

Global Identity Summit



presented by the Biometric Consortium Advisory Group



GlobalIdentitySummit.org

INCLUDES and EXPANDS upon the



Biometric Consortium Conference
and Technology Expo

September 16 – 18, 2014

Tampa Convention Center
Tampa, Florida

Sponsored by:



Supported by:

NIST
National Institute of Standards and Technology
U.S. Department of Commerce



About the 2014 Global Identity Summit

The 2014 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, border/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.



“We anticipate that the overall Identity Management market will increase to \$6.9 billion in 2017.”

— Sally Hudson, research director for Identity and Access Management BuyerPulse

“The biometrics market is estimated to grow from \$4.2 billion in 2010 to \$11.2 billion in 2015. The growth of the biometrics market is mainly due to increasing concerns worldwide in terms of strengthening national security.”

— MarketsandMarket Research

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

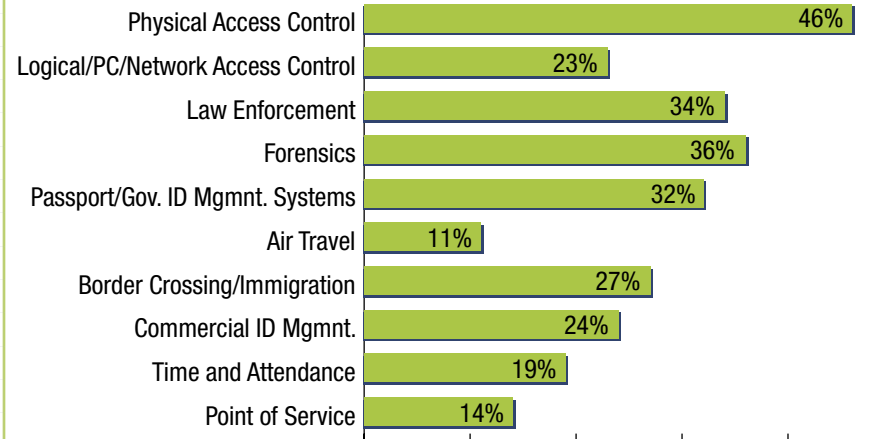
“For more than ten years, the Biometrics Technology Expo has been one of the most important exhibition and networking events for Cognitec Systems. A face recognition technology company with global customers, Cognitec has benefited from meeting relevant end-customers and partner companies and showcasing our products at the Expo. We also attend the concurrent Biometric Consortium Conference to learn about the latest developments and issues in the biometrics industry, network with industry peers and participate in the current debates concerning the biometrics field.

— Elke Oberg
Marketing Manager
Cognitec Systems GmbH

Attendee Demographics

(previous Biometric Consortium Conference)

Biometrics methods used by 2013 attending organizations



71% have a direct role in purchasing

55% plan to implement biometric technologies within the next 24 months

62% 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.

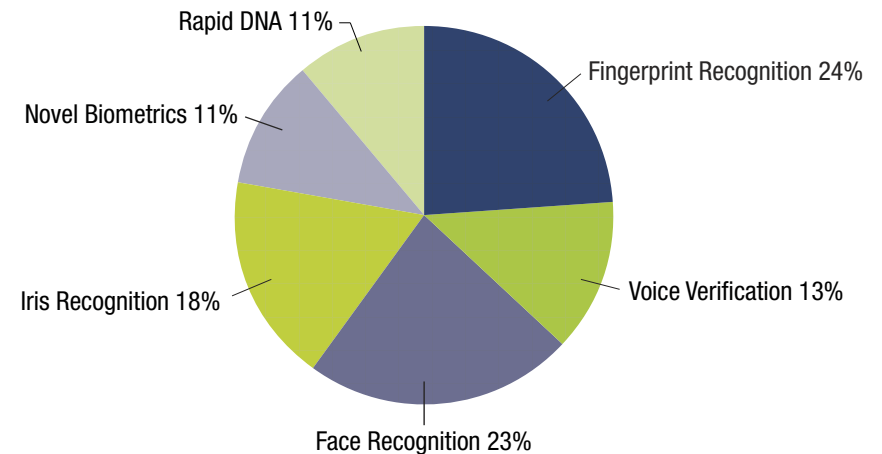
– Raffie Beroukhim
VP of Biometrics Division
NEC

Reserve Your Exhibit Space Today! Contact:

J. Spargo & Associates, Inc.
800-564-4220
703-631-6200
biometrics@jspargo.com

View a sampling of the 2,000 top buyers, federal and state agencies and leading industry corporations who attended the 2013 Biometric Consortium Conference and Technology Expo.

