

5th
Edition

THE GLOBAL HUB FOR NEXT GENERATION
CITIZEN & GOVERNMENT ID SOLUTIONS



SDW 2011

QUEEN ELIZABETH II CONFERENCE CENTRE, LONDON
CONFERENCE: 4-6 APRIL 2011 | EXHIBITION: 5-6 APRIL 2011

SECURITY DOCUMENT WORLD
**EXHIBITION &
CORPORATE
BRANDING
OPPORTUNITIES**



www.sdw2011.com

Science Media Partners Ltd, 6 Cardiff Road, St Fagans, Cardiff, CF5 6EB, UK Tel: +44 (0) 2920 560458

Organised by:



The Event

SDW 2010, in its fourth year, once again attracted a world-class audience from the security document, border control, eID and document anti-counterfeiting industries – firmly cementing itself as Europe's leading annual event in the sector.

The event attracted a record attendance of more than 1200 attendees (a 20% increase on 2009), with representatives from 51 countries taking part. Whilst on the exhibition floor, 71 companies from across the world, and every part of the supply chain, demonstrated cutting-edge products and services.

Detailed analysis of our attendees showed:

- 46% of attendees were from outside of the UK, with 11% outside of Europe;
- 24% of attendees were from Government and Law Enforcement organisations, with 69% of all attendees at Director or Senior Manager level;
- Alongside the exhibition, the conference attracted more than 330 delegates, a 23% increase on 2009.

In 2010, our conference received a delegate rating of just over 4.5 out of 5, demonstrating the superb quality of our speakers and the high relevance of the programme.

SDW 2011 Conference

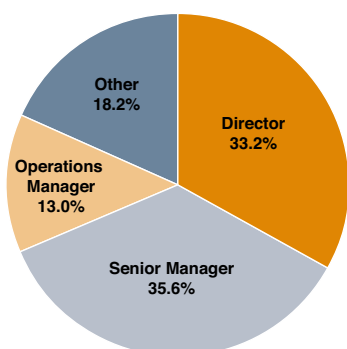
The 2011 conference will continue to be focused on the concept of "Next-Generation Citizen and Government ID Solutions". We will bring delegates an essential, focused and sometimes critical assessment on political, social and technological ambitions, goals and reality.

Topics will range from the enhanced ID documents themselves – with their impressive anti-counterfeiting features and embedded chips – to the associated secure infrastructure required both to produce and use these documents in live situations. Case histories, practical advice, best practice, market assessments, threat analysis and new technological breakthroughs will underpin the content of the conference.

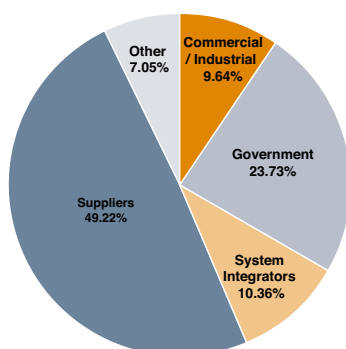
As a global meeting-point to debate cutting-edge citizen and government ID issues, the conference will include everything from ePassports to eVisas and from driving licences to citizen ID. The conference will also continue its strong focus on Document Anti-Counterfeiting technology and strategy, as well as Intelligent Border Control, including the use of advanced ID technologies, such as biometrics and RFID.

SDW 2010 PARTICIPATION:

