

2nd Annual WCO Technology & Innovation Forum

Smart Borders, Enabling Technologies

2nd – 4th November, 2010
JW Marriott, Cairo, Egypt

SPONSORSHIP & EXHIBITION OPPORTUNITIES

www.wcoomd.org/event

Organised by



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

Hosted by



Introduction

The World Customs Organization (WCO) and the Egyptian Customs Authority (ECA) are delighted to announce that the 2nd Annual WCO Technology & Innovation Forum will take place in Cairo on Tuesday, 2nd - Thursday, 4th November 2010.

The WCO is keen to build on the success of the inaugural meeting in Brussels last year which attracted approximately 200 delegates. The topic for this year's Forum is 'Smart Borders, Enabling Technologies'. Consequently an innovative agenda structure will offer different possibilities to engage in extensive expert debates, review the best practices and offer peer-to-peer learning as well as partnership opportunities for industry. These methods have been expanded and further developed based on feedback received from the 2009 Forum.

Participant Profile

The WCO Technology & Innovation Forum 2010 will bring together the representatives of the border and enforcement agencies; Director Generals, Heads of Procurement, Senior Operational Officers and Heads of HR from Customs Authorities, the technology sector, international organisations and others involved in the international trade arena. It is anticipated that approximately 350 international delegates will attend the Cairo meeting to learn about the latest inspection technology advances, to network and engage in problem solving in consultation with their colleagues and industry partners.

Objectives of the Technology & Innovation Forum

- Offer technological solutions to assist daily border inspection activities
- Provide a platform for dialogue and cooperation between the public and private sector in the sphere of border management
- Learn more about emerging technologies and innovations
- Forge new partnerships and encourage the exchange of best practices in the sphere of using technologies and innovations between the stakeholders.

Why participate as an Exhibitor, Sponsor or Advertiser?

- Establish and reinforce your company's position in the Customs technology sector by taking a presence at this premier meeting
- Benefit from face-to-face contact with a very specific target market and interact with usually difficult-to-access high level decision makers on a cost effective and informal basis
- Reach the WCO universe through your presence on meeting materials such as Forum announcements and its website etc
- Build market share and new customer relationships during challenging economic times
- Update your market knowledge and learn about new developments in your sector from your fellow trade participants





WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

Established in 1952 as the Customs Co-operation Council
Créée en 1952 sous le nom de Conseil de coopération douanière

The Sponsorship & Exhibition opportunities available at the WCO Technology & Innovation Forum 2010 are outlined in the following pages. Please be advised that early booking is strongly advised in order to secure your preferred option and avoid disappointment.

Venue

The Conference venue and hotel for the WCO Technology & Innovation Forum 2010 is;

The JW Marriott Cairo,
Ring Road, Mirage City,
P.O Box 427, 11757 Heliopolis,
Cairo, Egypt

Located within easy reach of Cairo Airport, the bustling city of Cairo and the ancient historical site of Giza, the JW Marriott Cairo is an award winning hotel, boasting one of the largest meeting spaces in Egypt. This outstanding property offers delegates and industry partners alike a comprehensive range of services and facilities in a prestigious and beautiful setting.

Please note that due to high season in November, we strongly advise early hotel booking.

Exhibition Area

The exhibition will be situated in Tutankhamun I on the Lobby Level (3rd Floor). This area is fully carpeted and has a ceiling height of 3.8 metres. All conference tea/coffee breaks and lunches will take place in the exhibition area. The main meeting room, Tutankhamun II, is located directly beside the exhibition area and the breakout room for the company breakout sessions on Thursday, 2nd November will be Tutankhamun III.

