



**a cluster of 4 technological/strategic conferences
addressing a worldwide community of 30000
professionals and gathering an audience
of 550 expert participants**

Sept 19 - 22 , 2006 - Sophia Antipolis, French Riviera

**SMART PARTNER /
SMART EVENT '06**

1. Scientific Excellence

The excellence of content is guaranteed by **Scientific Committees** constituted of **reputable experts**. Their mission is to design the conferences new orientations, issues and topics, to evaluate the submitted presentations and speakers, to select the best ones in order to build stimulating high added value contents.

e-SMART

Designing the future of Smart Card

Eric Alzai	Oberthur Card Systems
Gil Bernabeu	GlobalPlatform
Marc Chancerel	Gemplus
Wolfgang Effing	Giesecke & Devrient
Christian Goire	Java Card Forum
Juergen Hammerschmitt	Multimedia Card Association
Akio Kokubu	New Media Development Association
Pr Antonio Maña	University of Malaga
Clotilde Servajean	Eurosmart
Sergio Cozzolino	GSM Association
Jean-Paul Thomasson	STMicroelectronics
Frank Xu	Smart Card Forum of China

AMBIENT INTELLIGENCE DEVELOPMENTS

Developing Ambient Intelligence

Co Chairs:

Pr Antonio Maña University of Malaga

Volkmar Lotz Research Programme Manager Security & Trust SAP Research Labs

PC Members

Dr Sabine Delaître Joint Research Center European Commission

Bertrand du Castel Head R&D, Axalto

Christian Goire President of Java Card Forum

Martin Illsey Accenture Tech Lab Sophia

Pr Javier Lopez University of Malaga

Pr Pierre Paradinas CNAM

Gilles Privat, senior scientist Project Leader, France Telecom R&D

Jean-Paul Thomasson Eurosmart

Pr Mohamad Zulkernine Queen's University, Ontario, Canada

WORLD e-ID

Building Worldwide Personal ID & Services

Chairman Jan Van Arkel	eEurope SmartCards (EU)
Baudouin de Sonis	eForum (EU)
Svein Burkeland	Rikstrygdeverket (No)
Nicolas Delvaux	Sagem (Fr)
Jim Dray	US Gov. Dept. Of Commerce NIST CEN 224-WG15 Chair - European Citizen Card
Lorenzo Gaston	Java Card Forum (Fr)
Christian Goire	Federal Office For Information Security (Ge)
Klaus Keus	Bremen on Line (Ge)
Herbert Kubicek	Fedict (Be)
Olivier Libon	Electronic Government Consultant (UK)
Charles Lowe	Giesecke & Devrient (Ge)
Gisela Meister	Office of Deputy Prime Minister (UK)
Janice Morphet	University of Roma, Tor Vergata (It)
Pr Enrico Nardelli	Aproks Chair, Czech Republic
Jiri Ochozka	Tokyo Institute of Technology (Jp)
Pr Nagaaki Ohyama	CIO of Austria Federal Government
Reinhard Posch	Gemplus (Fr)
Bruno Rouchouze	Ministry of Public Security China
Yu RUI	IBM Germany
Helmut Scherzer	Hungary Ministry of Informatics & Communications
Zsolt Sikolya	Biometric Expertise Group (NI)
Max Snijder	Eurosmart (EU)
Jean-Paul Thomasson	Sheffield City Council (UK)
Shaun Topham	

SMART UNIVERSITY

Sharpening skills in Smart Technologies

Richard Bricaire	Strategies Telecoms & Multimedia
Dr Sabine Delaitre	Institute for Prospective Technological Studies of Seville JRC European Commission
Pr Antonio Maña	University of Malaga
Pr Pierre Paradinas	CNAM-CEDRIC

*as of November 05 – updated members lists will appear on the 4 respective websites of the conferences

2. Institutional Endorsement

Seven years after its creation **more than 35** smart card industry and trade associations, european universities, international institutions and standardisation bodies, R&D laboratories and technological consortia recognize the quality of its content by endorsing the various conferences and programs forming the Smart Event. This involment reveals its representativeness and contributes to its increasing impact and exposure. As **Sponsors** of the event and of the meetings, more and more industry leaders are supporting this evolution.

INDUSTRY & TRADE ASSOCIATIONS - INSTITUTIONS (2005)

Eurosmart
GlobalPlatform
Java Card Forum
e-Forum - NFC Consortium - Liberty Alliance
Smart Card Forum of India
Smart Card forum of China
Smart Card Alliance
e-Europe SmartCards
Multimedia Card Association
EHTEL
Trusted Computing Group
NMDA

UNIVERSITIES - R&D LABS (2005)

Fraunhofer Institut (Germany)
University of Cardiff (UK)
University of Malaga (Sp)
University of Twente (Ne)
University of Leuven (Be)
University of Nimegue (Ne)
Norsk Regnesentral (No)
CNAM (Fr)
Tilburg University (Ne)
IPTS, Joint Research Center (Be)
Swiss Fed Instit. of Techno (Ch)
London School of Economics.(UK)

SPONSORS (2005)



feel like
Joining them
in 2006 ?

