

Global Identity Summit



presented by the
Biometric Consortium and AFCEA

September 21-24, 2015
Exhibits: September 21-23
Tampa Convention Center
Tampa, Florida

GlobalIdentitySummit.org

Exhibit Opportunities

Sponsorship Opportunities

About the 2015 Global Identity Summit

The 2015 Global Identity Summit presented by AFCEA, NIST and NSA will address the important role that identity management plays in government and commercial applications worldwide. The conference focuses on: critical infrastructure, emergency response, law enforcement, healthcare, financial, boarder/physical security and other applications.

The Summit will be two and a half days of seminars, presentations and panel discussions with the participation of internationally recognized experts in biometric technologies, system and application developers, IT business strategists, and government and commercial officers.

An exhibit will provide your company with unparalleled opportunities to reach more than 2,000 top buyers, federal and state agencies and leading industry corporations.



“The Identity and Access Management market is expected to grow from \$9.16 billion in 2014 to \$18.30 billion in 2019.”

—MarketsandMarket Research

Keynotes:

John Wagner

Deputy Assistant Commissioner
U.S. Customs and Border
Protection

Mark Branchflower

Head of Fingerprint Unit
Interpol

Don Thibeau

Chairman
Open Identity Exchange

Mark DiFraia

Senior Director of Solutions
Strategy
MorphoTrust USA

Peter Swire

Georgia Institute of Technology



Who should exhibit?

Organizations that provide products and/or services related to:

- Big Data
- Civil ID
- Criminal ID
- Cyber Mobile
- DNA Recognition
- Earlobe Recognition
- Facial Recognition
- Fingerprint Recognition
- Gait Recognition
- Hand Geometry
- Iris Recognition
- Novel Biometrics
- PC/Network Access
- Point of Sales Authentication
- RFID & NFC
- Signature Verification
- Smart Card
- Surveillance
- Voice Verification
- And more

CURRENT EXHIBITORS

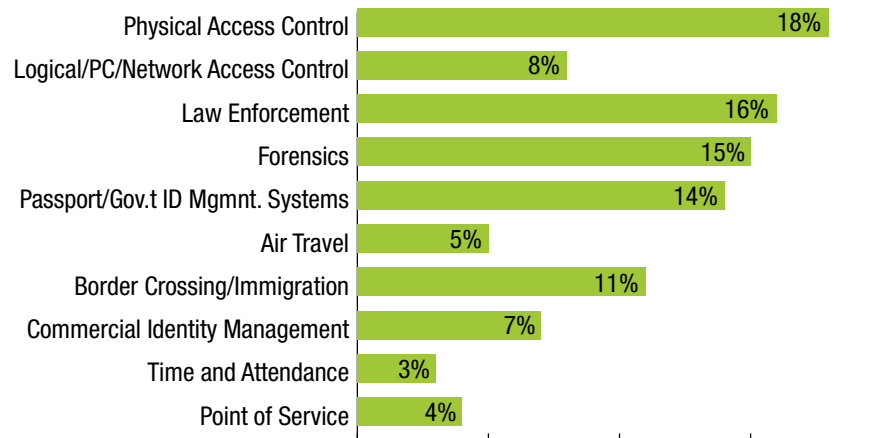
FLOOR PLAN

RESERVE A BOOTH

CONFERENCE WEBSITE

Attendee Demographics

Most common biometric method used by attending organizations



*Limited to one choice per registrant

60% have a direct role in purchasing

54% plan to implement biometric technologies within the next 24 months

31% plan of spending over \$100,000 on biometric related products and services in the next 24 months

“The Global Identity Summit provides an excellent opportunity for Government and Industry partners to learn about key programs and initiatives related to identity solutions.

The knowledge gained enables the industry to better collaborate with the government and provide their newest technology solutions to meet and exceed the organization's goals and objectives.