Preliminary Exhibition Schedule

Exhibition Set Up

13.00hrs - 18.00hrs, Monday, 1st November 2010

Exhibition Open

08.00hrs - 17.30hrs, Tuesday, 2nd November 2010

09.30hrs - 18.00hrs, Wednesday, 3rd November 2010

09.30hrs - 14.00hrs, Thursday, 4th November 2010

Exhibition Dismantle

14.00hrs - 17.00hrs, Thursday, 4th November 2010

Conference Secretariat

MCI Dublin is the official Professional Conference Organiser and has a dedicated Exhibition and Sponsorship Manager to work with you to maximise your return on investment. For enquiries and bookings, please contact:

Ms Eimear Dunne

Exhibition & Sponsorship Manager

MCI Dublin

1 Clarinda Park North

Dun Laoghaire

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T: +353 1 280 2641

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	CORPORATE EVENT SPONSOR €45,000	PLATINUM SPONSOR 1 €25,000	PLATINUM SPONSOR 2 €25,000	PLATINUM SPONSOR 3 €25,000	GOLD SPONSOR €20,000 (X3)	SILVER SPONSOR €12,000 (X4)
SPONSORSHIP OPPORTUNITIES						
Keynote Address on 02/11/2010	●					
Company Branding on Delegate Badges & Lanyards (<i>sponsor to supply lanyards</i>)	●					
Special Recognition throughout the Forum as the Corporate Event Sponsor	●					
30 minute Company Breakout Session in relevant themed stream on 03/11/2010	●	●	●	●	●	25% Discount
Company Branding Onsite (<i>sponsor to provide own branding</i>), in Forum Programme and on Forum website for AM Refreshment & Contact Break on 2nd November	●					
Company Logo on Holding Slides throughout Forum	●	●	●	●	●	●
Company Branding on Delegate Bags		●				
Company Branding on Notepads & Pens (<i>sponsor to supply pens</i>)			●			
Webcasting/USB Sponsorship (<i>meeting managers will confirm medium to be used</i>)				●		
Company Branding Onsite (<i>sponsor to provide own branding</i>) and in Forum Programme for 1 lunch buffet - 3 opportunities available, 1 on each day 2nd/3rd/4th November					●	
5 minute Speaking Opportunity at Lunch					●	
Company Branding Onsite (<i>sponsor to provide own branding</i>) and in Conference Programme for 1 Refreshment & Contact Break - 4 opportunities available, 1 x 2nd, 2 x 3rd and 1 x 4th November						●
3 minute Speaking Opportunity at Refreshment & Coffee Break						●
Complimentary Insert in Delegate Bag - 1 page A4/A5 or 1 giveaway item (<i>sponsor to provide insert/item</i>)	●	●	●	●	●	
Complimentary Conference Registrations (<i>incl exhibition staff allocation</i>)	8	5	5	5	3	2
Exhibition Space	18msq	9msq	9msq	9msq	6msq	6msq
Choice of exhibition space location in Sponsors Zone (<i>priority given according to level of sponsorship</i>)	●	●	●	●	●	●
Company logo and 100 word profile on Sponsor Acknowledgement Page on Forum Website	●	●	●	●	●	●
Company logo and 100 word profile on Sponsor Acknowledgment Page in Forum Programme	●	●	●	●	●	●
Company Logo on Onsite Sponsor Acknowledgment Display	●	●	●	●	●	●
Advertising in Forum Programme (<i>sponsor to supply advert artwork</i>)	Prime Position Back Cover	Full Page Run of Page	Full Page Run of Page	Full Page Run of Page	Half Page	Quarter Page
STANDALONE OPTIONS						
Company Breakout Session	€2,000					
Available in 30 minute slots in themed streams - Land Border Technologies, Sea Border Technologies, Technologies Used in Airports and Other Technologies - from 12.00-13.30hrs and 15.00-16.00 hrs on 3rd November						
Insert in Delegate Bag - 1 page A4 of A5 or 1 giveaway item (<i>sponsor to provide insert/item</i>)	€1,000					
Advertising in Forum Programme (<i>company to supply advert artwork</i>)						
Inside Front Cover	€1,500					
Inside Back Cover	€1,500					
Run of Page full page colour	€1,000					
Run of Page half page colour	€650					
Run of Page quarter page full colour	€350					
EXHIBITION OPPORTUNITIES						
Premium - 9msq (3mx3m) space only	€4,500					
Standard - 6msq (3mx2m) space only	€3,700					
1 table and 2 chairs	●					
Company Logo and Link on Exhibitor Page on Forum Website	●					
Company Logo and 50 word profile on Exhibitor Page in Forum Programme	●					
Complimentary Conference Registrations	2					
Delegate Bag per Exhibiting Company	1					





