



BRITISH CHAMBER
OF COMMERCE IN BELGIUM



The 3rd Annual **Collaborative Border Management Conference 2012**

Collaborative Border Management: Delivering Smart and Secure Borders

A one day conference / 27th March 2012 / Brussels



Sponsorship Prospectus

Organised by



Contact: James Wilmott
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www.bordermanagement.eu

The 3rd Collaborative Border Management Conference 2012

Collaborative Border Management: Delivering Smart and Secure Borders

27th March 2012 . Brussels



Event Proposal & Structure Overview

Now in its third year, the Collaborative Border Management Conference will again gather the border control and customs community in Brussels to discuss the pressing issues from business, technology and policy perspectives, facing industry and the public sectors around Europe.

The event aims to both showcase innovative emerging technologies while also addressing the key political and policy dimensions which underpin them.

If your company is involved in the border management industry and would see value in such positioning, you will find below outline details of the sponsorship packages that are currently available. These packages are offered on a first-come, first serve basis and will be offered to a limited number of organisations only.



Key points regarding the event:

- A 1 day conference featuring keynote speakers and interactive discussion panels. Speakers will represent those organisations at the forefront of border management technology development, policy-makers, border agencies, researchers and other experts.
- A pan-european communication campaign targeting stakeholders including border and customs agencies, immigration authorities, European and member state policy-makers, international press, think-tanks, industry and NGOs.

Previous speakers have included:

Jonathan Faull, Director-General, DG Justice, Freedom and Security, European Commission

Peter Hustinx, European Data Protection Supervisor

Antoine Brugidou, Member of the Board of Directors, Accenture Public Service Operating Group

Steve Davis, Regional Director and Minister (Immigration), Australian High Commission, London, Head of Business Design and Change, e-Borders programme, UK Border Agency

Frank Paul, Head of Unit, C2, IT Projects: Infrastructure and legal issues, DG JLS, European Commission

Sally Cook, JHA, UK Permanent Representation

Erik Berglund, Director of Capacity Building, FRONTEX

Janusz Karpiuk, Chief of Telecommunications Department, Polish Border Guards

Bert Wezenberg, Director of the Program Innovation Bordermanagement, Dutch Immigration Authorities

Henrik Nielsen, Deputy Head of Unit, C1, Border Management and Return Policy, European Commission

Mr Robin Dodridge, Director of Corporate Operations, Port of Dover

Mr Peter Nevitt, Director Justice and Public Safety, Oracle

Mr Thorsten Schiefer, Director, Government & Security, SITA

Mr Allen Bruford, Deputy Director, World Customs Organisation

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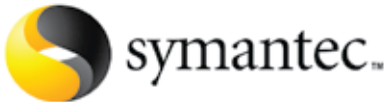
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Previous Sponsors



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Audience Breakdown



Based on audience of 220 delegates.

Corporate Organisations	40%
Customs, Border and Immigration Authority	30%
EU Institutions	17%
Not-for-Profit Organisations	8%
Press	5%

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2012 Sponsorship Packages Strategic Partner

Sponsor Confirmed

This package offers the opportunity to become the main sponsor for the event with all the associated benefits this brings. This package is exclusive and limited to one organisation only.

Please refer to the key benefits below for further information

Key Benefits

Your organisation
border agencies
representative

- An opportunity to be the main sponsor of the event
- A high visibility role

Visibility

Your organisation

- **Named** as the main sponsor of the event
- 1. Conference logo
- 2. Front of programme
- 3. Invitation to EU institutions
- 4. Front of programme
- 5. Conference logo
- 6. Forum Europe logo
- 7. Front of targeted list
- A full-page advertisement in the programme
- Personalised invitation to the event from the host organisation
- The website as one of the main sponsors
- Space for a logo

Sponsor
Confirmed

visibility
valuable player

to policy-makers,
ability to place a company

and a hyperlink to your website.

(in hard copy format).

one sent to a targeted list of 10,000 stakeholders
trade associations, etc.

(section).

speaker.

proposed speaker.

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Supporting Partner Package



€10,000

This package enables you to become one of the partner organisations for the event. It offers excellent branding and visibility opportunities plus a number of other benefits, and ensures that your organisation is positioned as an important and valuable player in the border management debate, from both practical and policy perspectives.

Your organisation will receive an excellent level of visibility at all stages in the communication of the event to policy-makers, border agencies, press and other stakeholders.

Key to this package is that you will have the opportunity to have a company representative as a speaker at the conference.

● **Named as a Supporting Partner on all materials, you will benefit from:**

1. Ability to place appropriate company representative as a speaker.
2. Your company logo on the conference website, along with information about your organisation and a hyperlink to your website.
3. Your company logo on the front of the conference brochure (distributed electronically and in hard copy format).
4. Your company logo on and url on Invitation mailings, minimum three mailings, each one sent to a targeted list of 10,000 stakeholders from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Your company logo on the front of the delegate folders.
6. Conference platform banner with your company logo (both fixed & by projection).
7. Space for an exhibition stand in the refreshments area.
8. 5 free places to attend this event in addition to any proposed speaker.

Please note that the Supporting Partnership Package is limited to 4 companies in total and will be offered on a first come-first-serve basis. If you are interested in becoming involved in this event or would like to discuss the opportunities enclosed, please contact **James Wilmott** on +44 (0) 2920 783 022 or james.wilmott@forum-europe.com

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Event Sponsor



€6,000

This package enables you to become one of the Event Sponsors. It offers excellent branding and visibility opportunities and ensures that your organisation is recognised as a key stakeholder in the debate.

● **Named as an Event Sponsor on all event materials, with your logo appearing on:**

1. Your company logo on the conference website, along with information about your organisation and a hyperlink to your website.
2. Your company logo on the front of the conference brochure (distributed electronically and in hard copy format).
3. Your company logo on and url on Invitation mailings, minimum three mailings, each one sent to a targeted list of 10,000 stakeholders from industry, EU institutions, permanent representations, governments, trade associations, etc.
4. Your company logo on the front of the delegate folders.
5. Conference platform banner with your company logo (both fixed & by projection).
6. 3 delegate places.

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