



12-13 October 2004 (Masterclasses on 11 & 14 October 2004)
The Acropolis, Nice, France

Sponsorship and exhibition opportunities

Why exhibit or sponsor?

Smart Labels Europe 2004, now in its fifth year, will be the twelfth global event hosted by IDTechEx. With over 50 speakers at this conference and a growing turnout year after year, we aim to make this the most useful European RFID event for your company to exhibit at.

The following are some of the ways the conference - and our sponsors and exhibitors - will be promoted. To take advantage of any of these we recommend you book early. Please contact us to discuss any of these packages.

Before the Conference:

- ⇒ Full conference pamphlet (goes out to over 40,000 key people from the IDTechEx and other databases)
- ⇒ Advertisements in magazines, trade journals, and websites
- ⇒ A dedicated interactive conference website (www.smartlabelseurope.com) also linked to the global
- ⇒ IDTechEx website (www.idtechex.com), which can include your company profile, logo and link
- ⇒ Your logo in coverage of the event in IDTechEx journals and through associates
- ⇒ Promotion when IDTechEx present and attend global events

At the Conference:

- ⇒ Banners will have details of exhibitors and sponsors (e.g. company name and/or logos)
- ⇒ Your logo in the proceedings (also sold after the event) with company overview and full contact details
- ⇒ Plus the exhibition stand will give you the chance to meet and promote your services to around 400 executive level delegates and press.

After the Conference:

- ⇒ Coverage of conference in global publications by press attending the event and in IDTechEx journals.

Tailored packages are available; please contact Adele Willacy a.willacy@idtechex.com or Raghu Das r.das@idtechex.com to discuss your requirements.

Tel: + 44 (0)1223 813 703

Europe's largest event on
RFID: previous
attendance from 24
countries

Overview of the packages:

Exhibition opportunities

- ⇒ **Exposure Silver**
Exhibition and delegate package
- ⇒ **Exposure Gold**
Larger exhibition space and increased company presence
- ⇒ **Exposure Platinum (2 available)**
Maximum company exposure with our premium package

Sponsorship opportunities

- ⇒ **Masterclass Sponsor (3 available)**
Be the sole sponsor of one of the three masterclasses
- ⇒ **Key Technology Demonstrator (2 available)**
Be the highlight of the exhibition with your own demonstration area
- ⇒ **Cocktail Dinner Sponsor (1 available)**
Host to the main networking event
- ⇒ **Badge Sponsor (1 available)**
Ensure delegates see your logo at all times
- ⇒ **Bag Sponsor (1 available)**
Prime logo positioning on all delegate bags.

www.smartlabelseurope.com

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Sponsorship and exhibition opportunities

Exposure Silver

Exhibition space

- ⇒ Floor space of **3m x 2m** for you to provide your own stand (exhibition is floor space only – with no walls or boards provided). Please inform us in advance of any special requirements e.g. for equipment
- ⇒ A table, two chairs and an electrical socket

Company promotion

- ⇒ Your logo and brief company profile with a hyperlink to your homepage on the event website
- ⇒ Your company profile in the conference proceedings, plus the chance to include tag samples

Attendance

- ⇒ Two full delegate passes to attend the two day conference, including two conference proceedings, two exhibition passes and two tickets to the Meet the Experts Soirée at the Château des Ollières
- ⇒ A 15% discount on conference passes for up to five of your partners, suppliers or customers
- ⇒ Up to two stand personnel at an extra €300 per person (inc VAT) (not permitted to attend the conference and will not receive proceedings. Attendance to Meet the Experts Soirée €50 per person)
- ⇒ Six months' subscription to Smart Labels Analyst – the independent journal worth €399.50 (inc VAT)

Price: €2800 (€3348.80 inc VAT)

Exposure Gold

Exhibition space

- ⇒ A larger area of **4m x 3m** for you to provide your own stand (exhibition is floor space only – with no walls or boards provided). Please inform us in advance of any special requirements e.g. for equipment
- ⇒ A table, two chairs and an electrical socket

Company promotion

- ⇒ Your logo and brief company profile with a hyperlink to your homepage on the event website
- ⇒ Your company profile and product overview in each copy of the conference proceedings, plus the chance to include tag samples in the proceedings
- ⇒ Company literature in each copy of the conference proceedings

Attendance

- ⇒ Four full delegate passes to attend the two day conference, including four conference proceedings, four exhibition passes and four tickets to the Meet the Experts Soirée at the Château des Ollières
- ⇒ A 15% discount on conference passes for up to five of your partners, suppliers or customers
- ⇒ Up to two stand personnel at an extra €300 per person (inc VAT) (not permitted to attend the conference and will not receive proceedings. Attendance to Meet the Experts Soirée €50 per person)
- ⇒ One masterclass pass including masterclass pack and CD. Please specify which masterclass you would like to attend on your form