Biometrics products/services of interest to attendees



Key Contacts

EXHIBIT/SPONSOR/ PATRON SALES

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

J. Spargo & Associates, Inc.
703-631-6200

Bradley Eubank
Bradley.eubank@jspargo.com

Paul DoCarmo
Paul.docarmo@jspargo.com

Connie Shaw
Connie.shaw@jspargo.com

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
J. Spargo & Associates, Inc.
703-631-6200
judy.spargo@jspargo.com

CONFERENCE LOGISTICS

Tiffany Melton
J. Spargo & Associates, Inc.
703-631-6200
tiffany.melton@jspargo.com

REGISTRATION/HOUSING

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

Customer Service
J. Spargo & Associates, 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

Tuesday, September 16 2:00 – 6:30PM

Welcome to Tampa Networking

Reception in Exhibit Hall 5:00 – 6:30PM

Wednesday, September 17 10:00AM – 4:00PM

Thursday, September 18 8:30AM – 12:00PM

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.



Be Visible Get Involved Win Business

To secure your sponsorship or patron opportunity, contact:

Bradley Eubank
Account Manager
AFCEA Event Team
c/o J. Spargo & Associates, Inc.
800-564-4220 | 703-631-6200
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	\$6,000	\$3,500	\$1,500
Non-Member	\$11,500	\$7,050	\$4,250	N/A
Pre-Event Marketing				
Company logo & link on event website	●	●	●	●
Banner ad & link on event website	●	●		
Company name on attendee update/promotional emails	●			
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
On-Site Marketing				
Opportunity to be included in relevant VIP tours	●	●	●	●
Technology Preview “infomercial” at general sessions	●			
Company logo featured in PowerPoint presentations at general sessions	●	●	●	●
Branding on signage	●	●	●	●
Customer, Executive and Team Experiences				
Speaker and Sponsor Leadership Lunch	4	4	2	2
Conference registrations	4	2	2	2
Corporate meeting room opportunity	\$7,500			
Thought Leadership				
Whitepaper or report distribution on event website	●	●		
Post-Event Marketing				
Whitepaper or report in Knowledge Showcase	●	●		

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 update/promotional emails
- Upgraded online listing to “4-Star” level (\$950 value) – including 250 word description, 5 products (logo & description), 6 press releases, online floor plan logo

On-Site

- Opportunity to be included in relevant VIP Tours
- Technology Preview – “Infomercial” to be shown at general sessions (Patrons may provide on PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences


- Speaker and Sponsor Leadership Lunch— 4 tickets
- Conference Registration— 4 full conference registrations
- Corporate meeting room opportunity (limited availability, at a cost of \$7,500)

Thought Leadership

- Distribution of company white paper or report on event website

Post-Event

- Inclusion of company white paper or report on the AFCEA Knowledge Showcase for one year



The IAM Market is estimated to grow from \$5.13 billion in 2013 to \$10.39 billion in 2018. This represents a Compound Annual Growth Rate (CAGR) of 15.1% from 2013 to 2018. In terms of regions, North America is expected to be the biggest market in terms of revenue contribution, while emerging economies such as Asia Pacific (APAC) and Middle East and Africa (MEA) are expected to experience increased market traction with high CAGRs, in the due course.

