



2007 Fall Annual Conference Sponsorship Application
Marriott Long Wharf Hotel – Boston MA
October 9 - 11, 2007

Platinum Sponsor (limit 1 sponsor)..... \$30,000

Sponsor Name: _____

Includes:

- Top sponsor billing on all marketing materials, web site, and at venue throughout the conference
• Exclusive front stage banner placement (supplied by sponsor)
• Up to 2 additional banners hanging (up to 8' x 8") in conference hall and common areas (supplied by sponsor)
• Complimentary inside front cover color ad in the conference program guide (\$5,000 value)
• 8' x 20' company exhibit space in adjoining pre-function room (Reserved for Platinum, Gold, Silver sponsors) (\$7,000 value)
• One (1) private meeting room for 3 days (\$3,000 value)
• Seven (7) additional complimentary company employee full conference registration passes (\$5,110 value)
• Personalized email invitations sent to your guest list for (5) free conference passes and unlimited 50% off discount passes
• Exclusive distribution of company logo'd lanyards, pens, pads, etc (supplied by sponsor).
• Platinum Sponsor logo on conference bags (\$2,500 value)
• Reserved Platinum Sponsor's Table at Wednesday Awards luncheon and Thursday keynote luncheon
• Up to 3 inserts into conference registration bags
• Welcome address at start of conference
• Company logo on Alliance web site event information page

Gold Sponsor (up to 4 sponsors)..... \$20,000

Sponsor(s) Names: _____

Includes:

- Premium sponsor billing on all marketing materials, web site, and at venue throughout the conference
• 2 hanging banners (up to 8' x 8' each) in conference hall and common area (supplied by sponsor)
• Sponsor's signage (foamboard 30" x 40") provided in registration area all three days
• Complimentary color ad (back cover to first sponsor) in conference program guide (\$3,500 value)
• 8' x 10' company exhibit space in adjoining pre-function room (Reserved for Platinum, Gold, Silver sponsors) (\$3,500 value)
• Five (5) additional complimentary company employee full conference registration passes (\$3,650 value)
• Personalized email invitations sent to your guest list for (5) free conference passes and unlimited 50% off discount passes
• Up to 3 inserts into conference registration bags
• Company logo on Alliance web site event information page

Silver Sponsor (up to 6 sponsors).....(Up to 4 remaining)..... \$10,000

Sponsor(s) Name: Oberthur Card Systems, Gemalto

Includes:

- Sponsor billing on all marketing materials, web site, and at venue throughout the conference
• 1 hanging banner (up to 4' x 8') in common area (supplied by sponsor)
• Sponsor's signage (foamboard 30" x 40") provided in registration area all three days
• 8' x 10' company exhibit space in adjoining pre-function room (Reserved for Platinum, Gold, Silver sponsors) (\$3,500 value)
• Two (2) additional complimentary company employee conference registration passes (\$1,460 value)
• Personalized email invitations sent to your guest list for (2) free conference passes and unlimited 50% off discount passes
• Complimentary 1 page b/w ad in conference program guide (\$2,500 value)
• One (1) insert into conference registration bags
• Company logo on Alliance web site event information page

Conference Registration & Charlie Card Badge Sponsor ...(CLOSED)..... \$15,000

Sponsor(s) Name: Gemalto

Includes:

- Exclusive sponsor's logo on each personalized registration card
• Sponsor's signage (foamboard 30" x 40") provided in registration area all three days
• Two (2) additional complimentary conference registration passes (\$1,460 value)
• Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
• Company logo on Alliance web site event information page
(Sponsor is responsible for providing card stock and artwork for printing)

Internet Café \$10,000

Sponsor(s) Name: _____

Includes:

- Exclusive sponsor name associated with the internet café
• 1 hanging banner (4' x 12') inside internet café enclosure
• Company logo displayed on screensaver of internet café workstations
• Two (2) additional complimentary conference registration passes (\$1,460 value)
• Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
• Company logo on Alliance web site event information page

Opening Night Reception – (Tuesday, October 9th) \$12,500

Sponsor Name: _____

Includes:

- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Sponsor signs at entrance to reception area
- Sponsor’s address (5 minutes)
- Printed table signs with company logo during reception
- Five (5) additional complimentary conference registration passes (\$3,650 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Wednesday Gala Awards Luncheon – (Wed. Oct 10th) \$15,000