Extras

- ⇒ One copy of the multi-media CD
- ⇒ Nine months subscription to Smart Labels Analyst – the independent IDTechEx journal worth €599.25 (inc VAT)

Price: €4500 (€5382 inc VAT)

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Sponsorship and exhibition opportunities

Exposure Platinum (2 available)

The Exposure Platinum package includes **all** the benefits of the Gold package, but also:

Company Promotion

- ⇒ Main sponsorship, with one other company, of both days of the conference and exhibition. These two organisations will be the lead sponsors of Smart Labels Europe 2004. This package includes your company logo displayed prominently in the main auditorium and exhibition/break area. Your logo will also appear on all promotional literature with primary positioning naming you as a sponsor
- ⇒ Opportunity for your promotional pack to be handed out to all delegates
- ⇒ Your logo in conference advertisements placed in magazines naming you as a sponsor
- ⇒ Company logo on the front of the conference proceedings and on the multi-media CD
- ⇒ Company logo on conference website with primary positioning and a hyperlink to your homepage
- ⇒ Company literature in each copy of the proceedings with primary positioning
- ⇒ Your company profile and product overview in each copy of the conference proceedings, plus the chance to include tag samples in the proceedings

Exhibition

- ⇒ A larger area of **4m x 6m** for you to provide your own stand (exhibition is floor space only – with no walls or boards provided). Please inform us in advance of any special requirements e.g. for equipment
- ⇒ A table, two chairs and an electrical socket

Attendance

- ⇒ Ten full delegate passes for your company and partners, suppliers or customers.
- ⇒ Two copies of the multi-media CD
- ⇒ Six months subscription to Smart Labels Analyst – worth €399.50 (inc VAT)
- ⇒ Six months subscription to Smart Packaging Journal —worth €399.50 (inc VAT)

Price: €15 000 (€17 940 inc VAT)

Additional Sponsorship Opportunities

Please contact us to discuss prices and how we can help maximize your company's profile within your budget.

- ⇒ **Masterclass Sponsor (3 available)**
Sole sponsorship of one of the three masterclasses. Your company logo in the room during the masterclass, on promotional literature and your company profile in the masterclass packs and on the CD. You will also receive two passes to the masterclass of your choice. **Price: €negotiable**
- ⇒ **Key Technology Demonstrator (2 available)**
Enclosed space in the exhibition area for large demonstration exhibits and personal meeting area. **Price: €negotiable**
- ⇒ **Cocktail Dinner Sponsor (1 available)**
As host to the Meet the Experts Soirée at the Château des Ollières you will have the opportunity to welcome attendees with a short speech. A wide variety of options is available to have your company logo displayed. **Price: €negotiable**
- ⇒ **Badge Sponsor (1 available)**
Your company logo on badges. Ensure delegates see your logo at all times. **Price: €negotiable**
- ⇒ **Bag Sponsor (1 available)**
Ensure delegates see your company logo during and after the event. **Price: €negotiable**



Exhibition/Sponsorship Booking Form

Please complete the form below and:

1. **Fax to:** +44 (0)1223 812 400 or +44 (0)1223 810 280

2. **Or send to:** IDTechEx Ltd, Far Field House, Albert Road, Quy, Cambridge CB5 9AR, UK.

Please specify which package you would like to purchase including any relevant details e.g. package combination.

I require more stand personnel. Number (at €350 per person): _____
(Note: Stand personnel are not permitted to attend the conference, max 2 extra)

Total € _____ (Please make sure you have included VAT: 19.6%)

Name of conference delegate (1) _____ Position _____

Name of conference delegate (2) _____ Position _____

Name of stand personnel (1)* _____ Position _____

Name of stand personnel (2)* _____ Position _____

* If applicable

I wish to attend Masterclass 1 2 3 (Please circle)

Contact name(including position) for exhibition prior to conference _____

Company Name _____ Email _____

Address _____

Tel No _____ Fax No _____

Where did you hear about this conference? _____

Payment Details

International money order or cheque drawn on a UK bank made payable to IDTechEx Ltd

Direct Bank Transfer free of all charges to: Royal Bank of Scotland, 82-88 Hills Road,
Cambridge CB2 1LG, UK.

Sort Code: 16-15-19 Account No: 10073700 Swift Code: RBOS GB 2L

VISA Mastercard Amex

Card Number _____ Expiry Date _____

Name of Cardholder _____

Address of Cardholder _____

_____ Post/Zip Code _____

Signature of Cardholder _____ Date _____

See www.smartlabelseurope.com
for more details