

Future Soldier[®] EXHIBITION & CONFERENCE INTERNATIONAL

AFCEA „FUTURE OF CYBER“ CONFERENCE
EUROPEAN MILITARY PRESS ASSOCIATION CONGRESS 2012
MEETING OF THE NATO WORKING GROUP LCG LAND ENGAGEMENT

17 - 19 October 2012

Future Soldier Exhibition & Conference
Fairgrounds PVA EXPO Prague, Czech Republic

**NETWORKING
FOR DEFENCE
AND SECURITY EXPERTS**

www.natoexhibition.org

Main Partner



Main Partner



General Partner of the Conference

Deloitte.



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Under the Auspices of:

Czech Ministry of Defence
Czech Armed Forces
Castle Guard
Military History Institute Prague
AFCEA
University of Defence

Czech Chamber of Commerce
Defence and Security Industry
Association of the Czech Republic
Association of Guns and Ammunition
Manufacturers and Sellers of the
Czech Republic

Media Partners:

European Military Press Association
Mönch Publishing Group
Homeland Security
Defence Procurement
Kommando
A REPORT
MS Line
ATM



Supported by:



Technical Partners:



Main Goals for exhibitors and visitors



Future Soldier[®]
EXHIBITION & CONFERENCE
INTERNATIONAL

You will

- » **Meet BUYERS AND DECISION-MAKERS** – executive level, from more than 60 countries;
- » Establish and maintain contacts with the **HIGH REPRESENTATIVES** – official delegations from the NATO HQ (NATO C&I Agency, NATO Support Agency), the European Defence Agency, North Atlantic Treaty Organization, Partnership for Peace, Mediterranean Dialogue, Istanbul Cooperation Initiative and other regional organizations;
- » Communicate with **JOURNALISTS** from more than 25 countries (North Atlantic Treaty Organization, Partnership for Peace, Mediterranean Dialogue, Istanbul Cooperation Initiative and other countries);
- » **BE INVOLVED IN THE THINK TANK:** latest topics – cyber security, smart defence, new challenges, new technologies, state-of-the-art products, experts in defence and security, business meetings, conferences, experts in vehicles and soldier personal equipment, acquisition, etc.
- » Attend **INDIVIDUAL MEETINGS** - possibility to meet the decision-makers, buyers, chiefs of procurement or high military representatives, one-to-one business lounge;
- » **MAKE YOURSELF VISIBLE WORLDWIDE** - over 7 000 visitors, 45 official delegations, journalists from 27 countries;
- » See presentation of the **STATE-OF-THE-ART** future soldier technologies;
- » Enjoy **DYNAMIC PRESENTATION** – possibility to present your business interactively.



Important and worldwide recognized and respected forum of military experts and procurement decision makers

- » Organized under the auspices of the **Minister of Defence of the Czech Republic** and **AFCEA**;
- » Focused on the advanced technologies in defence & security
- » The FSEC has gained a **great reputation** within the international professional military community since it was first launched. It has attracted attendees from countries of:
 - the North Atlantic Treaty Organisation
 - the Euro-Atlantic Partnership Council
 - the Mediterranean Dialogue
 - the Istanbul Cooperation Initiative
 - other regions, such as i.e. Australia, New Zealand, South Africa, South Korea, China, etc.;
- » **The VIP participants and main speakers** at the 2012 forum will include representatives of NATO Allies and Partners at the level of:
 - Minister of Defence
 - Chief of General Staff
 - National Armaments Director
 - Head of the University of Defence
 - General Manager of the NATO Agencies (NATO C&I Agency, NATO Support Agency, NATO Standardization Agency)
 - Representatives of the NATO Chain of Command (ACT, NATO Schools) and Centres of Excellence
 - AFCEA International
 - European Military Press Association (EMPA), Istanbul Cooperation Initiative journalists
 - Scientists in the area of military technologies, etc.;



FUTURE SOLDIER EXHIBITION & CONFERENCE

Date	17 – 19 October 2012
Location	PVA EXPO Letnany, Prague
Duration	three days
Opening hours	09:30 – 17:00

Entrance for visitors:
free after registration

ACCOMPANIED EVENTS:

AFCEA “FUTURE OF CYBER” Conference

Date	17 - 18 October 2012
Location	PVA EXPO Letnany, Prague
Opening hours	13:30 – 17:00; 10:00 – 17:00

Registration fee
200 EUR (exl. VAT)

EUROPEAN MILITARY PRESS ASSOCIATION Congress

17 – 19 October 2012
PVA EXPO Letnany, Prague
13:30 – 17:00; 10:00 – 17:00; 13:30 – 17:00

OFFICIAL PARTY

Date	17 October 2012
Location	Prague Downtown - tbd
Opening hours	20:00 – 02:00

OFFICIAL PLENARY Meeting

17 October 2012
PVA EXPO Letnany, Prague
11:30 – 12:45

Meeting of the NATO working group LCG - LAND ENGAGEMENT

Date	17 October 2012
Location	PVA EXPO Letnany, Prague
Opening hours	13:30 – 17:00

Exhibitors only are allowed to:

- * enter the VIP lounge
- * rent a business lounge
- * enter a professional panel discussion

- * attend informal meetings with VIPs
- * order presentation of their company at the private meetings of the experts