– Raffie Beroukhim
VP of Biometrics Division
NEC

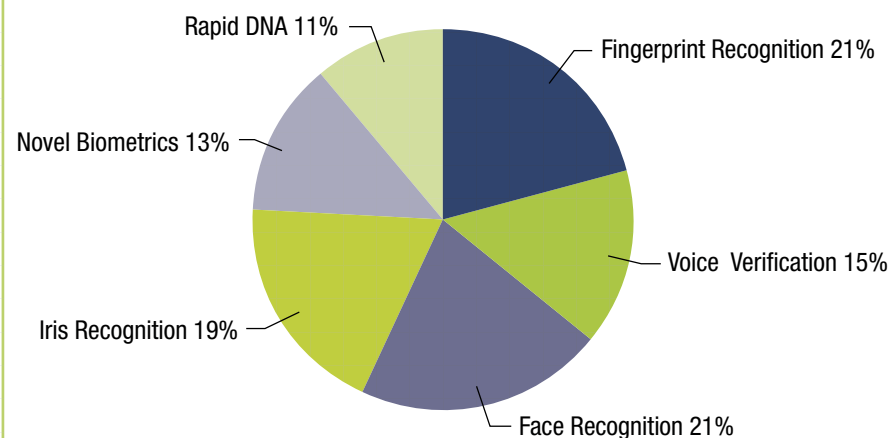
Reserve Your Exhibit Space Today! Contact:

SPARGO, Inc.
800-564-4220
703-631-6200
biometrics@jspargo.com

View a sampling of the 1,500 top buyers, federal and state agencies and leading industry corporations who attended the 2014 Global Identity Summit.

SAMPLE OF ATTENDEES

Biometrics products/services of interest to attendees



CURRENT EXHIBITORS

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Key Contacts

EXHIBIT/SPONSOR/ PATRON SALES

(How to exhibit; Cost of exhibit space; Reserve exhibit space; Change exhibit space; Contact change; Cancel exhibit space)

SPARGO, Inc.
703-631-6200

Bradley Eubank
bradley.eubank@jspargo.com

Skylar Stanley
Skylar.stanley@sparog

EXPOSITION MANAGEMENT

(Booth height restrictions; Exhibit space related questions; Booth set-up & tear down hours; Exhibitor Service Manual related questions; How and where to order services)

Judy Spargo, CEM
SPARGO, Inc.
703-631-6200
judy.spargo@jspargo.com

CONFERENCE LOGISTICS

Kayce Henderson
SPARGO, Inc.
703-631-6200
kayce.henderson@jspargo.com

REGISTRATION/HOUSING

(Booth personnel and attendee registration/badges; Badge allotments; Make changes to existing registrations; Registration inclusions/benefits; Hotel reservations)

Customer Service
SPARGO, Inc.
703-449-6418
biometricsregitration@jspargo.com

Exhibitions are the Most Effective Means for Reaching Decision-Makers.

- 84% of decision-makers who attend exhibitions come to plan for the future.
- 64% of attendees rely on exhibitions to keep up with industry trends.
- 71% of exhibition attendees will share information with 1 to 6 others back at the office.

Exhibit Space Rates

AFCEA Corporate Member Rate . . . \$30.00 per square foot *

Non Member Rate \$33.00 per square foot

Government/Military Rate \$21.00 per square foot

**Membership must be current at the time of the event to qualify for the member rate.*

Exposition Schedule

The schedule below is tentative and subject to change.

EXPO HOURS

Monday, September 21, 2015 5:30 pm – 7:30 pm

Welcome to Tampa Networking

Reception in Exhibit Hall

Tuesday, September 22, 2015 10:30 am – 5:30 pm

Wednesday, September 23, 2015 10:15 am – 5:30 pm

All booths receive the following:

- (2) full conference registrations per 10'x10' booth (\$1,390 value)
- Unlimited amount of booth personnel badges
- Pipe and drape, carpet, 1 table, 2 chairs
- 1 ID sign
- General exhibit hall security

2 Full Conference Registrations —A \$1,390 Value

Each 10'x10' booth includes two full registration passes to the Conference! The passes are absolutely invaluable for identifying quality buyers at conference sessions. Here's your chance to introduce yourself, your technology, and your solution — even before you return to the exhibit floor.

CURRENT EXHIBITORS

FLOOR PLAN

RESERVE A BOOTH

CONFERENCE WEBSITE



Be Visible Get Involved Win Business

To secure your sponsorship or patron opportunity, contact:

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Account Manager
AFCEA Event Team
c/o SPARGO, Inc.
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bradley.eubank@jspargo.com

Patron and Sponsor Program

Stand Out in the Crowd

If branding, lead generation and market visibility are important to your organization, the marketing and sponsorship opportunities available at the Global Identity Summit are exactly what you need.

