

## PARTNERSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES	EXHIBITION PACKAGE
<ul style="list-style-type: none"> <li>■ <b>Strategic Partner</b> € 20 000</li> <li>■ <b>Gold Sponsor</b> € 15 000</li> <li>■ <b>Silver Sponsor</b> € 10 000</li> <li>■ <b>Conference Sponsor</b> € 4500</li> </ul> <p>Each of these sponsorship packages includes conference opportunities, pre-event marketing impact, on site visibility and other complementary marketing benefits</p>	<ul style="list-style-type: none"> <li>■ <b>Booth, 6sqm, equipped</b> € 3350</li> <li>■ <b>Table top</b> € 2000</li> </ul> <p>The Exhibition package, booth or table top, includes complementary benefits: - conferences access pass, website visibility, exhibition listing, insert in the demos program, discounted registration fees</p> <p><b>Research Projects Space</b> - Poster Package €600 (1 poster, 1 conferences access pass) - Table top Package €2000 – Booth Package €3350</p>
EXCLUSIVE BRANDING OPPORTUNITIES	ON SITE VISIBILITY
<ul style="list-style-type: none"> <li>■ <b>Welcome Cocktail Reception</b> € 4500 Pre-event marketing impact, on site visibility</li> <li>■ <b>Gala Dinner</b> € 4500 Pre-event marketing impact, on site visibility, 2 seats at the dinner</li> <li>■ <b>Lanyard of the delegates' badge</b> € 2500</li> <li>■ <b>Breaks and buffet lunches</b> € 2500</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Delegates' bag sponsorship</b> € 1500</li> <li>■ <b>Kakemono/ Roll up in the entrance hall</b> € 1200</li> <li>■ <b>Slide panorama</b> € 600 1 conference</li> <li>■ <b>Literature display</b> € 500</li> </ul>
LEAD GENERATION OPPORTUNITIES	OTHERS
<ul style="list-style-type: none"> <li>■ <b>Webcast presentation / Virtual Smart Event</b> € 4500 100 leads</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Web Press Room</b> € 900</li> <li>■ <b>Workshop, meeting organization</b> ask for a quotation</li> </ul>

\*19.60%Applicable vat will apply for European Country Members

Your contacts: Richard Bricaire [rbricaire@strategiestm.com](mailto:rbricaire@strategiestm.com) or Lénick Perron [lperron@strategiestm.com](mailto:lperron@strategiestm.com)

## STRATEGIC PARTNER PACKAGE

Contribution as a "Strategic Partner" offers an excellent way to get **an unsurpassed recognition of brand with a combination of conference opportunities and high visibility benefits: before, on site and post event.** *Availability for 2 companies*

### KEY BENEFITS

#### Conference opportunities

- **Keynote speaking slot** (approval of the appropriate Program Committee needed)
- **Panellist** on one of the panel debates of the Smart Event'10
- **1 access pass**: 1 complementary pass to access the 3 Conferences
- **Educational program registration**: your company will have the opportunity to register for free 1 person to follow 1 module (2days) of the Smart University program
- **Discounted Conference and Educational Program Registration fees**: Strategic Partners can register any of their company employees and their customers without limitation at a preferential rate.

#### Pre event marketing

- **Printed conference program**: your company logo in large size on the front page of the Smart Event printed program mailed to 25.000 professionals and with an electronic version downloadable
- **Website exposure**: your company logo in large size appearing on all the pages of the Smart Event'10 website with a cross-link to your own website. It will also appear with an extended 150 world corporate description in the web partners listing, under the Strategic Partners category.
- **Advertising pages**: your company logo in large size will be included on Smart Event'10 advertising pages inserted in key business & trade magazines.
- **Web Press Room**: a wider audience for your innovations by issuing your press releases for the event in the Web Press Room of the Smart Event'09 website.

#### On site visibility

- **Slide panorama**: your company logo (large size) incorporated in the slide show screened in the conference rooms before and after each session (Strategic Partners category).
- **Booth**: a fully equipped 6sqm booth.
- **Smart Event bag sponsorship**: your company logo printed on the delegates' bag distributed to all the Smart Event attendees. You may also insert 1 piece of your company's literature or a branded item. (logo 1 colour)

#### Post event marketing

- **Call for papers**: your company logo in large size will appear on the front page of the Smart Event 2011 Call for papers.

