



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



About IDTechEx, organisers of Smart Labels Europe

IDTechEx is the world's leading independent analyst on the development and application of smart label and smart packaging technologies, focusing on low cost RFID and beyond. The company gives strictly independent marketing, technical and business advice and services on these subjects. It is split into three divisions – consultancy, publications and conferences. Our extensive travel and industry support enables us to discover the latest industry developments that we are delighted to present to you at Smart Labels Europe 2004.

All packages are negotiable; 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.

IDTechEx Exposure Silver

How you benefit:

Exhibition

- ❖ **Shell scheme of 3m x 2m** includes walls, one table, two chairs, one 75 w spotlight and one electrical socket. (Please see attached photo) Please inform us in advance of any special requirements e.g. for equipment. Pop up stands are welcome.

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 €350 per person (inc VAT)** (not permitted to attend the conference and will not receive proceedings. Attendance to Meet the Experts Soirée €40 per person)
- ❖ **Six months' subscription** to *Smart Labels Analyst* – the independent IDTechEx journal worth €399.50 (inc VAT)

Price: €3000 (€3588 inc VAT)

**See www.smartlabelseurope.com
for more details**



IDTechEx Exposure Gold

How you benefit:

Exhibition

- ❖ **Shell scheme of 4m x 3m** includes walls, one table, two chairs, one 75 w spotlight and one electrical socket. (Please see attached photo) Please inform us in advance of any special requirements e.g. for equipment. Pop up stands are welcome.

Company Promotion

- ❖ **Your logo and brief company profile** with a hyperlink to your homepage on the event website
- ❖ **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 €350 per person (inc VAT)** (not permitted to attend the conference and will not receive proceedings. Attendance to Meet the Experts Soirée €40 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
- ❖ **A year's subscription** to *Smart Labels Analyst* – the independent IDTechEx journal worth €799 (inc VAT)

Price: €4900 (€5860.40 inc VAT)

**See www.smartlabelseurope.com
for more details**



Sponsorship Opportunities - limited availability IDTechEx Exposure Platinum (2 places available)

How you benefit:

Company Promotion

- ❖ **Exclusive sponsorship** of Day One or Day Two of the conference and exhibition. These two organisations will be the lead sponsors of the conference. This 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.
- ❖ **Your logo** on the multi-media CD
- ❖ **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 naming you as a sponsor
- ❖ **Company logo** on conference website with primary positioning naming you as a sponsor and a hyperlink to your homepage
- ❖ **Company literature** in each copy of the proceedings with primary positioning including opportunity to submit one case study

Exhibition

- ❖ **Shell scheme of 4m x 6m** includes walls, one table, two chairs, one 75 w spotlight and one electrical socket. (Please see attached photo) Please inform us in advance of any special requirements e.g. for equipment. Pop up stands are welcome.

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.
- ❖ **One stand personnel** (not permitted to attend the conference and will not receive a copy of the proceedings)
- ❖ **Two copies** of the multi-media CD
- ❖ **Ten guest conference passes** for partners, suppliers or customers
- ❖ **A year's subscription** to *Smart Labels Analyst* – worth €799 (inc VAT)

Price: €10 000 (€11 960 inc VAT)

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for more details**



The following sponsorship packages are also available. These can be structured to suit your budget. Please contact us to discuss prices and how we can help maximize your company's profile at the event.

Masterclass Sponsor (3 places available)

Absolute sponsorship of one of the three masterclasses. Your company logo exclusively in the room during the masterclass, on all promotional literature, on the masterclass proceedings containing your company profile and on the CD. You will also receive two passes to the masterclass of your choice.

Price: TBD

Key Technology Demonstrator (2 places available)

Enclosed space in the exhibition area for large demonstration exhibits and personal meeting area.

Price: TBD

Cocktail Dinner Sponsor (1 place 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 full range of options are available to have your company logo on display on onsite materials.

Price: TBD

Badge Sponsor

Your company logo on badges. Ensure delegates see your logo at all times.

Price: TBD

Bag Sponsor

Ensure all delegates carry your logo about.

Price: TBD

How we will help you

If these packages do not suit your requirements, other sponsorship opportunities are available and IDTechEx would be delighted tailor one to meet your exposure needs. Please contact Adele Willacy a.willacy@idtechex.com or Raghu Das r.das@idtechex.com to discuss your requirements, or call + 44 (0) 1223 813 703.

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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

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