

June 22-24, Dublin, Ireland

2009 BICSI EUROPEAN Conference & Exhibition

EXHIBITOR AND SPONSORSHIP PROSPECTUS



Global Connections. Local Solutions.®

Bicsi®



Experience the exclusive opportunity to showcase your company and products at the 2009 BICSI European Conference, 22-24 June 2009 at the Citywest Hotel, Conference, Leisure & Golf Resort in Dublin, Ireland.

BENEFITS OF EXHIBITING

What separates this event from other exhibiting venues is the strength of the associated educational sessions. These sessions attract serious information transport systems (ITS) professionals who have paid a significant fee to attend the conference and view the exhibition. As a result, you will meet highly motivated prospects who are intent on learning the latest developments, solutions and practices surrounding ITS.

Exceptional Traffic

There are no conference sessions or training scheduled during exhibit hours. To ensure a crowd at your booth, BICSI provides hors d'oeuvres and beverages (alcoholic and nonalcoholic) during evening exhibit hours and continental breakfast during morning exhibit hours. In addition, exhibits and conference sessions are all located under one roof at the Citywest Hotel—ensuring higher attendance at the exhibition.

Company Exposure

BICSI expects more than 500 attendees and visitors to view the exhibits. Each exhibitor also gains additional exposure through a listing and company description in the on-site BICSI European Final Programme and on the BICSI Web site.

Conference Participation

Because exhibit hours do not conflict with the educational sessions, you have the opportunity to meet even more prospects during these sessions. You receive four representative registrations with full conference privileges (€495 value) in your exhibit space package.

Complimentary Exhibit Hall Passes

You also receive thirty Exhibit Hall passes (€50 value, each) to give to customers and prospects who might only want to attend the exhibits.

EXHIBITION FEES

3Mx3M	3Mx6M	3Mx9M
€4,250 by 22 June	€7,650 by 22 June	€10,625 by 22 June

- 1) Full service stand includes: back and side walls, company name, electric connection, daily cleaning service, three chairs, one table and credenza.
- 2) All prices are excluding VAT.
- 3) Price includes: four representative registrations with full conference privileges (€495 value), 30 complimentary Exhibit Hall passes for your guests (€50 value, each) and a 50-word exhibitor description in the BICSI European Final Programme and on the BICSI Web site.
- 4) 50% of the exhibition fee must accompany the application. After 17 April 2009, 100% of the exhibition fee is due.

CANCELLATIONS

50% of the total space rental fee will be retained for cancellation received before 17 April 2009. 100% of the total space rental fee will be retained for cancellations received on or after 17 April 2009. All cancellations or requests for a reduction in exhibit space must be made in writing.



EXHIBITION SCHEDULE

Exhibitor Move-in

(Convention Centre 1+2)

22 June.....8-13.30

Exhibitor Registration

(Foyer)

22 June.....7.30-19.00

23 June.....7.00-19.00

Exhibitor Briefing

22 June.....15.30-16.15

Special Events in the Exhibit Hall

(Convention Centre 1+2)

BICSI Reception and Exhibits

22 June.....16.30-19.00

23 June.....17.00-19.00

Coffee Break in the Exhibit Hall

23 June.....10.00-10.30

24 June.....10.00-10.30

Lunch in the Exhibit Hall

23 June.....12.00-13.30

24 June.....12.00-13.30

Tea and Coffee in the Exhibit Hall

23 June.....15.00-15.30

24 June.....15.00-15.30

Exhibitor Move-out

(Convention Centre 1+2)

24 June.....16.00-24.00

25 June.....7.30-18.00

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LOCATION AND ACCOMMODATIONS

Citywest Hotel, Conference, Leisure & Golf Resort

Saggart, Co Dublin, Ireland

Tel: +(35) 3 1 401 0500

Fax: +(35) 3 1 401 0945

Only 20km from Dublin airport and 15km from Dublin City Centre, Citywest Hotel is a four star resort renowned throughout Europe for its superb conference/meeting facilities and exquisite leisure activities.

When it comes to hotels, location is everything. Citywest certainly delivers with a beautiful setting amidst 380 acres of luscious Irish countryside. Once you've drawn your eyes away from the tranquil beauty of the surrounding landscapes, you'll find a conference, leisure and golf resort that enjoys a wonderful reputation. As well as the exceptional facilities, Citywest provides an oasis for both the business and leisure traveler with seamless four-star excellence, informal sophistication and warm and genuine Irish hospitality.