### COMPLEMENTARY BENEFITS

- **Press announcements**: your company name will be included in the Smart Event'10 press announcements.
- **Insert in the demos program**: all your innovations demonstrated on your booth listed in the demos section featured on the Smart Event website and in the demos program leaflet distributed to all the "Smart Event" attendees.
- **Discounted marketing opportunities**:
  - . An exceptional opportunity is proposed for one of your speaker on conference video streaming for €2500\* discounted rate instead of €4500\*, including 100 guaranteed leads.
  - . Another additional benefit is a 15% discount rate on other Smart Event'10 marketing opportunities.

**Smart Event Strategic Partner (excl.vat)**  
**€ 20 000\***

\*19.60%Applicable vat will apply

## GOLD SPONSOR PACKAGE

Participation as one Gold Sponsor offers an excellent way to raise your profile before, during and after the event into a value priced package. *Availability for 2 companies.*

### KEY BENEFITS

#### Conference opportunities

- **Keynote speaking slot** (approval of the appropriate Program Committee needed)
- **1 access pass**: 1 complementary pass to access the 3 Conferences
- **Discounted Conference and Educational Program Registration fees**: Gold sponsors can register any of their company employees as well as their customers without limitation at a preferential rate.

#### Pre event marketing

- **Printed conference program**: your company logo on the front page of the Smart Event printed program mailed to 25.000 professionals and with an electronic version downloadable.
- **Website exposure**: your company logo appearing on all the pages of the Smart Event'10 website with a cross-link to your own website.. It will also appear with an extended 150 world corporate description in the web partners listing, under the Gold Sponsors category.
- **Advertising pages**: your company logo will be included on Smart Event'10 advertising pages inserted in key business & trade magazines.
- **Web Press Room**: a wider audience for your innovations by issuing your press releases for the event in the Web Press Room of the Smart Event'10 website.

#### On site visibility

- **Slide panorama**: Your company logo incorporated in the slide show screened in the conference rooms before and after each session.
- **Booth**: a fully equipped 6sqm booth.

#### Post event marketing

- **Call for papers**: your company logo will appear on the front page of the Smart Event 2011 Call for papers.

### COMPLEMENTARY BENEFITS

- **Press announcements**: your company name will be included in the Smart Event'10 press announcements.
- **Insert in the demos program**: all your innovations demonstrated on your booth listed in the demos section featured on the Smart Event website and in the demos program leaflet distributed to all the "Smart Event" attendees.
- **Discounted marketing opportunities**:
  - . An exceptional opportunity is proposed for one of your speaker on conference video streaming for €2500\* discounted rate instead of €4500\*, including 100 guaranteed leads.
  - . Another additional benefit is a 15% discount rate on other Smart Event'10 marketing opportunities.

**Smart Event Gold Sponsor (excl.vat)**  
**€ 15 000\***

\*19.60%Applicable vat will apply

## SILVER SPONSOR PACKAGE

Participation as one Silver Sponsor offers visibility way to raise your profile before and during the event into a value priced package. *Availability for 2 companies.*

### KEY BENEFITS

#### Conference opportunities

- **Panellist** on one of the panel debates of the Smart Event'10
- **1 access pass**: 1 complementary pass to access the 3 Conferences - **Discounted Conference and Educational Program Registration fees**: Silver sponsors can register any of their company employees as well as their customers without limitation at a preferential rate.

#### Pre event marketing

- **Printed conference program**: your company logo on the front page of the Smart Event printed program mailed to 25.000 professionals and with an electronic version downloadable.
- **Website exposure**: your company logo appearing on all the pages of the Smart Event'10 website with a cross-link to your own website.. It will also appear with an extended 150 world corporate description in the web partners listing, under the Silver Sponsors category.
- **Advertising pages**: your company logo will be included on Smart Event'10 advertising pages inserted in key business & trade magazines.
- **Web Press Room**: a wider audience for your innovations by issuing your press releases for the event in the Web Press Room of the Smart Event'10 website.