■ **A double action plan for a double target:**

Smart Event Communication addresses a worldwide community of 30 000 professionals while its Marketing aims at capturing an audience of some 550 participants in 2006.

1. Aiming at a double target:

from global community
to core audience

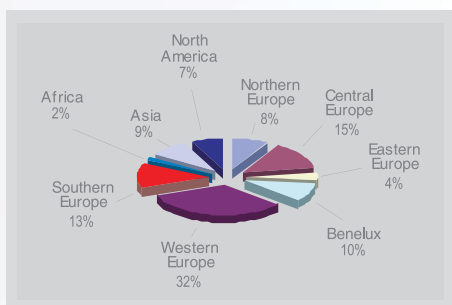
A Worldwide Smart Community of 30 000 professionals. They come from:

- IT, communications, software and smart card industries,
- R&D, laboratories and universities,
- Issuers from bank and finance, telecoms operators, government, health, transport, entertainment and games, retail...
- Users, representatives from public administrations, local authorities, standardisation bodies, professional and trade associations...

A core target audience of 550 expert participants from 44 countries in total immersion:

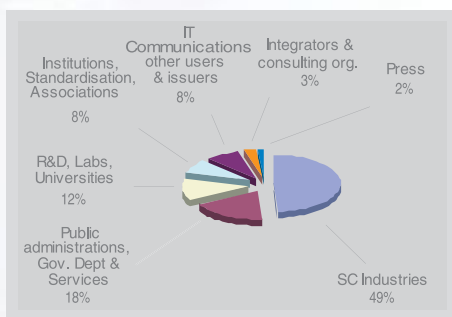
From 280 participants in 2004 and 400 in 2005, we are aiming at gathering in 2006 550 paying expert participants choosing the 3 days of total immersion of this world summit.

Geographic origin



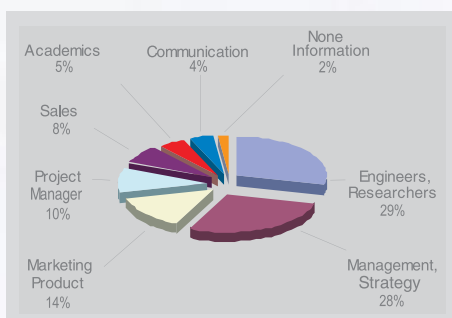
Although a worldwide event by its professional and media impacts, Smart Event is mainly an EMEA meeting (84%) due to the geographical origin of its audience:

Activity Breakdown



Smart Event positions itself as an interprofessional event covering the complete complete chain of value. A new significant trend to diversification towards card issuing sectors such as Government, Transport, Health, Entertainment, is to be noticed since 2005

Job Function



*source: Smart Event '05

2. Hitting it:

from informing the community
to capturing the audience

Communication:

Informing the Smart Community

Our action aims at making the Smart Event familiar to the whole community through a intense media campaign and a rich editorial coverage. In 2006 we will try to make it more intense and better than in 2005.

The 2005 Media campaign was relying on:

- 15 key Press Partners (print & online versions) gathering business, trade, vertical and regional publications support the event with alternately inserts, ad pages, banners and editorials.
- Additional editorial coverage and visibility to the conferences were brought through the press relations addressing some 200 media titles (see press book) and through the 10 website partners.

Press Partners	Website Partners
Financial Times	European Biometrics Forum
La Tribune	IDABC eGovernment Observatory
SmartCards Trends	Smart Card Alliance
CardWorld	Eurosmart
The Nilson Report	GlobalPlatform
CardFlash	e Forum
Cardweb.com	Java Card Forum
UbiFrance	Journal of Documents & Identity
Keeping Journal of Documents	Multimedia Card Association
Magazine CB	EHTEL
Point Banque	
Electronics Today	
SmartCards Today	
Cards Tech & Security	

* source: 2005 promotional campaign

Marketing:

Capturing the audience

through 215 000 direct individual messages from May to September (in 2005)

direct mail operations	printed conference programs: 60 000 leaflets (20 000 x 3 - June)
emailing operations	60 000 emails/month using Strategies Telecoms database & partners ones - June/Sept
fax mailing operations	targets: 5 000 academics, R&D labs (early Sept.)
website	Google page rank : 6 - 100 000 visits June-Sept.

