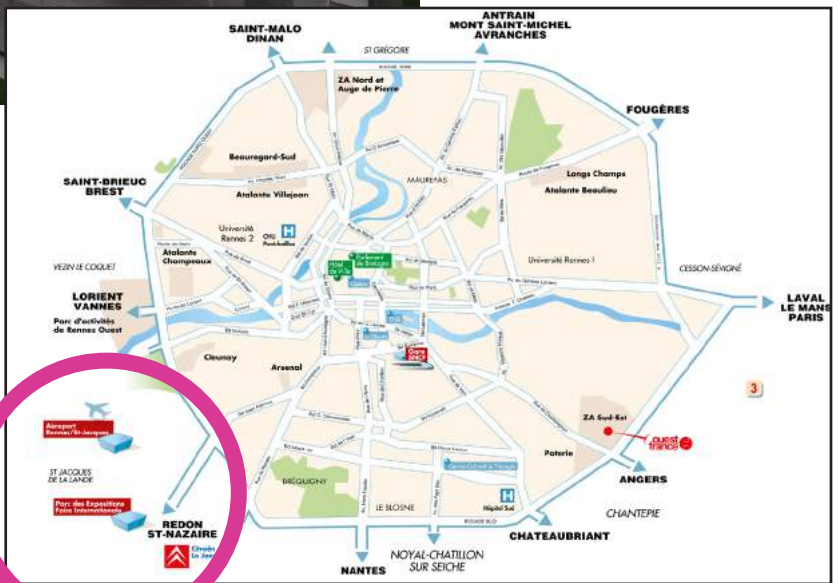
BY BUS

Line 57 systematically serves the Expo Park from the center of Rennes:

- during the week: from 6:30 to 20:50 (a bus every 20 minutes during the day)
- Saturday: 07:30 to 20:50 (a bus every 30 minutes)
- Sunday: 10:00 to 20:30 (a bus every hour)

Line 57 serves the city center and allows a simple connection with the metro (to reach the train station)
Nantes / Rennes: 1 hour

Find all schedules on the STAR website



BY CAR

(easy parking thanks to the various **FREE** car parks)

- > Nantes - Rennes: 1 hour
- > Paris - Rennes: 3 hours
- > Caen - Rennes: 1 h 30
- > Brest - Rennes: 2 hours 30 minutes

- Carsharing service in Rennes - 50 self-service vehicles distributed in the city, available 24 hours a day for 1 hour, 1 day or more. www.cityroul.com

GPS address:
Rue Jules Vallès, Saint-Jacques de la Lande

Calculate your road with GoogleStreet website

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TYPES OF EXHIBITORS



BUILDING & HOUSING



LEISURE
e-sport



H.H.E.
Hygiene, Health, Environment



MOBILITY / DRONE



WORK
Organization & methodology



ECONOMIC PERFORMANCE

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BENEFITS OF THE SHOW



PROSPECT
and find customers



PRESENT
your news



BUILD
partnerships



ENQUIRE
on the market



BOOST
your notoriety



MOBILIZE
your teams

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TYPES OF VISITORS



Professional visitors
Managers executives, executives, head of HR, engineers, real-estate, institutional, manufacturers, training organizations, public French & foreign



Visitors publics
Professional orientation, curiosity about new technologies, families, students, enthusiasts & gamers, job seekers, regional audience

www.salontechandplay.fr

agence faireplay
événementielle

A TEAM OF PROFESSIONALS AT YOUR SERVICE



Pascal Roignau
**PARTNERSHIP MANAGER
FOR TECH & PLAY SHOW
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NOVATION

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environnementale

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