#### On site visibility

- **Slide panorama**: Your company logo incorporated in the slide show screened in the conference rooms before and after each session.
- **Table top**.

#### Post event marketing

- **Call for papers**: your company logo will appear on the front page of the Call for papers of the following year edition.

### COMPLEMENTARY BENEFITS

- **Press announcements**: your company name will be included in the Smart Event'10 press announcements.
- **Insert in the demos program**: all your innovations demonstrated on your booth listed in the demos section featured on the Smart Event website and in the demos program leaflet distributed to all the "Smart Event" attendees.
- **Discounted marketing opportunities**:
  - . An exceptional opportunity is proposed for one of your speaker on conference video streaming for €2500\* discounted rate instead of €4500\*, including 100 guaranteed leads.
  - . Another additional benefit is a 15% discount rate on other Smart Event'10 marketing opportunities.

**Smart Event Silver Sponsor (excl.vat)**

**€ 10 000\***

\*19.60%Applicable vat will apply

## CONFERENCE SPONSOR PACKAGE

Conference sponsorship is a key opportunity to raise your company profile and to centre your innovations on the market. *Availability for 4 companies/conference*

### KEY BENEFITS

#### Conference opportunities

- **1 speaking slot** for the conference of your choice (approval of the appropriate Program Committee needed)
- **1 access pass**: 1 complementary conference access pass - **Conference discounted registration fees**: a preferential rate for registering your own employees without limitation, to any conference.

#### Pre event marketing

- **Printed conference program**: your company logo in the printed program mailed to 25.000 professionals and with an electronic version downloadable from the conference website.
- **Website exposure**: your company logo will appear on the web pages dedicated to the conference of your choice
- **Web Press Room**: a wider audience for your innovations by issuing your press releases for the event in the Web Press Room of the Smart Event'10 website.

#### On site visibility

- **Company literature**: display of any of your corporate literature or products/services leaflets at the entrance of the conference rooms of your choice.

### COMPLEMENTARY BENEFITS

#### Discounted marketing opportunities:

- An exceptional opportunity is proposed for one of your speaker on conference video streaming for €2500\* discounted rate instead of €4500\*, including 100 guaranteed leads.
- Another additional benefit is a 15% discount rate on other Smart Event'10 marketing opportunities

**1 Conference Sponsor (excl.vat)  
€4 500\***

\*19.60%Applicable vat will apply

## EXHIBITION PACKAGE

### Event exhibition space

Package includes 1x 6sqm equipped booth OR a table top in the ATHENA hall, where all the delegates gather for breaks and lunch.

#### Equipped booth

includes:

- 3 x2m carpeted booth with back & side walls
- 1 rectangular table
- 2 chairs
- 1 internet connection
- 1 electricity power
- 1 company name on signage

*Ask for the picture of the booth*

#### Table top

includes

- 1 rectangular table
- 2 chairs
- 1 internet connection
- 1 electricity power
- 1 company name on signage

### Complementary benefits

- **Conference access pass:** 1 pass included to access the 3 conferences (e-Smart, Smart mobility, World e-ID), coffee-breaks and buffet lunches.

- **Website visibility:** your booth/table top location together with your logo will appear on the exhibition floor plan in the exhibition section of the Smart Event'10 website.

- **Exhibition listing:** the exhibitors list will refer to your company boilerplate (150 words) and corporate URL on the Smart Event'10 website.

- **Insert in the demos program:** all your innovations demonstrated on your booth/table top listed in the demos section featured on the Smart Event'10 website and in the demos program leaflet distributed to all the "Smart Event" attendees.

- **Discounted Conference & Educational program registration fees:** Exhibitors can register any of their company employees with no limitation at the sponsors & exhibitors preferential rates (28% discount)

Booth (excl.vat)	Table top (excl.vat)
€ 3350*	€ 2000*

\*19.60%Applicable vat will apply

### Contacts :

- Richard Bricaire - [rbricaire@strategiestm.com](mailto:rbricaire@strategiestm.com) / + 33 6 84 44 31 99
- Lénick Perron - [lperron@strategiestm.com](mailto:lperron@strategiestm.com) / + 33 6 79 70 17 98

## SMART EVENT'10: OTHER MARKETING OPPORTUNITIES

### EXCLUSIVE BRANDING OPPORTUNITIES

#### - Welcome Reception Cocktail

This is a superb opportunity for your company to raise its profile at the Welcome Reception to be held on Sept. 22<sup>nd</sup> just after the conferences sessions closed. All the Smart Event delegates are invited to enjoy a glass of wine and canapés and to gain fruitful exchanges at the end of the day.