Investment	Platinum	Gold	Silver	Small Business
AFCEA Corporate Member	\$10,000	\$7,500	\$3,500	\$1,500
Non-Member	\$11,500	\$8,800	\$4,250	
Pre-Event Marketing				
Company logo & link on event website	●	●	●	●
Banner ad & link on event website	●			
Company name on attendee updates/promotions	●	●	●	●
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
On-Site Marketing				
Opportunity to be included in relevant VIP tours	●	●	●	●
Company logo in show guide	●	●	●	●
Technology Preview “infomercial” at general sessions	●			
Company logo featured in slide presentation at general sessions	●	●	●	●
Visibility in event mobile app in the Sponsors tab	●	●	●	●
Branding on signage	●	●	●	●
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Lunch	4	3	2	2
Full Conference registrations	4	3	2	2
Thought Leadership				
White paper or report distribution on event website	●	●		

CURRENT SPONSORS

SPONSOR APPLICATION

CONFERENCE WEBSITE

EXHIBITOR PROSPECTUS



Platinum Patron Package

Platinum sponsorship is an exclusive opportunity to share the spotlight with defense industry trendsetters, mix with the most influential military, government and industry leaders, and define how the industry perceives your company.

Investment: Member \$10,000 Non-Member \$11,500

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Upgraded online listing to “4-Star” level (\$950 value) — including 250 word description, 5 products (logo & description), 6 press releases, online floorplan logo

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow — speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Technology Preview — “Infomercial” to be shown at general sessions (Patrons may provide one PowerPoint Slide with up to four images)
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch — 4 tickets
- Full Conference registrations — 4

Thought Leadership

- Distribution of company white paper or report on event website

CURRENT SPONSORS

SPONSOR APPLICATION

CONFERENCE WEBSITE

EXHIBITOR PROSPECTUS



Gold Patron Package

Gold sponsorship provides an excellent platform for you to elevate awareness, establish leadership, and drive pipeline with a high-traffic Expo presence, and great branding.

Investment: Member \$7,500 Non-Member \$8,800

Pre-Event

- Company logo on event website with link to corporate homepage
- Upgraded online listing to “3-Star” level (\$500 value) — including 50 word description, 3 products (logo & description), 5 press releases, online floorplan logo

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow — speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsors booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch — 3 tickets
- Full Conference registrations — 3

Thought Leadership

- Distribution of company white paper or report on event website

CURRENT SPONSORS

SPONSOR APPLICATION

CONFERENCE WEBSITE

EXHIBITOR PROSPECTUS



Silver Patron

Silver sponsorship is a great way to expand your presence within the industry through networking opportunities, and branding.

Investment: Member \$3,500 Non-Member \$4,250

Pre-Event

- Company logo on event website with link to corporate homepage
- Upgraded online listing to “2-Star” level (\$300 value) — including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow — speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch — 2 tickets
- Full Conference registrations — 2

Small Business Sponsor

NOTE: Company must be registered as a Small Business in the SBA CCR database to qualify.

Investment: Member \$1,500 Non-Member N/A

Pre-Event

- Company logo on event website with link to corporate homepage
- Upgraded online listing to “2-Star” level (\$300 value) — including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow — speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app under the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch — 2
- Full Conference registration — 2

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Additional Sponsorship Opportunities

As a Global Identity Summit 2015 sponsor, you can choose a variety of individual options to increase brand impact, drive demand, build buzz, and engage the Global Identity Summit audience. Sponsorships can be designed to best complement your marketing strategy.

Welcome to Tampa Networking Reception — \$10,000

Includes Platinum Patron benefits, Plus:

- Company logo on Schedule of Events where reception is listed
- Company logo on sponsor signs throughout the reception area
- Company logo on signs/napkins on all reception stations and 50 drink tickets for your corporate reps
- Exclusive opportunity to provide giveaways at the reception

Wednesday Lunch (Seated in ballroom) — \$10,000

Includes Platinum Patron benefits, Plus:

- Company logo on Schedule of Events where lunch is listed
- 1 seat for senior corporate representative at speaker's table
- Opportunity to introduce the moderator of the lunch panel
- Company logo on signage in the ballroom
- Exclusive opportunity to provide giveaways at the lunch

Official Mobile App — \$10,000

The Mobile App keeps show attendees connected, engaged and informed. This tool provides access to all conference details including exhibitor and sponsor directory, booth listing and Exhibit Hall map, social media, alerts and much more!

