

IDATE 27th International Conference

The European way to think the Digital World

www.idate.org

22-25 Nov. 2005
Le Corum, Montpellier (France)

Become a partner of IDATE's International Conference

3 reasons to take part:

- Enhance your corporate image
- Promote your company to European decision-makers from the telecom, internet and media sectors
- Be involved in the launch of a new offering

- **Sponsorship**
- **Exhibition**
- **Events**
- **Advertising**

Sponsoring IDATE's International Conference means associating your name with one of Europe's most highly reputed events devoted to the telecom, internet and audiovisual sectors. For 27 years now it has been bringing together internationally renowned speakers from ICT industries and organizations, along with academics and public policymakers.

- Close to 1,000 participants in 2004, made up of industry leaders (CEOs, VIPs, upper management...) who expressed a 94% rate of satisfaction.
- Attended by members of the general interest and trade press: AFP, CNBC Europe, LesEchos, Ecran Total, Electronique International, Financial Times, Le Journal du Net, LiderDigital, Le Monde, Le Monde Informatique, Reuters, Satellifax, Telecom Finance, Key4biz, JDLI, La Tribune, TotalTelecom, 01 Informatique, BFM, Zdnet/Cnet, TDF, Club01DSI...

Partners in previous years

ACSEL, afjv, Alcatel, Altitude Telecom, APOM, Atos Origin, AVICAM, Azure, Bouygues Telecom, BT, CDC, Call Images, Canal+, Capgemini, Cigref, Cisco Systems, Deutsche Telekom, EDF, Ericsson, ETNA, Eutelsat, France Telecom, France Télévisions, Fujitsu, Google, IBM, Interoute, ISFE, Lucent Technologies, Lyon Game, Morocco Telecom, Microsoft, Motorola, neuf telecom, Nortel, Orange, PC Soft, Qualcomm, RATP, Sagem, SELL, SES Astra, SFR Cegetel, Siemens, Société Générale, Sogetrel, TDF, Tiga ...



Enhance your corporate image thanks to a prestigious international event

The following activities are aimed at the 1,000 people involved in the Conference (speakers, VIPs, participants, journalists...), an international audience made up of company heads from the telecom, internet and audiovisual sectors' leading firms, along with academics, government spokespeople and public policymakers.

Event

Sponsoring a workshop or seminar

Become a seminar's key partner.

Price: 10,000 EUR

Organise your own event

Board meeting, customer convention, company seminar... Take advantage of the venue to organise your own event, and we'll take care of the details (meeting room, meals, etc).

Price: please contact us

Invite your customers and partners to take part

Group price: please contact us

Donate a prize

At the gala dinner on 23 November we'll be holding a quiz contest, offering prizes to the winners. You can donate an item of your choice (e.g. a mobile phone), that will be awarded as second or third prize. Your donation will be advertised on all related print material. The prize can also be awarded by a representative of your company.

Item donated



Sponsorship

Conference proceedings

Full multimedia reproduction of the Conference proceedings, with audio and video recordings, along with synchronised visual aids. Direct access via the programme, complete list of speakers, or a search engine for the content (an example can be viewed at www.muscript.com). Distributed to all Conference participants, and on IDATE's website. Display of your logo, under the heading "with the support of..."

Price: 15,000 EUR

Conference polls

During the debates that follow the plenary sessions on 23 and 24 November, the audience will be polled on specific questions. Display of your company logo on all voting screens, projected on a large screen in the Conference hall.

Price: 10,000 EUR excl. VAT

Coffee breaks

Play the welcome coffee break host. Served every morning and mid-afternoon. Prominent print display announcing your sponsorship in the break area, "this coffee break is brought to you by..."

Price: 6,000 EUR excl. VAT

Hosting the gala evening

Play an active part in the gala evening by organising a mini-event that relates to your company (displaying company material, virtual tour, film...). Prominent promotion of your company at the evening's event; signage at the entrance to the hall (to be agreed upon with the partner).

Price: 8,000 EUR excl. VAT

Internet café

Always a popular area for discussing with others and going online, the internet café is the most visited of all Conference areas. A banner displayed above the area announcing your sponsorship. The homepage on each computer displaying your company logo. Installation of a sponsor promotional display (display stand for brochures, wall space for posters, large screen...). PowerPoint display with sponsors' names in the Conference halls. Printed insert in delegates' briefcase.

