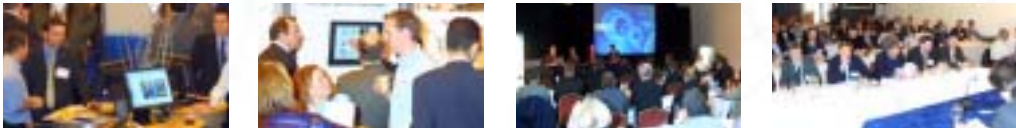


IIPSEC 2005: Sponsorship Opportunities

IIPSEC is Europe's largest networked security technology event combining a rich mix of the very latest digital products and solutions for use within security and building management applications.

Sponsorship is a cost effective and simple means of getting your company's message to market. With attendees and delegates from all facets of the Security, Information Technology and Telecoms markets as well as End-User and other interested vertical markets - IIPSEC has the audience to promote your business.



Headline Event Sponsorship

Clearly this is the highest profile marketing opportunity at the show the package is available exclusively.

The package includes:

- Logo on all printed material
- Logo on web home page
- Logo on all media advertising
- Logo on visitor tickets and badges
- Logo of all event signage
- Sponsorship of 2 x eDM emails (1 each if co-sponsored)
- Banner advertising on website (choice of locations)
- Full page sponsors message in showguide (shared as appropriate)
- Inclusion on all event, seminar and learning zone presentations
- Inclusion of printed material in goodie bag.
- FREE invitations for your customers (sponsor to distribute)

Showcase Hall

A high profile marketing opportunity at the show (i.e. "..... in the BT Britannia Suite") the package is available exclusively.

The package includes:

- Logo on printed material relating to hall
- Logo on web home page relating to hall
- Logo of all event signage relating to hall
- Sponsorship of 1 x EDM emails
- Banner advertising on website relating to hall - 1,400,000 hits to date
- Sponsors message in show guide relating to hall
- FREE exhibition invitations for your customers (sponsor to distribute)
- Use of EDM emails for your own database (managed by us)

IP Convergence Conference

The IP Convergence Conference allows cross-industry interaction with opinions from technologists, business leaders and security professionals.

The package includes:

- Logo on printed material relating to the Conference
- Logo on web pages relating to the Conference
- Logo of all event signage relating to the Conference
- Sponsorship of 1 x eDM emails relating to the Conference
- Banner advertising on website relating to the Conference - 1,400,000 hits to date
- Sponsors message in show guide relating to the Conference
- FREE exhibition invitations for your customers (sponsor to distribute)
- Use of EDM emails for your own database (managed by us)

Installer Master Class Seminars

Held in the purpose built Wolfson lecture theatre, these educational seminars have proved extremely successful and were oversubscribed last year.

This package includes:

- Logo and Message on all seminar related materia and EDMs
- Logo and Message on all seminar related website and handouts
- Placement of your company material on the seat of all delegates.
- Logo and Message in audio visual introductions to selected seminars.
- Positioning of promotional and product information within the seminar suite

First-class opportunities for progressive companies

Headline Event Sponsorship

Clearly this is the highest profile marketing opportunity at the show.

Available exclusively at£15,000

Showcase Hall Sponsorship

Compton Suite.....£2,500

Manxman Suite.....£2,500

Premier Suite.....£2,500

Britannia Suite.....£2,500

Convergence Conference Sponsorship

Two sessions - AM and PM Thursday 27th January

Sponsor 1 – AM Session.....£1,500

Sponsor 2 – PM Session.....£1,500

Installer MasterClass Seminar Sponsorship

IP Installer Masterclass..... £500

IP Video Masterclass..... £500

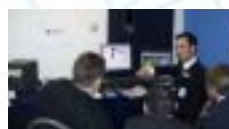
IP Access Control & Intruder Masterclass..... £500

IP Best Practice & Legal Masterclass..... £500

Sponsorship Opportunities

IIPSEC 2005: Stoneleigh Park, Coventry, UK

January 25th - 27th, 2005.



End-User IP-in-Action Presentations

Six application-specific commercial case-study sessions this new feature will attract major end-user and vertical market interest.

