

DISTREE ConnectDays invites technology start-ups to register for Smart Tech Show

Event offers smart tech companies an opportunity to raise brand profile and meet France's key market influencers

ANTONY, PARIS, FRANCE, March 8, 2016 /EINPresswire.com/ -- DISTREE ConnectDays (www.distree-connectdays.com) is inviting smart tech start-ups from around the world to apply for the Smart Tech Show, which will take place on the 12th April at the Carrousel du Louvre in Paris. The Smart Tech Show forms part of DISTREE ConnectDays, a two-day event running April 11-12th, where consumer tech brands can meet France's top retailers, e-tailers and distributors in one place at one time.

The Smart Tech Show will provide a select number of technology start-ups with a powerful opportunity to present their product or solution to hundreds of

top distributors, retailers, journalists and bloggers shaping consumer tech demand in France.

The winner's package includes five minutes on stage in front of the event audience to demonstrate the product or solution, plus a short Q&A session with the event moderator. In addition, Smart Tech Show winners will receive free exhibition space in the start-up village area at DISTREE ConnectDays, plus coverage in LSA magazine.

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Farouk Hemraj, Event Director for DISTREE ConnectDays

“This is a unique opportunity for technology start-ups to accelerate their development and meet some of the key stakeholders in the French market that can help them create successful and sustainable businesses,” said Farouk Hemraj, Event Director for DISTREE ConnectDays.

“Europe remains a hotbed for start-up innovation with hundreds of new products emerging in the smart tech category, driven by the demands of today's connected

consumers. We want to give the best companies the exposure their products deserve through the



Smart Tech Show at DISTREE ConnectDays,” he added.

Start-ups can complete an application for the Smart Tech Show at www.distree-connectdays.com or alternatively e-mail algirbal@infopro-digital.com for more information. The closing date to complete applications by is March 15th 2016.

“Whether it is a connected device, ground breaking accessory, smart home solution, drone or a product with the potential to create a whole new tech category, we encourage all start-ups to enter,” continued Hemraj. “We want the best-of-the-best start-ups to feature in the Smart Tech Show and we know there are some great companies out there that deserve to be a part of it.”

More than 100 brands are set to exhibit at DISTREE ConnectDays 2016, where they will have the opportunity to interact with 600 senior executives and buyers from retailers and distributors. The mix of established brands and start-ups will offer opportunities for channel partners to meet both existing and potential new suppliers. Confirmed exhibitors already include Acer, Creative, HTC, Huawei, Motorola, Samsung and Wiko, plus many more.

Major retailers and e-tailers will all be invited to send delegations to the event. The channel delegate base will also include telecom operators, plus new emerging distribution channels for connected products such as concept stores, pharmacies, sports stores and specialists. The two-day event format will provide a highly efficient business development platform for exhibitors, including pre-scheduled one-on-one meetings with partners, plus the chance to interact with media, press and market influencers in one place at one time.

Follow @DISTREE_Connect on Twitter for event updates.

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is a Paris-based company owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than a decade, gathering more than 10,000 senior executives from 160 countries during that time. DISTREE Events spans the entire EMEA region, Asia-Pacific and Latin America with employees based in Paris, Dubai, Moscow, London, Singapore and Sao Paulo. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

Liam McSherry
DISTREE Events
+ 33 1 40 33 33 60
email us here

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