

# IDATE Conference

The European way to think the Digital World

[www.idate.org](http://www.idate.org)

**24, 25, 26 November 2004 - Montpellier, France**

## Become a partner of IDATE's 26<sup>th</sup> International Conference

### Three reasons to take part:

● Enhance your  
corporate image

● Promote your  
company to  
European  
decision-makers  
in the Telecom,  
Internet and  
Media sectors

● Accompany the  
launch of a new  
offering

Sponsoring IDATE's International Conference will allow you to associate your name with one of Europe's largest conferences focusing on the Telecom, Internet and Media sectors. For 26 years, this annual event has been gathering together top-level speakers of international renown from industry, the public policy sphere and major organisations.



■ Over 900 attendees in 2003. Boasts 96% satisfaction rate amongst decision-maker audience (CEOs, VIPs, Managers ...).

■ The presence of the general and specialised press:  
AFP, CNBC Europe, Les Echos, Ecran Total, Electronique International, Financial Times, Le Journal du Net, LiderDigital, Le Monde, Le Monde Informatique, Reuters, Satellifax, Telecom Business Life, Telecom Finance, Key4biz, La Tribune, TotalTelecom ...



### Previous IDATE Conference Partners

Alcatel, Bouygues Telecom, Call Images, Cap Gemini Ernst & Young, Cegetel, The European Commission, EDF, France Telecom, FirstMark, Fujitsu, Galea, Gilat, IBM, Lucent Technologies, Nortel Networks, Orange, SES Astra, Siemens, Telecom 2003...

Sponsorship / Exhibition

## Enhance your corporate image at this high-level international conference



Siemens Internet café 2003

### Sponsorship of workshops and seminars held on 24 November

Be a key seminar partner

- 3rd Video Game Forum
- Expanded Europe and ICTs
- Broadband for All
- Corporate Services

Price: 10,000 EUR excl. VAT

### Conference proceedings

Full multimedia reproduction of speeches in the form of audio or video recordings with synchronised visuals; direct programme-based access, list of speakers or a media content search engine (examples available on [www.muscript.com](http://www.muscript.com)). Distributed to conference attendees and very widely on our website. Sponsor logo will be printed with the heading "with the support of..."

Price: 15,000 EUR excl. VAT

### Conference voting

A direct voting system used by conference attendees on 25 and 26 November during discussions on specific issues. Your company logo will appear on all the voting screens and be displayed on a large screen in the plenary room.

Price: 10,000 EUR excl. VAT

### Breaks

Be the welcome break time host. Refreshments served every morning and halfway through the day. Sponsorship signage in break time area stating "this coffee break was offered to you by..."

Price: 7,000 EUR excl. VAT

### Organisation of gala night activities (excluding dinner)

Play an active role in gala night by offering to organise an activity tailored to the issues your company focuses on (presentation of material, site tour, film...). Signage at the venue entrance and inside the room. Invitations for colleagues.

Price: 7,000 EUR excl. VAT

The following transactions are aimed at the participants, journalists...) drawn from our groups in the Telecommunications, Internet and representatives of the political and administrative

### Internet café

A key area for exchange and a place to consult PCs, the Internet café attracts the most visitors during the conference. Your company's sponsorship will be displayed on a banner above the cyber café.

Special homepage on each computer screen with your company's name. Advertising space set up for the sponsor (display stands for brochures, space for posters). Sponsorship announced by PowerPoint in plenary session.

Ad card in conference attendees' briefcases.

Price: 5,000 EUR excl. VAT

### Promotional insert in conference briefcase

We offer you the ability to communicate directly with all conference delegates by inserting a promotional document in their briefcases.

Price: 800 EUR excl. VAT

### Conference briefcase

Your company logo printed alongside IDATE's on the conference briefcase distributed to all participants.

Price: 7,000 EUR excl. VAT

### Conference pens

Your logo screen-printed exclusively on pens provided in the conference briefcases.