2nd ANNUAL WCO TECHNOLOGY AND INNOVATION FORUM 2nd – 4th November, 2010

BOOKING FORM - PAGE 1 OF 2

Please complete in BLOCK CAPITALS and return this form to:

Ms Eimear Dunne
Exhibition & Sponsorship Manager
MCI Dublin
1 Clarinda Park North
Dun Laoghaire, Co Dublin, Ireland
T: +353 1 280 2641
F: +353 1 280 5405
E: exhibition.dublin@mci-group.com

Company Name:	Contact Person:
Tel/Fax:	Email:
Postal Address:	

TERMS & CONDITIONS - 50% of amount is due immediately with the balance due before 31st August 2010. Upon receipt of the booking form, participation will be confirmed in writing by the Exhibition & Sponsorship Manager together with the issuing of an invoice for the amount owing. Refunds of sponsorship costs will be based on the following schedule:

- Before 30th September 2010 – 50% of the total due will be refunded
- On or after 30th September 2010 – no refund available

In the event of a cancellation of an exhibition space a service fee of €500 applies for each space cancelled before 30th September 2010. After this no refunds will be made unless the space is resold. Cancellations for both sponsorship and exhibition must be submitted in writing to the Exhibition & Sponsorship Manager at MCI Dublin.

If a custom designed stand is to be constructed, please provide a diagram of the proposed stand with details and dimensions. All display constructions require the approval of the Exhibition & Sponsorship Manager.

In the event that the conference is postponed for any given reason, the exhibitor/sponsor will not be entitled to cancel the exhibition space /sponsorship or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the Meeting Managers will refund the exhibition/sponsorship/ money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the Meeting Managers with respect to the provision of the agreed benefits.



BOOKING FORM - PAGE 2 OF 2

Please select from the following:

