

CONTENT

Welcome

Thank you for your partnership at PIC Summit Europe 2025!

We are delighted to welcome your organization at PIC Summit Europe, 4 & 5 November at the Evoluon in Eindhoven.

This partner manual contains practical information for your participation. Please read it carefully and let us know if you have any questions.

We are looking forward to meeting you in Eindhoven!

With kind regards,

 **PhotonDelta**

Contact the PIC Summit Europe team

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1. General information

PIC Summit Europe 2025 is the largest event in Europe's photonic chip industry with visitors from more than 20 countries. This year we aim to have at least 600 visitors per day, physically present in Eindhoven.

We bring together all stakeholders from the industry to meet, connect, get up to speed about the latest developments and work together on the next steps for the PIC industry. PIC Summit Europe targets organisations such as PIC companies, customers, academics, investors, equipment manufacturers, policy makers and analysts.

2. Programme, Speakers & Side events

The event will feature programme elements like plenary keynotes, panel discussions, in-depth sessions, workshops, side events and exhibition opportunities.

Please visit our website for all the latest information: [PIC Summit Europe 2025](#)

3. Venue

The event is organised by PhotonDelta at the iconic landmark called the [Evoluon](#) in Eindhoven, The Netherlands.

In 'the city of light', all kinds of lighting products were produced and shipped all over the world for more than 130 years by Philips, now Signify. The Evoluon offers inspiration to move forward, to do things different. It perfectly matches the innovative character of the Brainport region.



4. Route

Address

Evoluon Eindhoven
Noord Brabantlaan 1a
5652 LA Eindhoven

Coming by public transport?

The Eindhoven Central and Eindhoven Airport train and bus stations are both a 7-minute bus ride away. Buses depart from the north side of Eindhoven Station:

Hermes line 401 (Eindhoven Airport via Meerhoven)
Hermes line 402 (Veldhoven Sondervick)
Hermes line 403 (Oerle)

See bus agenda here: www.9292.nl

5. Parking

Coming by car?

The Evoluon is located near the A2 motorway and is easily accessible by car. From the highway, you can easily reach our parking lot with over 500 parking spaces, located on the outskirts of the city center of Eindhoven.

Parking rates

Evoluon parking has a rate of €2.00 per hour with a maximum of €7.50 per day. Parking is accessible 24/7.

Parking for under 45 minutes is free!

6. Free shuttle service

We also offer complimentary shuttle service from/to Eindhoven Central Station to Evoluon. We will update the exact schedule of the events closer to the event on [our website](#) and in this manual.

7. Hotels

We are making arrangement with several hotels in Eindhoven and will update our recommendations and discount rates here as soon as possible.

8. Invoice

The invoice for your partnership will be sent to you after the event.

9. Deadlines

Please see the planning below with regards to your personal deadlines for PIC Summit Europe 2025.

| Deadlines | |
|------------------------------------|--|
| 30 September | Your delegates are registered individually with the free ticket link sent to you by e-mail |
| 3 November, 12:00-17:00 | Build-up booths/meeting points by exhibitor |
| 5 November, 16:00-17:00 | Dismantling booths/meeting points by exhibitor |

10. Registration

Tickets included in each package give all delegates full access to PIC Summit Europe 2025 programme including networking drinks & dinner at the Evoluon on Tuesday 4 November.

Partner contact person receives unique registration link and instructions via e-mail to register delegates that will join PIC Summit Europe 2025 on behalf of your organisation.

Important

Please ensure that all your delegates are registered **before 30 September**.

11. Badges

Each participant must register individually and closer to the event everyone receives personal e-mail with further instructions on how to download event mobile app and access own QR code. You can't do this alone for the entire group. On the days of the event, every staff member must collect their own badge by showing their personal QR code at the registration desk.

12. Mobile app

We have a dedicated event app for PIC Summit Europe 2025 to manage all your event logistics and access own QR code for receiving a badge.

Why download the app?

- **Access to your QR code** to easily enter the event.
- **Connect with other attendees** and start networking immediately.
- **Use the chat** to arrange meetings and keep conversations going.
- **Stay updated** with the latest programme details and event updates.
- **Schedule your personalized programme** and claim a spot to sessions that interest you
- **View the event floorplan** for easy navigation.
- **Find all the practical info** you need to make your visit seamless.

How to download the app: (you will receive personal codes in yellow after registering)

Step 1. Take out your smartphone

Step 2. Go to the App Store and search for: **Yellenge**

Step 3. Download and start

Step 4. Event Code: **EVENTCODE**

Step 5. Enter your personal code: **{{profile.personal_code}}**

Important

Please emphasize to your delegates the importance of **registering before 10 October** and downloading/using the app.

13. Build-up

Please build-up your stand or bring all materials for your meeting point already on Monday 3 November 12:00-17:00. PhotonDelta team will be there at Evoluon to assist you for any questions. If this is not an option for you, please build-up your stand on Tuesday 4 November morning between 7:00-8:00.