Guest Room Rates per Night:

€150 single room; €180 twin or double room.

All rates are per room, per night. Room rates include full Irish Breakfast and VAT.

Group Code: BICSI

Reservations must be made on or before 20 May 2009.

Rooms at the group rate are subject to availability.



WHO IS BICSI?

BICSI® is a professional association supporting the information transport systems (ITS) industry. ITS covers the spectrum of voice, data and video technologies. It encompasses the design, integration and installation of pathways, spaces, fiber- and copper-based distribution systems, wireless-based systems and infrastructure that supports the transportation of information and associated signaling between and among communications and information gathering devices.

BICSI provides information, education and knowledge assessment for individuals and companies in the ITS industry. We serve more than 25,000 ITS professionals, including designers, installers and technicians. These individuals provide the fundamental infrastructure for telecommunications, audio/video, life safety and automation systems. Through courses, conferences, publications and professional registration programmes, BICSI staff and volunteers assist ITS professionals in delivering critical products and services, and offer opportunities for continual improvement and enhanced professional stature.

WHO ATTENDS BICSI CONFERENCES?

BICSI conference attendees represent several aspects of the ITS and telecom industries. With such a diverse group and the buying power behind them, choosing to exhibit at a BICSI conference is a smart investment.

A typical BICSI audience includes:

- RCDDs® (Registered Communications Distribution Designers)
- ITS Design Consultants
- ITS Contractors
- Facility Owners and Managers
- Outside Plant (OSP) Engineers
- Communications Resellers and VARs
- Corporate and Government Communications Managers
- Network Designers and Administrators
- Cabling Infrastructure Installers and Technicians
- Architects and Consultants

2009 BICSI European Conference Sponsorship Opportunities

Gold Sponsorship

Price €12,000

- Company name and logo on all conference promotional material and final programme as Gold Sponsor
- Full-page ad in the official final programme
- Company literature in the delegate packs
- Advertorial on the proceedings CD-ROM
- Display in the BICSI Community Foyer
- Company name and logo on the 2009 BICSI European Conference Web site
- 4 complimentary delegate registrations including lunch
- 4 complimentary visitor passes to the exhibition and reception
- Attendee pre- or post-mailing labels

Silver Sponsorship

Price €7,000

- Company name and logo on all conference promotional material and final programme as Silver Sponsor
- Half-page ad in the official final programme
- Company name and logo on the 2009 BICSI European Conference Web site
- Company literature in the delegate packs
- Advertorial on the proceedings CD-ROM
- 2 complimentary delegate registrations including lunch
- 2 complimentary visitor passes to the exhibition and reception

Bronze Sponsorship

Price €5,000

- Company name and logo on all conference promotional material and final programme as Bronze Sponsor
- Company name and logo on the 2009 BICSI European Conference Web site
- Company literature in the delegate packs
- Advertorial on the proceedings CD-ROM
- 1 complimentary delegate registration including lunch
- 1 complimentary visitor pass to the exhibition and reception

Conference Totes

Price €5,000

Official conference totes will be distributed to all 500-700 conference delegates. Sponsorship of the totes will offer your company the greatest level of visibility as delegates walk throughout the Citywest Hotel, Dublin and their local communities with the conference totes in hand.

- Company logo and BICSI logo printed on a high quality 2009 BICSI European Conference tote. All delegates will receive the tote containing the final programme and other meeting related literature. Tote design is to be approved by BICSI.
- Your company name and logo will appear on all conference promotional material.
- Company logo on final programme.

Cyber Café

Price €5,000

A stylish cyber café where participants can check e-mail or surf the Web. You have the opportunity to sponsor the PCs at the café. For each sponsor, your return will be:

- signage displayed with your logo.
- invitation to ask two key questions to delegates as they use the café for the first time.
- company logo on final programme.

Evening Reception in Exhibition Hall

22 June, 16.30–19.00 Price €3,000

23 June, 17.00–19.00 Price €3,000

The socializing will continue on the second day of the conference with an informal reception in the exhibition area. This will be another good opportunity for conference delegates, exhibitors and sponsors to meet and network. Sponsorship will entitle your company to:

- placement of your company logo on buffet paper napkins available at each station.
- company logo on final programme.
- signage with the sponsor logo.
- company name and logo on all conference promotional material.