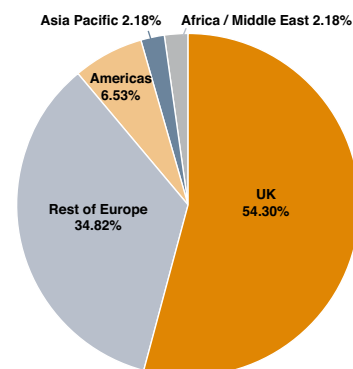
BY OCCUPATION



BY INDUSTRY GROUP



BY GEOGRAPHICAL REGION



HIGHLIGHTS FOR 2011

- The conference will run once again over three days (4-6 April 2011) in single-stream format to ensure all delegates can attend every speech;
- We have maintained our innovative discounted pricing policy for conference delegates – the earlier you book the better the deal;
- Government delegates will continue to benefit from our keenest prices – our starting rate is just £250+ VAT for a 3-day pass to the conference and exhibition;
- To build on our 2010 overseas attendance, we have devised an incredible rate for government delegates from African or Asian nations. A specific number of delegates from countries in these regions will be able to attend the full show for just £150 + VAT. In addition, **SDW 2011** will contribute £150 towards travel costs to the event for these delegates. We anticipate that this will give a significant boost to government delegate attendance from these important world regions;
- Hot lunch provided for all exhibiting personnel and the opportunity to join with delegates for networking at all coffee breaks;
- Extended lunch breaks for delegates to give them more networking time with exhibitors;
- Further networking opportunities are available at our Evening drinks reception in the exhibition hall for all exhibitors, VIPs and delegates;
- Heavily subsidised gala dinner for all participants;
- VIP visitor marketing programme and tailored exhibition visitor marketing programme;
- Deluxe exhibitor package providing, among other things, exclusive access to conference delegates on 4 April 2011;
- Product trails to enable exhibition attendees to source specific technologies.

The Exhibition

The **SDW 2011** Exhibition will provide a comprehensive showcase of products and services employed in the manufacture, supply and use of security documents and advanced identity technologies such as: ePassports, visas, national ID cards, drivers' licences, biometrics, smart cards, RFID, identity management tools and other related technologies integral to solving identity issues. Plus a special focus on anti-counterfeiting technologies used in the protection of documents.

The **SDW 2011 Exhibition and Conference** will take place in the impressive setting of the Queen Elizabeth II Conference Centre, Westminster, London, situated opposite the Houses of Parliament and Westminster Abbey.

SECURITY DOCUMENTS

The security document element of the Exhibition will provide a comprehensive showcase of products and services (incorporating biometric, smart card and RFID technologies) for the manufacture and supply of passports, visas, national ID cards, drivers' licenses, contactless paper tickets, RFID smart paper labels and other commercial security documents. Companies providing associated document reader infrastructure will also be well-represented.

ADVANCED IDENTITY TECHNOLOGIES

The advanced identity element of the Exhibition will provide an equally comprehensive showcase of products and services for the manufacture and supply of intelligent border control systems, such as registered traveller and entry/exit architecture, as well as technologies associated with national identity infrastructure, such as enrolment systems, databases, biometric devices, card readers and the full array of other supporting technologies.

ANTI-COUNTERFEITING TECHNOLOGIES

Technology that can be used to prevent document anti-counterfeiting will be a special focus in this year's Exhibition. From specialized security inks and digital watermarking to holograms and kinetic gratings, the exhibition will display the latest and best technologies the market has to offer.

LOCATION AND VENUE



SDW 2011 will be held at the prestigious Queen Elizabeth II Conference Centre, Westminster, London, UK.

Situated directly opposite Westminster Abbey and the Houses of Parliament, the Conference Centre is a short walk from Westminster or St James's Park

Underground stations. Victoria and Waterloo mainline train stations are also within a 10 minute walk of the Centre.