- Put your company logo on the mobile app and event website with a link to your company website. Your company will also be recognized as a sponsor in the show guide. This exciting opportunity will get you in front of thousands of Global Identity Summit attendees before, during and after the show.

Tuesday Lunch (Boxed Lunch in the Exhibit Hall) — \$7,500

Includes Gold Patron benefits, Plus:

- Company logo on Schedule of Events where lunch is listed
- Company logo on signs/napkins on all lunch stations
- Exclusive opportunity to provide giveaways at the lunch

Thursday Lunch (Buffet Lunch in Ballroom D) — \$7,500

Includes Gold Patron benefits, Plus:

- Company logo on Schedule of Events where lunch is listed
- Company logo on signs/napkins on all lunch stations

Exclusive opportunity to provide giveaways at the lunch

Continental Breakfast — \$5,000 (3 Available)

Includes Silver Patron Benefits, Plus:

- Company logo on Schedule of Events where breakfast is listed
- Company logo on signs/napkins on all breakfast stations

Registration — \$5,000

Includes Silver Patron benefits, Plus:

- Company logo wherever registration hours are listed
- Sponsor signage in the registration area
- Exclusive opportunity to provide giveaways and/or literature in the registration area

Cyber Café — \$5,000

Includes Gold Patron Benefits, Plus

- Company logo on wherever cyber café hours are listed
- Sponsor banner above cyber café
- Additional sponsor signs for the cyber café area

(PLEASE NOTE: Sponsor is responsible for set-up and construction costs, including all equipment)

Attendee Tote Bags — \$5,000 for the sponsorship opportunity — cost of bags not included

Includes Gold Patron benefits

Sponsor to provide lanyards in desired quantity of 1,000. AFCEA must approve lanyard before it is produced/shipped to the event.

Audio-visual sponsorship — \$5,000 each (2 available)

Includes Silver Patron benefits, Plus:

A GREAT way to enhance your visibility to attendees during General Session!

- Recognition of company name/logo and or infomercial on AV slide at general session
- Sponsor signage in the General Session area on day of sponsorship
- Opportunity to place two free standing banners (that you provide) in General Session area

Ice Cream Social — \$5,000

Includes Silver Patron benefits, Plus:

- Company logo on Schedule of Events where breaks are listed
- Company logo on signs/napkins on all break stations
- Exclusive opportunity to provide giveaways at the lunch

Coffee Breaks — \$4,000 (3 available)

Includes Silver Patron benefits, Plus:

- Company logo on Schedule of Events where breaks are listed
- Company logo on signs/napkins on all break stations
- Exclusive opportunity to provide giveaways at the lunch

Show Guide — \$4,000

Includes Silver Patron Benefits, Plus:

- Show Guide cover—company name, logo, website, and booth number

Lanyards — \$3,500 for the sponsorship opportunity — cost of lanyards not included

Includes Gold Patron benefits

Sponsor to provide attendee tote bags in desired quantity of 800. AFCEA must approve tote bag before it is produced/shipped to the event.

“You are Here” Kiosks on Exhibit Floor — \$3,500 each (2 available)

A GREAT way to enhance your visibility on the Exhibit Floor!

- Company logo on event website with link to corporate homepage
- Company logo in show guide
- Company logo in slide presentation at general sessions
- Company Logo/Booth Number or ad will appear on two sides of each Kiosk
- One ticket to the Speaker/Sponsor Networking Lunch

“Tower of Power” Advertising Displays — \$1,500 (Double-sided) /\$4,000 (four-sided)

Advertise on meter boards displayed in highly visible/high-traffic areas throughout the event!

- Company logo in show guide
- Company logo in slide presentation at general sessions
- Single-panel, double-sided (two available) (includes one ticket to the Speaker/Sponsor Networking Lunch) — \$1,500
- 4-sided tower and includes Silver patron benefits (one available) — \$4,000