Price: 2,000 EUR excl. VAT

### Notepad

Insertion of a notepad produced and printed by the sponsor in the conference briefcase distributed to all attendees. A4 maximum document size.

Price: 1 500 EUR excl. VAT

### Organisation of a table to entertain your clients

Make the most of the conference by inviting your clients to gala night. Table reservation, list management, preparation of tabletop easels, assistance gathering together your guests.

Price: 150 EUR excl. VAT/person  
Maximum 10 people

## Image through event

900 conference attendees (speakers, VIPs, international audience and heads of major IT and Media sectors, as well as academics and administrative world.

### Purchasing advertising space

#### Full page or half page ad in conference programme

30,000 copies of the programme are distributed. Four-colour page available inside the programme. Text and typon in the appropriate format at advertiser's expense.

Full page: 3,000 EUR excl. VAT  
Half page: 1,500 EUR excl. VAT

#### Full page ad in attendee handbook

Practical guide provided in the conference briefcase distributed to all delegates. Text and typon in the appropriate format at advertiser's expense.

Full page: 2,000 EUR excl. VAT

#### Conference Newsletter

The 3rd quarter issue of the IDATE Newsletter focuses on the themes of the conference. It includes articles written by IDATE consultants and other personalities. The Newsletter is distributed to IDATE's key contacts by mailing (6,000 copies), mailing list (8,000 contacts) and through an access on the homepage of IDATE's website before the conference, as well as to the 900 delegates. Exclusive insert of sponsor's logo on the front page of the Newsletter. Sponsor insert or message in the Newsletter.

Price: 5,000 EUR excl. VAT

#### International Conference space on IDATE's website

Single your company out as a partner to IDATE's International Conference as from April. Dedicated exclusively to this event, this space on IDATE's website provides information about the conference throughout the year (programme announcement, related events, speakers' CVs, speakers' PowerPoint presentations...) and receives 30,000 visitors a month. Your name will be permanently displayed on the site's homepage as a sponsor (colour company logo + link to your website).

Price: 4,000 EUR excl. VAT

In addition to the services listed above, each partnership entitles the sponsor to:

- 3 complimentary invites to the conference
- access to the seminars and conferences
- access to lunches, breaks, receptions and the cyber café
- your corporate profile in the attendee handbook (text provided by you)
- announcement of your participation on IDATE's special International Conference website
- announcement of your participation on the "sponsors" banner at the conference entrance
- your logo on the proceedings CD and all conference documents.

## Structure client reception around your products



Bouygues Telecom stand 2003

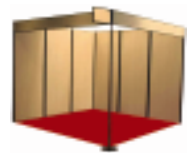
A number of exhibition units are available to allow you to receive your clients and demonstrate your products.

**9 m<sup>2</sup> STAND:** customisable to meet your requirements and comprising:

- 2.40 m x 1 m "beech" melamine partitions
- black lacquered aluminium poles
- 1 kw electrical power outlet
- multi-directional 3-spot track light
- carpeted floor
- 25 x 40 cm corporate banner
- installation assistance

**Optional:**

- furniture
- cleaning
- web connection, telephone
- hostess



Price: 4,000 EUR excl. VAT for 3 days

**2.5 m<sup>2</sup> OF EXHIBIT SPACE:** Turnkey space

Your company tells us exactly how it would like its space and we install it for you. IDATE puts up your posters and puts in place your documents. We replenish your stock of documents on display during the three day-event.