This package includes:

NEW PROGRAMME

- Logo and Message on all seminar related materia and EDMs
- Logo and Message on all seminar related website and handouts
- Placement of your company material on the seat of all delegates.
- Logo and Message in audio visual introductions to selected seminars.
- Positioning of promotional and product information within the seminar suite

Learning Zone Network Hub

Popular with installers the Network Hub area allows small groups to get to grips with network technology. A unique and high profile marketing opportunity at the show for Network System Providers, ISPs or Network Hardware providers.

The package includes:

- Logo on printed material relating to the Learning Zone
- Logo on web pages relating to the Learning Zone
- Logo of all event signage relating to the Learning Zone
- Sponsorship of 1 x EDM emails relating to the Learning Zone
- Banner advertising on website relating to the Learning Zone - 1,400,000 hits to date
- Sponsors message in show guide relating to the Learning Zone
- FREE exhibition invitations for your customers (sponsor to distribute)
- Use of EDM emails for your own database (managed by us)

Learning Zone Live Demonstration Area

The Learning Zone is guaranteed to be a must visit area for all visitors. This location is dedicated to providing the necessary information enabling installers, consultants and end users to specify design and configure an IP solution. Each product work stations can be sponsored.

This Package includes:

- Product Workstation
- Logo + Message on all zone related material, EDM, website & handouts.
- Logo and Message in audio visual introductions
- Positioning of promotional and product information within the suite.

Web site - www.iipsec.com

Our web site provides information about the event as well as exhibitor links. We have enjoyed hits in excess of 100,000 a week and since its launch the site has received over 1Million visitors. Our tie-in with the IP User Group www.ipusergroup.com also provides additional traffic to the site.

IIPSEC Web Site Banners

- Home page Banner - 468 x 600 pixels -
- Animations (Gif) max file size 32K

Prices are based on weekly rates and increase as the show approaches contact us if you require bespoke packages or other site locations.

www.iipsec.com

End-User IP-in-Action Presentations

Overall Sponsor	£1,000
Transport.....	£500
Commercial	£500
Utilities.....	£500
Education/Health.....	£500
Government.....	£500
Entertainment	£500

Learning Zone Workshop - Network Hub

Prices - Exclusive..... £1,500

Learning Zone Demonstration Area

A choice of 8 table top locations each priced at:

Learning Zone Work stations.....£500

IIPSEC Web Site Banners

Home page (November).....£250 per week

Home page (December).....£300 per week

Home page (January).....£500 per week

Home page (February).....£250 per week

www.iipsec.com

Sponsorship Opportunities

IIPSEC 2005: Stoneleigh Park, Coventry, UK

January 25th - 27th, 2005.



eDM Electronic Direct Mail

Between now and February 2005 we will be publishing event updates, news and exhibitor information on a bi-weekly basis to over 50,000 interested parties across the UK and Europe. These targeted Opt-in – Opt-out emails are designed to draw attention to the event, its content and those supporting it. Each issue will have a key topic, be focused on the recipients needs and allow them to gain direct access.

eDM take the form of IIPSEC branded HTML and Text emails transmitted via our monitored email server solution. The system allows recipients to opt-in or opt-out if they wish to be added or removed from the lists managed by IP Security Events and Media.

Transmission Date	Subject
October 3, 2004	IIPSEC Update
October 17, 2004	IIPSEC Update
October 31, 2004	IIPSEC Update
November 14, 2004	Award Program Launch
November 28, 2004	Seminar round-up
December 12, 2004	IP Convergence Conference
December 23, 2004	Merry Christmas & an IP New Year
January 9, 2005	What to see
January 16, 2005	Late registration – Update
January 22, 2005	TICKETING REMINDER – Preview

Special bespoke eDM Campaigns are available which can be distributed to both the IIPSEC Database or your own - please contact us.

On Site Sponsorship Opportunities

Message one side of 4,000 Exhibition carrier bags	£1,000
Inserts (10gms) (we would require 4,000) Exhibition Bag	£500
Message and logo on Badge Carrier (solus opportunity)	£500
Logo on visitor badges	£500
Registration staff polo shirts	£500
Branding across entrances	£1,500
Registration card fill in desks & pens	£500
Perimeter Entrance Banner sites	£500
IIPSEC Press Centre (exclusive or split)	£1,000

IIPSEC 2005 Showguide - IPfocus

The IIPSEC show guide is often kept way after the event. FREE to ALL Visitors, Included in Visitor GOODIE BAG and distributed to IP UserGroup members