Price: 5,000 EUR excl. VAT

Insertion of a printed promotional document in delegate briefcases

We offer you the possibility of communicating directly with all participants by inserting a promotional document in the briefcase given to all delegates upon arrival.

Price: 800 EUR excl. VAT

Insertion of a promotional item in briefcases

Advertise your company by inserting a welcome promotional item in the briefcase given to all delegates upon arrival (pen, notepad...).

Price: 1,500 EUR excl. VAT per item

Conference briefcase

Your logo printed alongside IDATE's on the briefcase given to all delegates upon arrival.

Price: 5,000 EUR excl. VAT

Pens

An exclusive offer: pens with your logo printed on them, inserted in the delegates' briefcase.

Price: 2,000 EUR excl. VAT

Advertising space

Insertion of a full or half-page ad in the programme

30,000 copies of the programme distributed. Full or half-page four-colour advert. Print-ready text and layout to be supplied by the advertiser.

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

Insertion of an advert in the delegates' handbook

Practical guide given to all delegates in the briefcase. Full page, four-colour advert. Print-ready text and layout to be supplied by the advertiser.

Full page: Price: 2,000 EUR excl. VAT

Conference Newsletter

IDATE's 3rd quarter newsletter is devoted to the topics being addressed at the Conference. It includes articles written by IDATE consultants, and outside experts. It is distributed prior to the Conference to all of IDATE's key contacts (6,000 copies), by mailing list (8,000 copies), to all Conference delegates (1,000+), and made available online on IDATE's website. Exclusive display of the sponsor's logo on the Newsletter's front page. Framed insert or message from the sponsor inside the Newsletter.

Price: 5,000 EUR excl. VAT

International Conference website

Promote your partnership starting in April. This online space devoted to the International Conference is updated year-round (programme announcements, related events, speakers' CV, PowerPoint presentations from speeches...). Visitors to the site: 30,000/month. Permanent display of your sponsorship on the site's home page (colour company logo + link to your website). Visit the 2004 site: Conference.idate.org

Price: 2,000 EUR excl. VAT

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

- 3 free invitations to the Conference,
- Access to all seminars and plenary sessions
- Access to lunches, coffee breaks, receptions and the internet café
- Your company profile in the delegates' handbook (text supplied by you)
- Your participation advertised on IDATE's International Conference website
- Your participation advertised on the banner at the entrance to the Conference
- Your logo displayed on the CD of the proceedings, and on all Conference documents

Exhibition

For the 3 days of the Conference, the exhibition area occupies a central position, located at the heart of the proceedings where all meals and coffee breaks take place. This year a "demonstration area" offers selected partners the chance to present innovative solutions, offering concrete examples of Conference's central theme.

9 m2 stand

Can be customised to suit your needs, and includes:

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

Options:

Furniture, cleaning, internet connection, phone and hostess

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

2.5 m2 exhibition area

Turnkey solution

Installed by IDATE, according to your instructions.

Installation of your company posters and print material.

Restocking of promotional material for the 3 days.

A timesaver for your company: no need to send a representative

This space includes:

- adjustable, 3-spot track lighting and a 1 kW electrical outlet
- 2.40 m x 1 m "beech" melamine partitions and black lacquered aluminium poles
- signage, display stand and carpeted floor

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

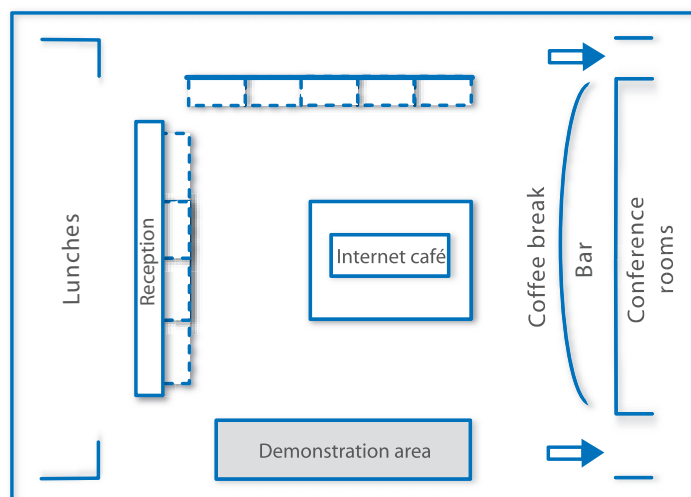
Space for pop-up stand (12 m2)

Reserve a space according to the dimensions of your mobile booth.