* source: 2005

In 2005 each individual of the Smart Community thus has been exposed to an average of 7 messages during our marketing campaign from January up to September. **We will do more in 2006** ■

MAKE THE BEST CHOICE, according to

1/ the market(s) you want to address through your choice of covering and addressing one or several of our specialised international meetings (4): smart card, e-ID, Ambient Intelligence, educational program.

2/ your marcom objectives:

- on-site promotion & communication to address exclusively the event audience
- media communication to cover the complete professional community as well as the event audience

GET FINALLY THE BEST price/efficiency ratio by selecting one of our Smart Packs '06

SMART PACKS '06

	1 conference	2 conferences	3 conferences	Full Pack (4 conf.)
Media Sponsorship (1)	5 500 €	8 000 €	9 000 €	10 000 €
Full Event Sponsorship/Table top (2)	7 500 €	10 500 €	13 000 €	14 000 €
Full Event Sponsorship/Booth 6sqm (2)	8 700 €	11 700 €	14 200 €	15 200 €
Full Event Sponsorship/Booth 9sqm (2)	9 500 €	12 500 €	15 000 €	16 000 €

(1) Media Sponsorship: your logo appears on the dedicated conference website (all pages, permanent visibility, link), the printed conf. program front page, the advertising pages, ad pages (media plan) and press releases and the 2007 Call for Papers (front page)

(2) Full Event Sponsorship /Table Top includes media sponsorship + 1 table top + audiovisual visibility according to your choice (1 conf. = 2 conf. rooms)

Full Event Sponsorship /Booth 6sqm includes media sponsorship + 1x 6sqm ready made booth + audiovisual visibility according to your choice

Full Event Sponsorship /Booth 9sqm includes media sponsorship + 1x9sqm ready made booth + audiovisual visibility according to your choice

On Site Pack

On site Pack n°1	On site Pack n°2	On site Pack n°3
1 demo table top 1 coffee break sponsorship Audiovisual visibility 1 conf.	6sqm ready made booth 1 coffee break sponsorship Audiovisual visibility 1 conf.	9sqm ready made booth 1 coffee break sponsorship Audiovisual visibility 1 conf.
3 500 €	4 700 €	5 500 €

SmartCards Trends Pack

Includes media sponsorship on "e-Smart" + 1/2 ad page in the Special Feature of SmartCards Trends Sept. issue + banner on "e-Smart" proceedings cd-rom that includes the SCT Special feature 8 000 €

INDIVIDUAL OFFERINGS

Booth/table top for demo

Table top for demo
1 table top for your demo and promotional materials (included 1 chair, signage) and promotional support (communication support + placement of logo & text of presentation in the Demos Section of the 4 websites, 1 registration to the conference of your choice)
2 300 €
Ready made booth 6sqm
6 sqm: side and rear partitions, carpeting, 1 spotlight, 1 round table & 2 chairs & 1 wastebin, company sign, power connection - 1 registration to 1 conference
3 500 €
Ready made booth 9sqm
9 sqm: side and rear partitions, carpeting, 1 spotlights, 1 round table & 3 chairs & 1 wastebin, company sign, power connection - 1 registration to 1 conference
4 300 €

If you present a demo on your booth, promotional support is offered: communication plan & placement of your logo and text of presentation posted in the 4 websites/demos section

Bag Presence

Logotype on the bag + insert of 1 document. The bag is distributed to all the participants (550 expected) 1 800 €

Cd-Rom Proceedings Sponsorship (exclusive)

Logo on the cd-rom + website/ proceedings section + ad on the OBC of the cd case. Proceedings are systematically distributed to the conference participants

(speakers, attendees, press, invited professionals) 1 conference 2 500 €
4 conferences 8 000 €

Audiovisual visibility

1 screen page + logo dedicated to your message visible each day of the event from:
- all the delegates in all the conference rooms (6 conference rooms) 2 000 €
- the delegates of 1 conference of your choice (2 conference rooms) 750 €

Proprietary workshop

1 meeting room during no more than 1/2 day to present your services and offers. Mention on the 4 websites of your proprietary workshop as promotional support 2 000 €

Business Meeting Deal

Organisation and preparation of 10 professional meetings with individual motivated prospects before the event. Meetings will take place in your proprietary dedicated meeting room booked for this purpose during the 3 days 2000 €
For any additional meeting 200 €

Social Event Sponsorship (exclusive)

Your logo appears on the promotional material dedicated to the social event (print, websites) + opportunity given to address the audience with a 5' speech and to provide any gift packs to the Social Event participants 4 000 €

Lunch Sponsorship

Your logo inserted in the conference programs -4 websites- on the day of your choice + opportunity is given to provide any gift packs. 1 lunch 1 800 €

Coffee-break Sponsorship

Your logo is inserted in the conference programs -4 websites- for the coffee-tea breaks of the day of your choice. 1 day 1 200 €

All rates are before VAT



www.strategiestm.com

CONTACTS

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