SDW 2010 Exhibitors and Sponsors

3M Security Systems • Access-IS • Állami Nyomda – Hungarian State Printing House • API Holographics • Atlantic Zeiser • Aware • BG Ingénierie • Bicare Technologies • Böwe Systec • C-True • Cognitec Systems • Cross Match Technologies • Datacard Group • Datastrip • De La Rue Identity Systems • Dermalog • DESKO • DUALi • FiberMark • FO-Security • Foster & Freeman • Gemalto • GET Group • Ghirlanda Smart Card Solutions • Giesecke & Devrient • Green Bit • HID Global • Holliston • Hologram Industries • IAI Industrial Systems • Identity & Passport Service • Infineon • Inspectron • ITW Covid • IXLA • Jura JSP • Kee Square • Keesing Reference Systems • KEIT • KEYNECTIS • L-1 Identity Solutions • Lake Image Systems • LaserCard • Luminescence • MaskTech • Melzer • Mühlbauer • NXP • OeSD – Austrian State Printing House • Orell Füssli • Otto Künnecke • OVD Kinegram • Panasonic • PAV • Payne Security • priv-ID • ProofTag • Regula • ruhlamat • Sagem Identification • Sagem Sécurité • Schreiner ProSecure • secunet • Security Foiling • SICPA • Speed Identity • Sun Chemical • Vision-Box • Vlatacom • VTT • Wacom Europe • WorldReach Software

“This is the most well organised and unique show I have attended. The VIP service is fantastic and really makes our customers feel special.”

Joanne Ogden, Customer Services Manager – API Holographics

Queen Elizabeth II Conference Centre
Broad Sanctuary,
Westminster, London
SW1P 3EE, UK
Tel: +44 (0)20 7222 5000
Web: www.qeicc.co.uk

Exhibition Dates and Opening Times

Tuesday, 5 April 2011: 09:15-17:00

Wednesday, 6 April 2011: 09:15-15:30

How to Exhibit

SDW 2011 will cater for 75 exhibitors with stand packages available in a variety of sizes to suit all budgets.

The Exhibition shell scheme includes:

- Shell scheme walling (white and beech effect) 2.5 metres high;
- Convex name panel on fascia board – in a standard font – on each open side and company logo;
- Finger board(s) with stand number;
- Electrical package – one power socket and two spotlights for each 6 sqm of stand space;
- Daily cleaning of public areas and removal of rubbish from stands.

Each Exhibition stand comes with the following standard exhibitor package:

- One full delegate pass to the **SDW 2011** conference – 4–6 April 2011 (includes access to all conference sessions, materials, lunch and refreshments);
- Preferential rate for additional delegate passes;
- **New!** Mid-session refreshments with delegates for all exhibiting personnel;
- **New!** Lunch vouchers for a hot lunch for all exhibiting personnel;
- **New!** Evening networking reception, if sponsored, with delegates in the exhibition hall;
- Complimentary tea, coffee and chilled water in the Exhibitors' Lounge;
- A comprehensive Exhibitors' manual;
- Inclusion of the Exhibitor's logo, 50-word profile and web link within the exhibition section of the event website;
- Publication of the Exhibitor's logo, 50-word profile and contact details in the **SDW 2011** event guide;
- Customised electronic visitor invitation ticket;
- Printed show invitation tickets (on request);
- Participation in our exclusive VIP visitor marketing programme;
- Opportunity to place press releases and marketing material within our dedicated press room;
- Listing in our post-event conference proceedings, which are distributed to all conference delegates.

Please see the separate **Stand Reservation Form** for prices of individual stands.

Add a Deluxe exhibitor package at £1350, which will give you exclusive access to SDW 2011 conference delegates on 4 April 2011, as well as the following benefits:

- All the features of the standard exhibitor package plus;
- An additional space-only site (2mx2m) on 4 April 2011 in the Mountbatten Suite on the 5th floor of the Queen Elizabeth II Conference Centre, giving an exclusive opportunity to network with delegates on the first day of the conference;
- One additional full delegate pass to the **SDW 2011** conference – 4–6 April 2011 (includes access to all conference sessions, materials, lunch and refreshments);
- £250 furniture allowance for use on your main exhibition stand on 5–6 April 2011;
- Business-grade internet access on 5 and 6 April 2011;
- An enhanced half-page text entry in the **SDW 2011** event guide;
- Up to two co-exhibitors free of charge (Please note that this gives all the benefits of our standard exhibitor package with the exception of the delegate pass);
- An enhanced text entry on the **SDW 2011** website.