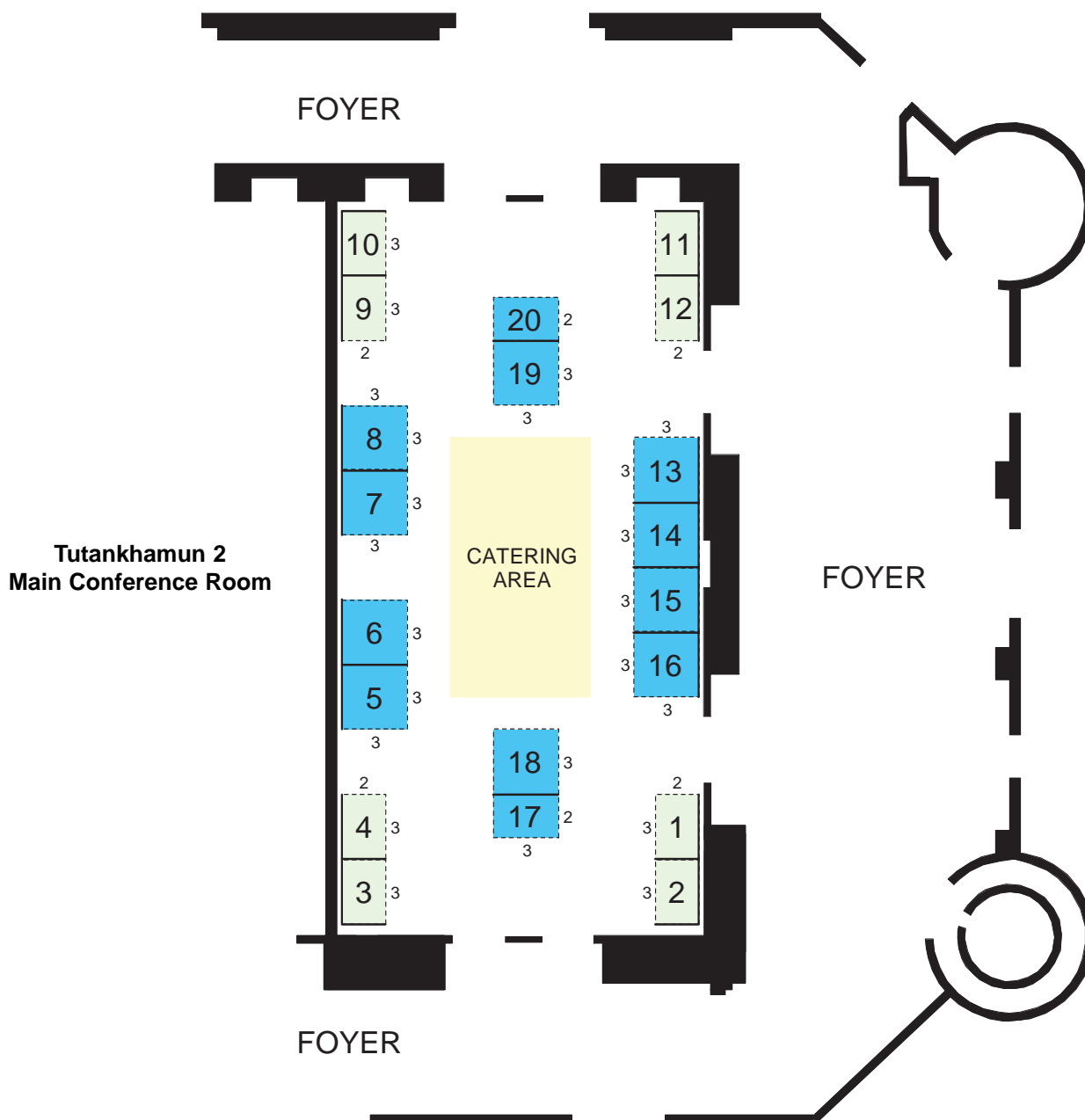
SPONSORSHIP OPTIONS	COST	TICK BOX	
Corporate Event Sponsor	€45,000		
Platinum Sponsor 1 – Delegate Bags	€25,000		
Platinum Sponsor 2 – Notepads & Pens	€25,000		
Platinum Sponsor 3 – Webcasting / USB	€25,000		
Gold Sponsor 1 – Lunch Day 1	€20,000		
Gold Sponsor 2 – Lunch Day 2	€20,000		
Gold Sponsor 3 – Lunch Day 3	€20,000		
Silver Sponsor 1 – PM Refreshment Break Day 1	€12,000		
Silver Sponsor 2 – AM Refreshment Break Day 2	€12,000		
Silver Sponsor 3 – PM Refreshment Break Day 2	€12,000		
Silver Sponsor 4 – AM Refreshment Break Day 3	€12,000		
STANDALONE OPTIONS			
Company Breakout Session: 10 available in 30 minute slots in 4 themed streams - Land Border Technologies, Sea Border Technologies, Technologies used in Airports and Other Technologies - from 12.00 - 13.30hrs and 15.00 - 16.00hrs on 03/11/2010. Please indicate which timeslot you wish to reserve in the box on the right hand side. (<i>Priority on session allocation will be given to Sponsors</i>).	€2,000		
Insert in Delegate Bag – 1 page A4/ A5 or giveaway item	€1,000		
Advertising in Forum Programme:			
Inside Front Cover	€1,500		
Inside Back Cover	€1,500		
Run of Page Full Page Colour	€1,000		
Run of Page Half Page Colour	€650		
Run of Page Quarter Page Colour	€350		
EXHIBITION OPTIONS	COST	PREFERRED STAND No.	TICK BOX
Premium Exhibition Space – 9msq	€4,500		
Standard Exhibition Space – 6msq	€3,700		
TOTAL DUE			