— Identity and Access Management (IAM) Market Report, Published August 2013, marketsandmarkets.com



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 \$6,000 Non-Member \$7,050

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Upgraded online listing to “3-Star” level (\$500 value) – including 50 word description, 3 products (logo & description), 5 press releases, online floor plan logo

On-Site

- Opportunity to be included in relevant VIP Tours
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Leadership Lunch—4 tickets
- Conference Registration—2 full conference registrations

Thought Leadership

- Distribution of company white paper or report on event website

Post-Event

- Inclusion of company white paper or report on the AFCEA Knowledge Showcase for one year



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 hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- 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
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker/Sponsor Leadership Lunch—2 tickets
- Conference Registrations—2 full conference registrations

Small Business Sponsor

NOTE: Company must have a valid AFCEA Membership at the time of the event and 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 hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- 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
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker/Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations

To secure your sponsorship or patron opportunity, contact:

Bradley Eubank, Account Manager
 AFCEA Event Team
 c/o J. Spargo & Associates, Inc.
 800-564-4220 | 703-631-6200
bradley.eubank@jspargo.com

Additional Sponsorship Opportunities

As a Global Identity Summit 2014 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

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—4 tickets
- Conference Registration—4 full conference registrations
- Technology Preview – “Infomercial” to be shown at general sessions (Sponsor may provide one PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation at general sessions
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the reception

Official Mobile App - \$8,000

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 hyperlink to your company website. This exciting opportunity will get you in front of thousands of Global Identity Summit attendees before, during and after the show.

Lunch (Exhibit Hall) — \$8,000 – 2 available

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—4 tickets
- Conference Registration—4 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logo on all breakfast stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the lunches

Continental Breakfast — \$5,000 – 3 available

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logon all breakfast stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the breakfasts

Registration – \$5,000

Registration is always a “happening place” both online, and live at the event! This Sponsorship ensures your Company Name and Logo will be highly visible.

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions
- Large sponsor banner in the registration area with your company logo
- Opportunity to create splash screen ad for all onsite registration computers
- Exclusive opportunity to provide giveaways at registration

Cyber Café – \$5,000

Attendees will gather at your Cyber Café throughout the event, spending plenty of time with your sales and marketing team! (PLEASE NOTE: Sponsor is responsible for set-up, construction costs, equipment and internet)

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions
- Sponsor banner above cyber café – stand out in the exhibit hall!

Attendee Tote Bags – \$5,000

(plus cost of bags)

Attendees love their official totes; you will get great visibility with everyone “toting” your logo!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions

Lanyards – \$3,500

(plus cost of lanyards)

Every attendee needs a badge, and every badge goes out with a lanyard; EVERYONE at the conference will be wearing YOUR Logo!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions

**To secure your
sponsorship or patron
opportunity, contact:**

Bradley Eubank, Account Manager
AFCEA Event Team
c/o J. Spargo & Associates, Inc.
800-564-4220 | 703-631-6200
bradley.eubank@jspargo.com

Coffee Breaks (AM & PM Available Tuesday, Wednesday; Thursday AM only) – \$3,000 each

OR, BUNDLE the whole day for only \$5,000!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logo on all break stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the break

“You are Here” Kiosks on Exhibit Floor – \$2,500 each – 2 available

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

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo, booth number or ad will appear on two sides of each Kiosk
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions

“Sponsor Highlight” Email Blast – \$2,500 – 1 available

AFCEA will spotlight your company in a promotional email; a great way to invite attendees to see you at the show!

- Company logo on event website with hyperlink to corporate homepage
- Company logo and booth number in the “Come See Us – Sponsor Highlight” email

Premium Snack Sponsorship Options – \$2,000 (For Exhibitors Only)

(plus cost of equipment/material)

- Coffee Station
- Smoothie Machine
- Popcorn Machine
- Logo signage and napkins on all food stations
- Company logo on event website with hyperlink to corporate homepage
- PowerPoint Logo presentation at general sessions

“Tower of Power” Advertising Displays

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

- 4-sided tower and includes Silver patron benefits (one available) — \$4,000
- Single-panel (two available) — \$1,500

**To secure your
sponsorship or patron
opportunity, contact:**

Bradley Eubank, Account Manager
AFCEA Event Team
c/o J. Spargo & Associates, Inc.
800-564-4220 | 703-631-6200
bradley.eubank@jspargo.com