Options:

Electrical outlet, adjustable track lighting, cleaning, carpeting and display stand.

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



(*) plan subject to change

Reservation form

	Regular rate (€ excl.VAT)	Special Foundation rate(*) (€ excl.VAT)	Your order (€ excl.VAT)
Event			
<input type="checkbox"/> Sponsoring a workshop or seminar	10,000	8,000	
Sponsorship			
<input type="checkbox"/> Conference proceedings	15,000	12,000	
<input type="checkbox"/> Conference polls	10,000	8,000	
<input type="checkbox"/> Coffee breaks	6,000	4,800	
<input type="checkbox"/> Gala evening activity (excl. meal)	8,000	6,400	
<input type="checkbox"/> Internet café	5,000	4,000	
<input type="checkbox"/> Print ad in delegate briefcase	800	free	
<input type="checkbox"/> Promotional item in delegate briefcase	1,500	1,200	
<input type="checkbox"/> Conference briefcase	5,000	4,000	
<input type="checkbox"/> Pens	2,000	1,600	
Advertising space			
<input type="checkbox"/> Half or full-page ad in the programme	1,500 or 3,000	1,200 or 2,400	
<input type="checkbox"/> Full page ad in delegate handbook	2,000	1,600	
<input type="checkbox"/> Conference Newsletter	5,000	4,000	
<input type="checkbox"/> Conference website	2,000	1,600	
Exhibition			
<input type="checkbox"/> 9 m2 stand	4,000	3,200	
<input type="checkbox"/> 2.5 m2 exhibition area	1,500	free	
<input type="checkbox"/> Space for pop-up stand	1,500	free	
Additional options			
<input type="checkbox"/> 12 m2 stand (per additional 3 m2)	500	400	
<input type="checkbox"/> Furniture (1 counter, 2 bar stools, 1 display stand)	250	200	
<input type="checkbox"/> Cleaning services for stand 3 days	5 €/m2/days	20% discount	
<input type="checkbox"/> Internet connection	1Mbps: 1300 €/3 days	20% discount	
	256 Kbps: 600 €/3 days	20% discount	
<input type="checkbox"/> Hostess	30 €/hour	20% discount	
<input type="checkbox"/> Telephone	180 € of which 45 € of calling minutes	20% discount	
		Total, excluding VAT	<input style="width: 50px;" type="text"/>
		VAT 19.6 %	<input style="width: 50px;" type="text"/>
		Total, including VAT	<input style="width: 50px;" type="text"/>
(*) For more information on the IDATE Foundation Contact: Noëlle Sulmoni-Laborde (n.sulmoni@idate.org)		VAT N°: FR 80 314 398 686	

Once we have received your completed order form, along with a 50% deposit, we will forward you a complete technical summary that will allow you to reserve any additional services (extra electrical power, furniture, etc.)
The floor plan will be sent to you in October.

Please return to: Noëlle Sulmoni-Laborde - IDATE - BP 4167 - 34092 Montpellier Cedex 05, France Tél : +33 (0)67 144 408 - n.sulmoni@idate.org

<p>Payment: Enclosed is the sum of: € VAT included</p> <p><input type="checkbox"/> By cheque to the order of IDATE</p> <p><input type="checkbox"/> By bank transfer, to IDATE's account: Crédit Coopératif - Montpellier BIC : CCOPFRPPXXX - RIB : 42559/00034/21020620603/07 IBAN : FR 76 4255 9000 3421 0206 2060 307</p> <p><input type="checkbox"/> by credit card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex</p> <p>I, the undersigned: Authorise IDATE to debit the sum of: € Card number: Expiration date:</p> <p><input type="checkbox"/> Please send me an invoice (subject to prior approval)</p> <p>Terms of payment: 50% deposit upon order, balance to be paid upon the event's completion</p>	<p>Surname: First name:</p> <p>Title:</p> <p>Company / organisation:</p> <p>Adresse:</p> <p>.....</p> <p>.....</p> <p>Country: Tel:</p> <p>Fax: Email:</p> <p>Your international VAT number:</p> <p>(Required fields for order to be processed)</p>
<div style="border: 1px solid black; padding: 5px; display: inline-block;">Dated, signed and stamped</div>	