A Co-Exhibitor Package for 5–6 April 2011 is available at £950 and provides all the benefits of our standard exhibitor package to Co-Exhibiting companies.

“On behalf of NXP, I would like to thank you for organizing SDW this year. We were very happy with our participation, the booth traffic and discussions at the exhibition. The venue was great (again), and the organization was smooth and well-tuned to an absolutely outstanding level – everything just worked perfectly.”

Mario Stoltz, Product Manager Secure Identity, NXP Semiconductors Germany GmbH

“It was a pleasure to exhibit at SDW 2010 for the first time. The whole event was very well organised and provided a very good platform for meeting key decision makers in this industry.”

Mark Filby, Operations Manager, Security Foiling Ltd

Sponsorship Opportunities

A full range of imaginative and cost-effective sponsorship opportunities are available and can be tailored to suit your company's individual requirements. Sponsorship of *SDW 2011* represents an excellent opportunity for you to establish your company's presence and increase its visibility in this growing market place, both before, during and after the event.

CORPORATE SPONSORSHIP

£1,500

- Your company logo on the front of all pre-event marketing material: to include the conference programme brochure; printed and electronic show invitations; delegate manual and event guide;
- Your company logo and profile on the Sponsors' pages of the *SDW 2011* event guide and delegate manual;
- Your company logo on the home page of the *SDW 2011* website and your logo, profile and web link on the Sponsors' page of the *SDW 2011* website;
- A full page, full-colour advertisement in the *SDW 2011* event guide;
- Listing and link to your website on our interactive post-event conference proceedings, which are distributed to all conference attendees.

The following high-visibility packages are available to maximise your exposure at *SDW 2011* – Europe's leading Security Document, Advanced ID, Border Control and Document Anti-Counterfeiting Event.

Each package below **MUST** be taken in conjunction with the Corporate Sponsorship Package (above).

CONFERENCE SPONSORSHIP

£7,500

Maximise your impact at *SDW 2011* with our high-profile Conference Package, which includes:

- A speaking, panellist or session chair role within the conference programme – details to be agreed with the *SDW 2011* Conference Programme Director;
- An on-screen slide presentation to be played at the start of the conference and during all refreshment breaks;
- Your company name on the pens supplied to all delegates and your company name, logo and contact details on the conference note pads;
- A full colour A4 Advertisement in the conference delegate manual;
- A large banner advertising your company and a literature rack for your corporate material in the main conference room;
- **Chocolate!** Your company logo on a chocolate bar distributed to all conference delegates prior to the start of the afternoon conference sessions.

- You will have a dedicated acknowledgment in the opening credits and your logo will be prominently placed on the Home Page of the CD-ROM, with the option of a link to your company material – such as brochures, white papers, press releases etc.;
- All relevant pages on the CD will display your company logo;
- You will receive an additional 10 copies of the CD-ROM.

HIGH IMPACT BANNER AND FLAGS

£7,500

For maximum visibility, ensuring all attendees to *SDW 2011* are aware of your presence, sponsor the external banner and flags at the entrance to the Queen Elizabeth II Conference Centre. This package includes:

- An external banner (40ft wide by 4ft high; approx 12m x 1.2m) on the front of the Queen Elizabeth II Conference Centre building, which faces Westminster Abbey and the Houses of Parliament;
- Six prominent flags opposite the entrance to the Queen Elizabeth II Conference Centre.

(NB Banner and flags will also carry the event logo)

POST-EVENT CONFERENCE PROCEEDINGS CD-ROM

£1,500

Maintain your presence after the event by sponsoring the conference proceedings CD-ROM. This interactive record of all the conference sessions will be distributed to all conference delegates within 2 weeks of the event. Sponsorship includes the following:

- Your company logo will be printed on the front of the CD and you will receive acknowledgement as sponsor in the covering letter accompanying the post-event materials;

EVENT REGISTRATION DESKS AND DIRECTIONAL SIGNAGE

£2,500

Ensure your brand is seen by every visitor, delegate and exhibitor attending *SDW 2011* by sponsoring the Registration Desks and Directional Signage. Your company logo will appear on all promotional material on the Registration Desks at the entrance to the event, as well as on directional signage to the event throughout the venue.

www.sdw2011.com

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Organised by:



Sponsorship Opportunities (continued)

CONFERENCE BAGS

£4,500

Your logo, company name and slogan will be printed alongside the event logo on our high-quality conference delegate bags, which are distributed to all Delegates, Speakers and Press attendees at **SDW 2011**. Your brochure or flyer will also be inserted into the bags.