mci

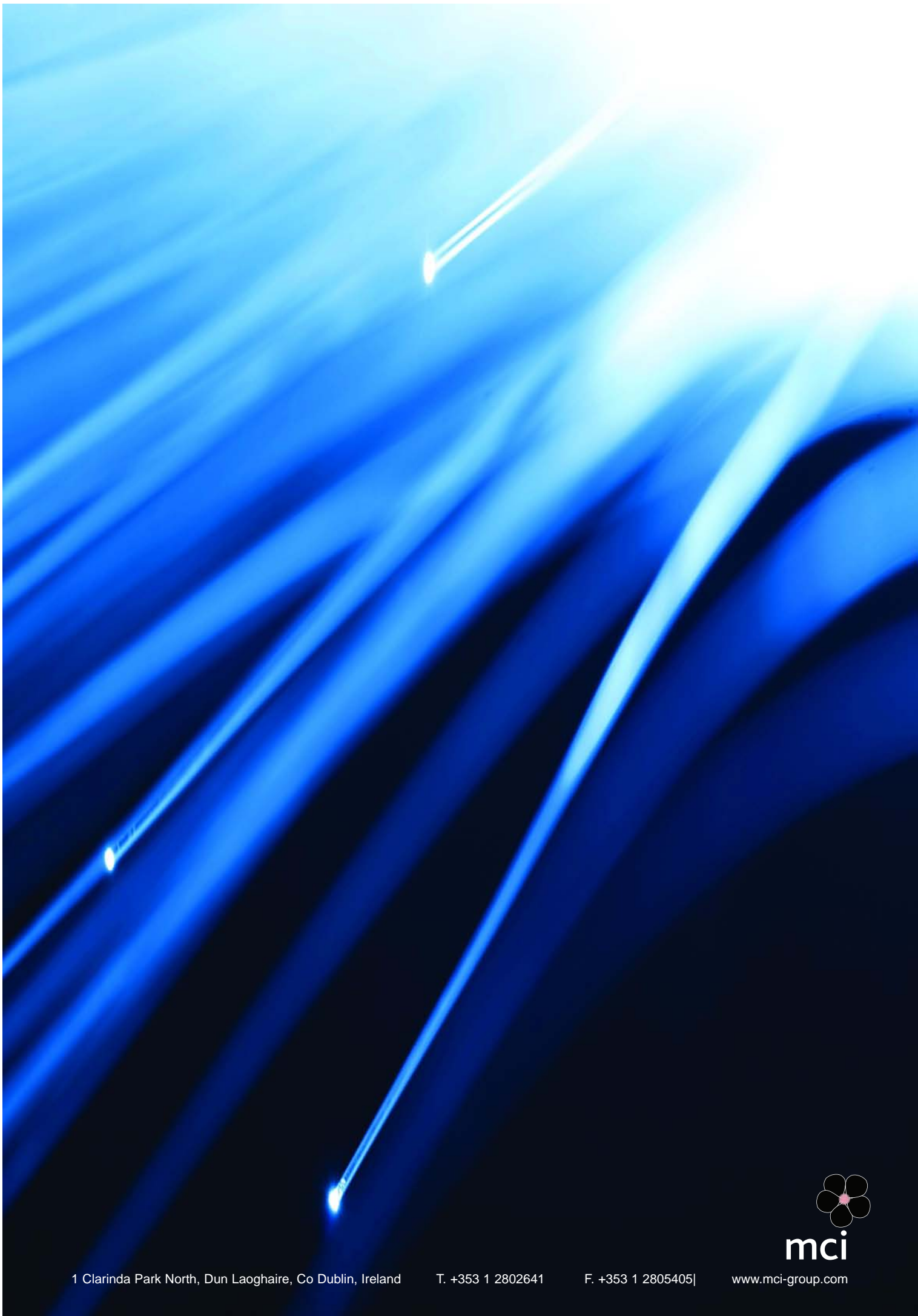


WCO TECHNOLOGY & INNOVATION FORUM 2010 JW MARRIOTT HOTEL, CAIRO EXHIBITION FLOORPLAN - TUTANKHAMUN 1



 Priority on these spaces will be given to Sponsors





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