

# INVITATION

**NFC** WORLD CONGRESS

Business and Strategies for the NFC Market and Ecosystem  
September 19-21, 2011 - Nice - Sophia Antipolis, French Riviera



**SMARTEVENT '11**

The Innovation Forum for Mobility  
and Trusted Technologies & Services  
September 21-23, 2011 - Sophia Antipolis, French Riviera

We are happy to announce

## OUR FIRST "DATE"! in Sophia Antipolis Science Park September 19 - 23, 2011

You are invited to celebrate and participate  
in the synergies between:

- The NFC blooming from technology to business, and
- The booming market of Digital Mobility & Security

### On-site EXHIBITION for Business Opportunities

Over 1000 sqm exhibition hall: booths,  
demos, posters, networking...  
2500 professional visitors  
from 45 countries



### SPONSORSHIP for Speaking Opportunities

Covering strategy, technology and industry issues & content:

3+1 conferences hosting 800 international delegates

20 KEYNOTES, 4 PANELS, 180 presentations

15 Smart University educational and training modules

2 virtual conferences by video-streaming - 50 000 unique visitors/month

Online community of 200 000 IT professionals through web portals, online news, blogs, emailings

### Institutional Endorsement and Support

GLOBALPLATFORM



EUROSMART  
The Voice of the Smart Security Industry

e forum

erisa

ETSI  
World Class Standards



MOBEY FORUM



NFC FORUM

OASIS

SIM

Smart Card Forum

STOLPAN



Sept. 19 noon - Sept. 21 noon

# 2011: Time for BUSINESS

Bringing together key players of mobile services and their customers from across the world, NFC World Congress marks the transition from standards definition to market emergence and ecosystem building around m-payment, ticketing, ID, loyalty, retail, travel... and many more NFC applications.

The choice of Nice - Sophia Antipolis on the French Riviera brings the experience of one of the most advanced

NFC deployments, plus the stimulating environment of the first Science park in Europe as most of its 1300 high tech organizations are focused on wireless communications, devices, components and applications.

NFC World Congress is already endorsed by the most significant international forums and associations - NFC Forum, Mobey Forum, GlobalPlatform, Eurosmart, SIMalliance, Smart Card Forum of China, StoLPaN...

## EXHIBITION

2500 visitors eager to discover state-of-the-art contactless products, solutions and services

A 1000 sqm exhibition hall to host ready built booths and a start-up pavilion offered through affordable exhibition packages including high quality services.

The NFC World Congress exhibition will be freely open to:

- International delegates of the conference during the multiple coffee-breaks, lunches and cocktails
- Professional visitors and clients coming from 45 countries

## CONFERENCE

Stakes and strategies for a new market and its ecosystem

Opening up to the vast opportunities of the new contactless services market, the emergence of NFC business and its deployment strategies are key issues that are addressed at the conference by the key players and renowned experts (over 40 speakers):

- Two half-day plenary sessions, animated by outstanding keynotes and panel debates covering hottest topics
- Four half-day parallel sessions covering main vertical sectors through business cases, market forecasts, product strategies, etc.; transversal main issues regarding standards, interoperability, security, etc.



Global Visibility & Exposure for #1 NFC International Congress Exhibitors get maximum exposure via extensive support:

- High visibility on the NFC World Congress website: profile of your company in the online exhibition guide, press releases, etc.
- Your company listing in the printed NFC World Congress Exhibition guide, with the option of ad placement.
- The opportunity to invite customers and key contacts to visit your booth, to attend the conference
- Global media coverage combining advertising campaign in the key publications, press relations reaching over 1000 journalists, developments of media partnerships
- Targeted marketing actions on banking, telecoms, transportation, government, security, healthcare, cards... databases.

Sept. 21 - Sept. 23, 2011

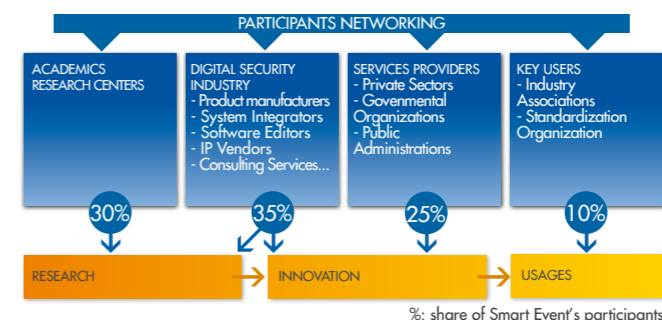
# Innovation Forum for INDUSTRY & RESEARCH

In its 12<sup>th</sup> edition, Smart Event combines 3 international conferences, trainings and SIG meetings covering digital security, e-mobility and e-ID hottest issues. They attract over 700 professionals, from researchers to key end users.

## 4 FEATURES MAKE THIS EVENT UNIQUE

### 1 Live exchanges across the full value chain

Smart Event is more than a traditional conference and is quite different from a congress or an industry show. It is a Forum, designed to foster live exchanges among world-class experts in their domain through knowledge-sharing, learning, and networking.