Important

On Monday, you can offload your equipment at the main entrance and park in the parking lot. (Tuesday it is not possible to offload your equipment at the main entrance!).

14. Dismantling

On Wednesday 5 November, 16:00-17:00 you can dismantle your booth. (Not earlier and not on Thursday).

Please make sure to take own trash and don't leave this at the venue; there are no garbage containers. We care about nature and hope you can reuse all the materials you are bringing for another event.

15. Wi-Fi

Free Wi-Fi is provided at Evoluon including the exhibition area.

16. Partner packages

Partner Packages

| | Strategic € 6,895 | Gold € 5,795 | Silver € 4,595 | Bronze € 2,895 | Start-up* € 1,795 |
|--|-----------------------------|------------------------|--------------------------|--------------------------|-----------------------------|
| Your own booth (3m x 2m) for a pop-up booth | (✓) | ✓ | ✓ | | |
| Your own meeting point (1,5m x 1,5m) for a roll-up banner | | | | ✓ | ✓ |
| Exposure package (see page 12) | Large | Large | Medium | Medium | Medium |
| Tickets | 8 | 6 | 4 | 2 | 2 |

* You can only apply for the Start-up package if your company is no older than 3 years

All prices are excluding VAT

Exposure Packages

| | Large | Medium |
|--|--------------|---------------|
| Your logo on the homepage page (including link to your website) | ✓ | |
| Your logo on the partner page (including link to your website) | ✓ | ✓ |
| Your logo on a large banner at the networking area + networking dinner | ✓ | |
| Partnership announcement on social media | ✓ | ✓ |
| Your own media package | ✓ | ✓ |
| Your logo on screen in the plenary hall | ✓ | |
| Your logo in selected PIC Summit mailings | ✓ | |

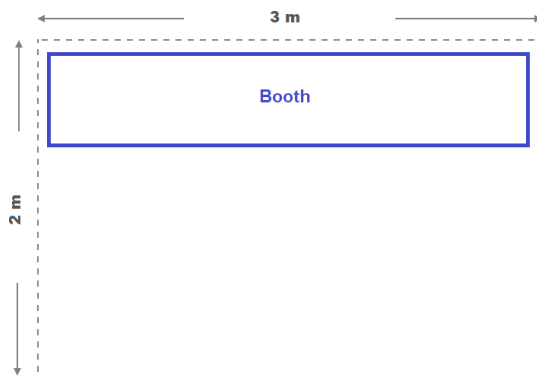
17. Exhibition and limitations

Every exhibitor **brings**:

- own pop-up booth **OR** roll-up banner
AND
- own printed materials (PhotonDelta does not provide printing services or backwalls)

Partner packages offer two exhibition options, which you have already chosen for within the level of your partnership:

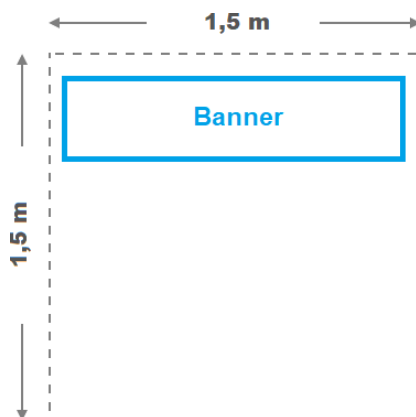
- 1) **Strategic, Gold or Silver** partner packages, which include floor space of 3m x 2m for a pop-up booth. Exhibitors bring own booth and printed materials that should fit within the assigned floor sizes.



Pop-up booth example

OR

- 2) **Bronze or Start-up** partner packages, which include floor space of 1,5m x 1,5m for a roll-up banner. Exhibitors bring own banner and printed materials that should fit within the assigned floor sizes.






Roll-up banner example

Every exhibitor **receives** from PhotonDelta at no additional costs:

- 1 high table or 1 low table
- 2 bar stools or 2 low chairs
- 1 power strip

18. Exhibition additional supplies (not possible after deadline of 10 September)

Every exhibitor can additionally **rent extra supplies at extra costs**:

| TV 55 inch on a stand | Brochure holder five A4 folders | Demo pillar 36W x 36D x 90H cm |
|--|--|---|
|  |  |  |
| € 325 excl. VAT | € 80 excl. VAT | € 19,50 excl. VAT |

If you wish to use an extra table than provided, there are possibilities as well as long at additional costs. **Note:** you have filled out the [Extra supplies exhibition](#) form **before 10 Augustus** and provided us with the list of extra supplies you need. It is no longer possible to order extra supplies.

Please note:

The placement of additional furniture, banners or demos is always in consultation with the organising team. All exhibitors' equipment and materials should fit within the assigned sizes of the floor space. No display outside the stand is allowed. Aisles must be always kept clear and free for passage. In case this is not sufficient for you, please always contact us to discuss options.