This option can be shared between a number of companies.

Lunch in the Exhibition Hall

23 June, 12.00–13.30 Price €2,000

24 June, 12.00–13.30 Price €2,000

A buffet lunch will be served to all delegates in the exhibition area on 23 June. Signs with the sponsor logo will be displayed and the sponsor will be mentioned as the sponsor for this event in the final programme.

Coffee Breaks

Price €3,000

Complimentary coffee/tea will be served daily to all delegates during the official coffee breaks. The serving points will be located in the exhibition hall. Signs with the sponsor logo will be displayed and the sponsor will be mentioned as the sponsor for this event in the final programme.

Conference Pens

Price €1,000

Each delegate will receive a pen imprinted with your company logo and the conference logo. As they take notes during the conference and in their future endeavors, they'll have you to thank for their written memories.

Full-Colour Advertisement in the Final Programme

Price €1,000

Special Placement:

Inside back cover..... Price €1,000

Back cover Price €2,000

Approximately 600-700 copies distributed

Size: A5

Receive an Early Bird Discount Rate of 15 percent off all sponsorships if the Sponsorship Agreement form is received by 31 March 2009. See the attached applications for details.

Contact Susan Baker at sbaker@bicsi.org for further information.

2009 BICSI European Conference Sponsorship Application



Sponsorships	Gold	Silver	Bronze
early bird deadlines ➔	<input type="checkbox"/> €10,200 by 31 March	<input type="checkbox"/> €5,950 by 31 March	<input type="checkbox"/> €4,250 by 31 March
	<input type="checkbox"/> €12,000 after 31 March	<input type="checkbox"/> €7,000 after 31 March	<input type="checkbox"/> €5,000 after 31 March
	22 June Evening Reception	23 June Evening Reception	Conference Tote
early bird deadlines ➔	<input type="checkbox"/> €2,550 by 31 March	<input type="checkbox"/> €2,550 by 31 March	<input type="checkbox"/> €4,250 by 31 March
	<input type="checkbox"/> €3,000 after 31 March	<input type="checkbox"/> €3,000 after 31 March	<input type="checkbox"/> €5,000 after 31 March
	23 June Lunch	24 June Lunch	Conference Pens
early bird deadlines ➔	<input type="checkbox"/> €1,700 by 31 March	<input type="checkbox"/> €1,700 by 31 March	<input type="checkbox"/> €850 by 31 March
	<input type="checkbox"/> €2,000 after 31 March	<input type="checkbox"/> €2,000 after 31 March	<input type="checkbox"/> €1,000 after 31 March
	23 June Coffee/Tea Breaks	24 June Coffee/Tea Breaks	Cyber Café
early bird deadlines ➔	<input type="checkbox"/> €2,550 by 31 March	<input type="checkbox"/> €2,550 by 31 March	<input type="checkbox"/> €4,250 by 31 March
	<input type="checkbox"/> €3,000 after 31 March	<input type="checkbox"/> €3,000 after 31 March	<input type="checkbox"/> €5,000 after 31 March
	Advertisement	Advertisement: Inside Back Cover	Advertisement: Back Cover
early bird deadlines ➔	<input type="checkbox"/> €850 by 31 March	<input type="checkbox"/> €850 by 31 March	<input type="checkbox"/> €1,700 by 31 March
	<input type="checkbox"/> €1,000 after 31 March	<input type="checkbox"/> €1,000 after 31 March	<input type="checkbox"/> €2,000 after 31 March

Total: _____

Full company name as it should appear (please print)

Company billing address (street/P.O. box) City State/Province Zip/Postal code

Country Phone Web site

Contact Primary contact title

Contact's phone Fax E-mail

Authorized signature Date

Payment: Visa MasterCard Bank transfer

Credit card number Expiration date

Billing zip code (required) Cardholder's phone

Name on credit card Signature of cardholder Date

Bank transfers:
Contact Susan Baker at sbaker@bicsi.org for more information and instructions.

Please return to BICSI by fax: +1 813.971.4311; or by mail to: BICSI Conference Department, 8610 Hidden River Parkway, Tampa, FL 33637-1000 USA

Important:
Logos must be received upon confirmation of sponsorship, but no later than 1 April 2009. Please e-mail to sbaker@bicsi.org. Logos must be type set and in JPEG, Vector or EPS format.