- ▶ Your company saves time by cutting out the need to send a collaborator on-site

**This space comprises:**

- 2.40 m x 1 m "beech" melamine partitions
- black lacquered aluminium poles
- 1 kw electrical power outlet
- multi-directional 3-spot track light

- carpeted floor
- signage
- a display unit

Price: 1,500 EUR excl. VAT for 3 days



**SPACE FOR POPUP STAND (12 m<sup>2</sup>):** Reservation of a space to suit your mobile booth configuration

- Optional:**
- electrical power outlet
  - multi-directional spot track lights
  - cleaning
  - carpeted floor
  - display unit

Price: 1,500 EUR excl. VAT for 3 days





# Reservation form

	Quantity	Normal price excl VAT	Special Foundation price (*)
<b>SPONSORSHIP</b>			
<input type="checkbox"/> conference proceedings		15,000	12,000
<input type="checkbox"/> conference voting		10,000	8,000
<input type="checkbox"/> breaks		7,000	5,600
<input type="checkbox"/> organisation of gala night activities (excluding meal)		7,000	5,600
<input type="checkbox"/> internet café		5,000	4,000
<input type="checkbox"/> promotional insert in conference briefcase		800	free
<input type="checkbox"/> conference briefcases		7,000	5,600
<input type="checkbox"/> conference pens		2,000	1,6400
<input type="checkbox"/> notepads		1,500	1,200
<input type="checkbox"/> organisation of a table to entertain your clients at the gala evening		150/people	free
<b>Puchasing advertising space</b>			
<input type="checkbox"/> full page or half page ad conference programme		1 500 or 3 000	1 200 or 2 400
<input type="checkbox"/> full page or half page ad in attendee handbook		2,000	1,600
<input type="checkbox"/> conference newsletter		5,000	4,000
<input type="checkbox"/> International Conference space on IDATE's website		4,000	3,200
<b>STANDS</b>			
<input type="checkbox"/> 9 m <sup>2</sup> stand (structure, carpeted floor, 1Kw electrical outlet corporate banner, 2 spot-track light, installation )		4,000	3,200
<input type="checkbox"/> Exhibition space		1,500	free
<b>Additional options:</b>			
<input type="checkbox"/> 12 m <sup>2</sup> stand (an extra 3 m <sup>2</sup> )		500	400
<input type="checkbox"/> furniture (1 counter, 2 high stools, 1 display unit)		250	200
<input type="checkbox"/> 3-day stand cleaning service		5 euros/m <sup>2</sup> /day	20% discount
<input type="checkbox"/> Web connection		1mb/s : 1,300 euros/3 days 256 kb/s : 600 euros/3 days	20% discount 20% discount
<input type="checkbox"/> hotess		30 euros/hour	20% discount
<input type="checkbox"/> telephone		180 euros including 45 euro's worth of calls	20% discount
<b>other services (please contact us)</b>			
<input type="checkbox"/> space for popup stand		1,500	free

VAT= 19.6% - VAT No.: FR 80 314 398 686

(\*) If would you like more information about the IDATE Foundation or would like to become a member, please contact: **Pierre Mirallès: p.miralles@idate.fr - + 33 4 67 14 44 33**

Total excl. VAT

VAT 19.6 %

Total incl. VAT

We will send you a full technical file enabling you to reserve all the supplementary services (additional electrical power, additional furniture, etc.) upon receipt of your order form and the 50% deposit. You will receive the exhibition floor plan in October.

**Please return to: Noëlle Sulmoni – IDATE – BP 4167 – 34092 Montpellier Cedex 05, France - Tel: +33 (0) 67 14 44 08 – n.sulmoni@idate.fr**

**Payment: Enclosed the sum of** ..... EUR incl. VAT

By cheque payable to IDATE

By bank transfer - IDATE account: Crédit Coopératif - Montpellier

BIC : CCOPFRPPXXX - RIB : 42559/00034/21020620603/07

IBAN : FR 76 4255 9000 3421 0206 2060 307

By credit card:  Visa  Mastercard  Amex

I the undersigned .....

authorize IDATE to charge to my account the amount of ..... EUR

Card number .....

Exp. date .....

Please send me an invoice (subject to approval)

**Terms of payment:** 50% deposit is required upon order placement, and the remaining balance is due after the event.

Surname: ..... First name: .....

Position: .....

Organisation or company: .....

Address .....

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Country: ..... Tel .....

Fax ..... Email .....

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Date, signature and stamp

Your international VAT number:

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(Required)