Your company will benefit from **pre-event marketing** with the company logo displayed in the Networking section on the Smart Event'10 website and visible for the 80 000 security and mobility professionals our emailing operations will regularly address from June to mid-September. The company logo with an extended 150 word corporate description will be included in the web partners listing.

**On site visibility** includes a large poster with your logo emblazoned on and placed at the entrance of the Athena Hall. For a long lasting visibility, you may also displayed on table(s) 1 branded item to the Welcome Reception participants.

€ 4500\*

#### - Gala Dinner

The Gala Dinner constitutes one of the most effective ways of promoting your presence at Smart Event. It is **an outstanding occasion** to emphasize the awareness of your brand in a relaxed context and pleasant place. Your organization gains:

- **Pre-event marketing impact:** your logo prominent appearance in the Networking Section of the Smart Event'10 website will remind over 35 000 unique visitors/month that your organization is one of the leading stakeholders. Additional recognition of your brand will be raised in the web partners listing with incorporation of your logo together with an extended 150 word corporate description.

- **On site visibility.** Your logo will be emblazoned on the "Gala Dinner" posters: From the 1<sup>st</sup> day with the poster ideally positioned at the Smart Event'10 Welcome desk where all the delegates get their badges and information, and with the one placed at the entrance of the Gala Dinner room. The slide panorama incorporating your logo as sponsor level and displayed in all the conference rooms will extend recognition of your brand to all the Smart Event high profile delegates. For a long lasting visibility, you may also distribute 1 branded item to the Gala Dinner participants. 2 seats at the dinner - The dinner takes place on Sept. 23<sup>th</sup> evening.

€ 4500\*

#### - Lanyard of the delegates' badge

Your company logo printed on the lanyard of each attendee badge will certainly get your company or organization noticed (logo 1 color, 1 side). Your company logo will also be included as a sponsor level in the slide panorama displayed in the conferences rooms.

€ 2500\*

#### - Breaks and buffet lunches

Your company logo emblazoned on the poster displayed at the entrance of the Athena Hall where the morning & afternoon breaks & lunch take place every day. Your company logo will also be included as a sponsor level in the slide panorama displayed in the conferences rooms.

€ 2500\*

### LEAD GENERATION OPPORTUNITIES

#### **NEW- WEBCAST PRESENTATION/ VIRTUAL SMART EVENT**

- Reserve the webcast of your speaker's presentation for the Virtual Smart Event that from December 2010 up to March 2011. It will make your participation last long after the event while generating guaranteed leads. Capture of the speaker done during the live event.

€ 4500\* - 100 leads

### ON SITE VISIBILITY

#### - Smart Event bag sponsorship

Your company logo printed on the delegates' bag distributed to all the Smart Event attendees. You may also insert 1 piece of your company's literature or a branded item. (logo 1 colour)

€ 1500\*

#### - Kakemono/ Roll up

Reach the delegates' attention before and after they leave the event venue. Place one kakemono/roll up at the main entrance of the event venue, or just near the Event Welcome Desk. (Customer to provide material, ask for the technical details).

€ 1200\*

**- Slide panorama**

Your company logo incorporated in the slide show screened in the conference rooms before and after each session.

€ 600\* (1 conference)

**- Literature display**

Display your technical literature or any other leaflet of your company and make it available to all the "Smart Event" delegates during the event through the various distribution spots.

€ 500\*

**OTHERS**

**- Web Press Room**

A wider audience for your innovations by issuing your press releases for this event in the Web Press Room of Smart Event'10 website.

€ 900€\*

**- Workshop, meeting Organization**

Ask for a quotation.

\*19.60%Applicable vat will apply

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