Front Cover Banner	£1000
Rear Cover (full page)	£1200
Inside front or rear cover (full page)	£1000
Full Page	£800
1/2 Page	£480
1/4 Page	£290
1/8 Page	£180
Strip Banner	£240
Editorial / Sponsored Sections	£500



Copies available for Exhibitor distribution

EDM Electronic Direct Mail

Transmission Date	Subject	
October 3, 2004	IIPSEC Update	£500
October 17, 2004	IIPSEC Update	£500
October 31, 2004	IIPSEC Update	£500
November 14, 2004	Award Program Launch	£500
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January 22, 2005	TICKETING REMINDER – Preview	£500

First-class business contacts are the key to market success

Technology accounts for a large portion of security spending in the UK and across the globe. The visitors to IIPSEC are looking for the latest solutions to a wide range of security issues. The technology bias of the event attracts decision making senior individuals from many vertical markets and all areas of the purchasing chain.

Purchasing Power

Our surveys show that 66% of visitors have an imminent need for network based products or services and 80% have a direct role in their companies purchasing process.

International Flavour

IIPSEC is a truly international show with visitors from 50 countries attending.

Contact: Kevin Fagan - 0870 7870 546
email: kevin.fagan@iipsec.com

IIPSEC 2005: Sponsorship Opportunities Booking Form

IIPSEC 2005 Sponsorship Booking Form

To reserve one of our extensive sponsorship packages, simply fill in the details below and one of our team will contact you to confirm availability.

Alternatively, visit www.iipsececom.com where you can book on-line at our secure eCommerce site.

Company:

Contact:

Address

.....Post Code.....

Telephone

Email

Headline Event Sponsorship

Available exclusively at £15,000

On-site opportunities* (tick as required)

- Message one side of 4,000 Exhibition carrier bags £1,000
- Inserts (10gms) (we would require 4,000) Exhibition Bag £500
- Message and logo on Badge Carrier (solus opportunity) £500
- Logo on visitor badges £500
- Registration staff polo shirts £500
- Branding across entrances £1,500
- Registration card fill in desks & pens £500
- Perimeter Entrance Banner sites £500
- IIPSEC Press Centre (exclusive or split) £1,000

IIPSEC 2005 Showguide - Advertising*

- Front Cover Banner £1000
- Rear Cover (full page) £1200
- Inside front or rear cover (full page) £1000
- Full Page £800
- 1/2 Page £480
- 1/4 Page £290
- 1/8 Page £180
- Strip Banner £240
- Editorial / Sponsored Sections £500

eDM Electronic Direct Mail

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- October 17, 2004 IIPSEC Update £500
- October 31, 2004 IIPSEC Update £500
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- January 22, 2005 TICKETING REMINDER – Preview £500

Showcase Hall Sponsorship

- Compton Suite £2,500
- Manxman Suite £2,500
- Premier Suite £2,500
- Britannia Suite £2,500

Convergence Conference Sponsorship

- Sponsor 1 – AM Session £1,500
- Sponsor 2 – PM Session £1,500

Installer MasterClass Seminar Sponsorship

- IP Installer Masterclass £500
- IP Video Masterclass £500
- IP Access Control & Intruder Masterclass £500
- IP Best Practice & Legal Masterclass £500

End-User IP-in-Action Presentations

- Overall Sponsor £1,000
- Transport £500
- Commercial £500
- Utilities £500
- Education/Health £500
- Government £500
- Entertainment £500

Learning Zone Workshop - Network Hub

- Prices - Exclusive £1,500

Learning Zone Demonstration Area

- Learning Zone Work stations £500

IIPSEC Web Site Banners

- Home page (November) per week £250
- Home page (December) per week £300
- Home page (January) per week £500
- Home page (February) per week £250

Total (exc. VAT) £

+ VAT @ 17.5% £

Total Amount Payable £

I enclose a cheque for the total amount payable to IP Security Events and Media Ltd

Please charge payment for the full amount to the following credit cards:

Type of Card: Visa MasterCard

Card No.

Expiry Date:..... Issue No:

Name (as on card)

Signature

How do we enter?

Simply complete and fax / post back the bookingform.

Contact:

Tel: 0870 7870546 Fax: 01293 619544

E-mail: info@iipsec.com

Where do I send my application?

IP Security Events and Media Ltd.

The Galleria, Station Road,

Crawley, West Sussex

RH10 1HY, UK