

MAKING YOUR VIPs FEEL SPECIAL

SDW 2010 CONFERENCE AND EXHIBITION

SDW2010 offers VIPs a complimentary Business Class Visitor Ticket...



As part of a comprehensive marketing package for your company's participation at *SDW2010*, show organiser, Science Media Partners will offer your VIP contacts an experience that not only makes them feel special, but puts your company in the spotlight.

Everybody loves to feel special. The delight one feels when being offered a free upgrade, whether at a leading hotel or just as you are about to take a long-haul flight, not only puts you in good spirits, but can instill a strong sense of brand loyalty.

At *SDW2010*, we want to give your loyal customers and prospective clients the opportunity to be treated

as VIPs and, in so doing, put your company in the spotlight – as their sponsor.

This free service for exhibitors will allow you to offer a Business Class Visitor Ticket to your “wish-list” of VIPs – all you need to do is provide us with their details, (in the strictest of confidence, of course), and we will do all the work.

www.sciencemediapartners.com

Organised by:



MAKING YOUR VIPs FEEL SPECIAL

Once your list of VIPs has been established, we will mail to them a personalised invitation, bearing your name as the proposing company. For those contacts who do not reply, we will follow up with a personal email or phone call to ensure that they don't miss out on this opportunity. We will keep you fully informed about who has responded.

Once confirmed, your VIPs will be treated to our outstanding personal service, including:

ON ARRIVAL

- VIPs will be fast-tracked through a separate VIP Registration Desk, where their pre-printed badges and materials will be waiting for them;
- Rather than a standard exhibition carrier bag, your VIPs will receive an executive bag, containing a copy of the Security Document World 2009 conference proceedings on CD-ROM, including full video and audio presentations.

DURING THE EVENT

- Whenever possible, your VIPs will be personally escorted to the exhibition and brought directly to your Exhibition Stand, where you can demonstrate your company's latest offerings;
- A dedicated VIP area will be created within the Benjamin Britten Lounge, where VIPs will be entitled to complimentary tea and coffee, as well as use of the area to relax with their sponsor company;

AFTER THE EVENT

- Once your VIP has visited the show they will be offered a high-quality VIP gift;
- If they consent, we will send your VIPs a host of valuable opportunities, such as free subscriptions to key media partners' publications and discounts for other events we partner with;
- Once a VIP at our event, always a VIP. We guarantee to keep VIPs abreast of our future events, always promising to give them the best deals available, as well as loyalty discounts for those visiting us again in subsequent shows.

ENHANCING YOUR VIPs' VISIT

The Business Class Visitor Ticket is a free service to all our exhibitors, and provides an impressive package of incentives for your guests. But you may wish to go further and supplement their attendance at the event.

Specifically you may wish to sponsor your VIPs' attendance at the conference at highly preferential rates, or invite them to our spectacular gala dinner to be held at the world-renowned Shakespeare's Globe Theatre, or purchase the post-event CD-ROM video proceedings (again at a substantial discount). Perhaps you would like to offer them lunch or gain access to private meeting rooms...

Whatever your requirements we will be very pleased to discuss them with you.

YOUR COMPANY: OUR PRIORITY

SDW2010 sees its exhibitors as a top priority. The organisers of the show want you to have the best possible experience and, as such, we are dedicated to offering you a complete marketing package, enhancing your visibility and helping you attract key clients to your stand.

In 2010 alongside our Business Class Visitor Ticket opportunity, we offer your company an excellent mix of marketing opportunities (via our Standard Exhibition Package) providing seamless global publicity before, during and after the event. In particular:

- Your company logo, 50 word profile and web link are placed within the Exhibition section of the Event website as well as added to the List of Exhibitors;
- Your logo, 50-word profile and contact details are published as an entry in the Event Guide;
- A personalised, full-colour, electronic ticket invitation is supplied by the organisers for your company to email to your customer database one month prior to the event;
- Your company is listed in the *Security Document World* e-newsletter;
- 50 free, printed visitor invitation tickets are also provided for you to send to your potential customers;
- Your company will have the opportunity to place press releases and marketing literature within our dedicated press room;
- Your company will be promoted on our post-event CD-ROM, distributed to all conference delegates.

We can also offer you even more marketing opportunities with the Deluxe Exhibition Package! See the main Exhibition Brochure for further details.