### 2 3 complementary conferences on a single platform

Smart Event combines 3 tech conferences in parallel, allowing fruitful cross-pollination of ideas, knowledge and projects:



### 3 Mix of technology, R&D and strategy

In term of content, Smart Event has maintained a balance between technology, R&D and strategy that make up the three facets of the innovation process. Smart Event conferences' excellence level is insured by 3 Conference Program Committees whose members belong to leading companies, organizations and renowned research laboratories. They carefully select presentations through a standard research Call for Papers process.

### 4 High level training workshops

Smart Event also offers a session of the advanced educational program Smart University. These "State-of-the-Art ICT knowledge and training workshops", consist of one and two-day modules dedicated to the latest advances in ICT technologies. The modules are designed and delivered by academics from the best European Universities and research centres

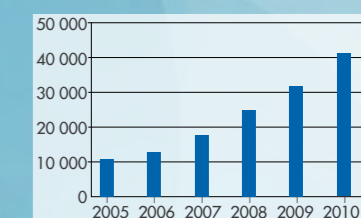


## Facts & Figures

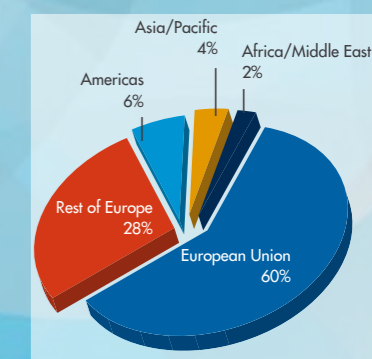
- Worldwide dimension: 45+ countries represented
- Full ecosystem involvement: 410+ participating organizations and companies
- Attendance: 700+ innovation decision makers
- Invaluable agenda: 150+ key innovation presentations
- Online Audience 41 000+ unique visitors/month on Smart Event website
- Interaction with 200 000+ IT professionals regularly addressed through the international e-marketing campaign
- Convivial exhibition space 1000sqm to showcase services and innovative demos
- 1000-1500 visitors from co-located NFC World Congress



Interactive Marketing towards 200 000 Worldwide IT Community



Smart Event Website : 41 000+ unique visitors/month, over June-October 2010



Worldwide Dimension Participants' region of origin



Webcast presentations





Printed program circulation: 20 000

## Nice, the "NFC city"

Located in Sophia Antipolis, on the doorstep of the French Riviera, NFC World Congress develops close connections with local authorities of Nice City and NFC deployments project leaders. Citizy, the Nice's NFC project, proposes to the citizen transit, loyalty and payment services since May 2010. A deployment to be followed by several major cities in France in 2011.

# YOUR NEW BUSINESS GRID OF OPPORTUNITIES

Two complementary events:

	 <b>NFC WORLD CONGRESS</b>	 <b>SMART EVENT</b>
	Exhibition & Business Conference	Tech Conferences, Trainings & Exhibition
Positioning	Business & strategy	R&D/innovation & strategy
Topics	<ul style="list-style-type: none"> <li>- NFC business and strategic issues</li> <li>- NFC ecosystem built</li> <li>- NFC deployment</li> </ul>	<ul style="list-style-type: none"> <li>- Digital Security technologies</li> <li>- Trusted mobile applications development</li> <li>- e-ID management</li> </ul>

Partnership opportunities: build on synergies and complementarities!

	In euros, excl. vat 19.60% vat applicable	<b>NFC WORLD CONGRESS</b>	<b>SMART EVENT</b>	<b>EXTENDED PACKAGE</b> The two events combined
<b>Sponsorship packages</b>	Platinum Sponsor Package	10 000	20 000	Non available
	Gold Sponsor Package	8000	15 000	16 000
	Silver Sponsor Package	6000	10 000	11 000
	Conference Sponsor Package	Non available	4500	Non available
<b>Branding opportunities</b>	Welcome Cocktail Sponsorship	5000	Non available	Non available
	Gala Dinner Sponsorship	Non available	4500	Non available
	Lunches Sponsorship	2500	2500	3750
	Delegates Bag Sponsorship	2500	2500	3750
<b>Exhibition packages</b>	Delegates & visitors lanyard sponsorship	2500	2500	3750
	Exhibition Package/equipped booth	3475	3350	4800
	Table top Start-up Pavilion	1500	Non available	Non available
	Table top demos	Non available	2000	Non available
	Ad in the Exhibition Guide	Full page 900; half page 500		
<b>On-site and online visibility</b>	Webcast presentation	4500	4500	6500
	Roll up Totem	2000	1200	2500
	Insert in delegates' bag	600	600	900
	Slide panorama	600	600	900
	Literature display	500	500	800
	Web Press Room	900	900	1200

More information on NFC World Congress website [www.nfcworldcongress.com](http://www.nfcworldcongress.com) and Smart Event website: [www.smart-event.eu](http://www.smart-event.eu).

Media partners :



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Events produced by