Sponsor Name: _____

Includes:

- Sponsor keynote (executive level) address (15 minutes)
- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Sponsor signs at entrance to reception area
- Reserved Sponsor’s Guest Table at luncheon
- Printed table signs with company logo during formal sit down luncheon
- Five (5) additional complimentary conference registration passes (\$3,650 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Thursday Closing Keynote Luncheon - (Thursday, Oct 11th) \$10,000

Sponsor Name: _____

Includes:

- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Printed table signs with company logo during outdoor themed buffet luncheon
- Reserved Sponsor’s Guest Table at Luncheon
- Sponsor’s address (5 minutes) and introduction of keynote speaker
- Two (2) additional complimentary conference registration passes (\$1,460 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Wednesday Evening Emerging Technology Innovation Showcase Reception ... (CLOSED) \$7,500

Sponsor Name: Inside Contactless

Includes:

- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Printed table signs with company logo during outdoor themed buffet luncheon
- Two (2) additional complimentary conference registration passes (\$1,460 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Tuesday Buffet Lunch Sponsor ... (CLOSED) \$7,500

Sponsor Name: Thales eSecurity

Includes:

- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Printed table signs with company logo during outdoor themed buffet luncheon
- Sponsor’s address (5 minutes)
- Two (2) additional complimentary conference registration passes (\$1,460 value)
- Complimentary 1 page b/w ad in conference handouts (\$2,500 value)
- Company logo on Alliance web site event information page

Logo’d Bottled Water Sponsor \$7,500

Sponsor Name: _____

Includes:

- Sponsor’s signage (foamboard 30” x 40”) provided in registration area all three days
- Signage provided in Registration areas
- Two (2) additional complimentary conference registration passes (\$1,460 value)
- Company logo on Alliance web site event information page
- Includes water, custom printing, shipping, and hotel handling service charges

Break Sponsors, 1 sponsor per day \$3,500

Sponsor Name: _____

- AM - coffee, Danish; PM - cookies, or ice cream & soft drinks (except Fri)
- Signage provided in Break Areas during morning and afternoon break
- One (1) additional complimentary conference registration pass (\$730 value)
- Company logo on Alliance web site event information page

Conference Bag Insert \$1,200

Sponsor Name: _____

Includes:

- Handout materials (one per sponsor) included in conference bag handout
- Central information table in main registration area for additional copies





2007 Fall Annual Conference
Sponsorship Application
Marriott Long Wharf Hotel – Boston, MA
October 9 - 11, 2007

Company Name: _____ Phone Number: _____

Point of Contact: _____ Email Address: _____

Address for billing purposes: _____

Check One or More Sponsor Items:

- Platinum Sponsor (limit 1 sponsor)..... \$30,000
Gold Sponsor (1 to 4 sponsors)..... \$20,000
Silver Sponsor (up to 6 sponsors)..... \$10,000
Opening Night Reception – (Tuesday, Oct 9th) \$12,500
Wednesday Gala Awards Luncheon – (Wed. Oct 10th) \$15,000
Wednesday Evening Emerging Technology Innovation Showcase Reception \$7,500
Closing Luncheon and Keynote Address (Thursday, Oct 13) \$10,000
Conference Registration Charlie Card Badge Sponsor \$15,000
Internet Café \$10,000
Logo'd Bottled Water Sponsor (your logo on printed water bottles) \$7,500
Lunch Sponsor (Tuesday) \$7,500
Break Sponsors, 1 per Day \$3,500
Media Sponsor \$3,500
Conference Bag Insertion Advertising \$1,500

Sponsorship Description (select Date if applicable): _____

Sponsorship Amount: _____

Signature: _____ Date: _____

Payment Method: ___ check ___ credit card ___ I need an invoice

Credit Card (#): _____ Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Expiration Date: _____ Security Code: _____

For Company Check (mail to Smart Card Alliance 191 Clarksville Road, Princeton Junction, NJ 08550)
Payment is due by September 1st, 2007. Late payment may result in forfeiture of sponsorship

Fax or email completed form to: 609-587-4248
or
email: rvanderhoof@smartcardalliance.org