EXHIBITION VISITOR BAGS

£3,500

Your corporate branding and sales message is captured on both sides of the Exhibition Visitor bag, which is distributed to all Exhibition Visitors. One item of your corporate material and the **SDW 2011** event guide will be inserted into each bag.

(NB Bags are to be supplied by the sponsor.)

LANYARDS AND BADGES

£4,000

Worn by every delegate, visitor and exhibitor, sponsorship of lanyards and badges will provide extensive on-site branding at **SDW 2011**.

(NB Badges will carry the sponsor's and event logos. The cost of manufacture of the lanyards will be borne by the sponsor.)

GALA DINNER

£8,500

The **SDW 2011** gala dinner will be the must-attend event for delegates and exhibitors alike. Make an impact and raise your profile by sponsoring this exclusive event. This package includes:

- Your company logo on silver-blocked invitation cards that will be sent to all delegates to invite them to the **SDW 2011** gala dinner;
- Your company logo on the table menus;
- Customised serviettes carrying your company's logo;
- The opportunity to invite up to 10 guests to the dinner;
- The opportunity to give a 10 minute presentation prior to dinner;
- Your company branding on a roll up banner, which will be prominently displayed within the dining area;
- After-dinner chocolates with your logo on the wrapper.

EVENING RECEPTION

£3,000

The popular SDW evening reception, with drinks, snacks and live entertainment, is back for 2011. Sponsor this dedicated networking event for delegates and exhibitors.

- Five minute presentation to delegates within the conference room – audio feed into exhibition hall possible;
- Drinks and snacks always available from your stand;
- Customised serviettes carrying your company's logo;
- Your company logo on invitation cards that will be given to all delegates and VIPs to invite them to the **SDW 2011** Reception;
- Opportunity to invite 10 of your own VIPs to the reception;
- Acknowledgement on all corporate materials and the **SDW 2011** website.

CONFERENCE

REFRESHMENT BREAKS

£1,500 PER DAY

Raise your profile with our delegates and fellow exhibitors as they enjoy the conference refreshment breaks. This package includes:

- Literature points within the delegate refreshment break areas during the coffee and lunch breaks;
- An on-screen slide presentation to be displayed on digital photo frames throughout the refreshment break area;
- Customised serviettes carrying your company's logo;
- Opportunity for up to five members of your staff to join delegates during the refreshment breaks.

CORPORATE BRANDING OPPORTUNITIES

EVENT GUIDE ADVERTISING

The **SDW 2011** event guide magazine is distributed to all attendees to the event and also circulated digitally to our comprehensive database of more than 8000 individuals. All advertisements are in full colour.

	Full Rate	Exhibitor Rate
Outside back cover	£1,500	£1,200
Inside front cover (SOLD)	£1,200	£960
Inside back cover	£1,200	£960
Double-page spread	£1,200	£960
Full page	£750	£600
½ page	£450	£360
¼ page	£350	£300

PRODUCT TRAIL – NEW FOR 2011

SDW 2011 will be creating exclusive product trails to help visitors find what they are looking for in key product areas. Every relevant exhibitor will have a free one-line entry in our product trails – however why not upgrade your entry for just £250 to include your full colour company logo, 25-word description and stand number.

Please note that all prices in this brochure are exclusive of VAT (currently 17.5%).

For all Exhibition and Sponsorship Enquiries, please contact:

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