- * order a PR article in EMPA periodicals
- * order participation at the EMPA Congress
- * enter the Official party

All participants and visitors must be over 18 years

For more details see
natoexhibition.org



AFCEA “FUTURE OF CYBER” Conference

The conference is organized by AFCEA and Cyber Security Working Group of AFCEA Czech Chapter

- » The conference is aimed primarily at the security and information community of the public sector, armed and security forces, cooperation of the academic world and the private business in the projects of public interest with special focus on the recent cyber topics.
- » The conference will also provide the answers to questions of how the cyber security and modern information and communication technology relates to a regular citizen.
- » The newly created National Centre for Cyber Security will also be represented in the conference framework.
- » **The conference will focus on the following topics:**
 - ◆ Future of Cyber
 - ◆ Cyber versus Law & Ethics (discussion panel)
 - ◆ Future Cyber Soldier
 - ◆ Future Cyber Forces
 - ◆ Future Cyber Threats, protection and solutions
 - ◆ Cyber Security: Life Hacking
- » **Users:**
 - ◆ Government, Armed Forces, Integrated Emergency Management System, International Organizations, Defence and Security Industry
- » **Customers:**
 - ◆ NATO HQ, EDA
 - ◆ NATO, EAPC, MD, ICI countries
 - ◆ India, Brazil, Japan, Republic of South Africa, Australia, New Zealand, China, Vietnam



Main Speakers of the AFCEA “FUTURE OF CYBER” Conference



Air Commodore Bruce Wynn, OBE, FBCS, CITP (RAF Retired)

Freelance Cyber Consultant and member of AFCEA's International Cyber Committee (program adviser)

From the point of view of a bad guy, Bruce will explore the aims, mechanics and results of cyber-attacks on sensitive systems and will demonstrate (live!) some of the techniques and explore some of the business models under which the bad guys work.



Mr. Robert Lee Ayers
Defence & Security Expert

Security Professional with long-term experience in the British Defence and security industry and government. He established the first UK Department of Defence Computer Emergency Response Team (CERT), the first Penetration Testing program, the first Infosec training program and the first Technical Goal Security Architecture for all DoD systems.



Dr. Radim Polčák, Ph.D.
Head of The Institute of Law and Technology at Faculty of Law, Masaryk University Brno, Czech Republic

Founder of the international Cyberspace Symposium and the founder and editor-in-chief of The Masaryk University Journal of Law and Technology as well as The Law and Technology Review.



Col. John Doody (Ret.)
Strategic Cyber Adviser, United Kingdom

John Doody is a FCMI, a FBCS, a Chartered Information Technology Practitioner, a member of the British Computer Society Community of Security Expertise, a Member of the Institute of Directors and a Member of the Institute of Information Security Professionals (ISSP). He is a retired officer of the Royal Corps of Signals, Corps he served for 32 years rising to the rank of Colonel.



Mr. Aleš Špidla
Director, IT Department, State Institution for Drugs Control, Cyber Security Specialist

Former Director of Cyber Security Department of Ministry of Interior of the Czech Republic and co-author of Cyber Security Strategy of the Czech Republic.



Col. Ivan Ilavský
Commander, J6, Slovak Armed Forces

Member of the conference programme committee



Gen. Mieczysław Bieniek
Deputy Supreme Allied Commander Transformation

General Bieniek was born in Krapkowice, Poland, on 19 June 1951. He joined the Polish Army as an Officer Cadet in 1969.



Col. (Ret.) Jaroslav Kočovský
Security Director, Ministry of Defence, Czech Republic

Security Director of the Ministry of Defence of the Czech Republic and Board Member of the AFCEA Czech Chapter.



Meeting of the NATO working group LCG (LAND ENGAGEMENT)

- » NATO Land Engagement (LCG) will hold a regular meeting simultaneously with the FSEC 2012. This meeting will be attended by more than 50 delegates from NATO, PfP and other countries (Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Italy, Iceland, Lithuania, The Netherlands, Norway, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United States and United Kingdom).

- » **The main LCG - Land Engagement topics of interest are:**
 - ◆ combat vehicles
 - ◆ support vehiclesincluding weapon systems and associated ammunition, supporting systems as well as future vehicle and trials characteristics and standards.

- » **LCG - Land Engagement is also seeking to identify and develop potential field of cooperation in the following areas:**
 - ◆ weapons systems and supporting systems
 - ◆ interchangeability and improvement of ammunition
 - ◆ definition of future vehicle characteristics and standards
 - ◆ trials definition and organisation
 - ◆ testing

Limited number of **FSEC 2012 exhibitors** would be able to **present their activities during the working group meeting**



European Military Press Association Congress

- » EMPA is the Association for:
 - chief editors and directors of military periodicals and audio-visual training tools and means of information published in Europe, of European, national or superregional importance
 - for other persons who are experts in security and defence policy and publish in European military and other media
- » **EMPA - offers** Forum for Information and Communication Exchange of experience Exchange of media
- » All the **FSEC 2012 exhibitors are able** to use the opportunity to advertise their activities in the EMPA's periodicals prior to the event

Limited number of **FSEC 2012 exhibitors** would be able to **present their activities during the EMPA Congress**

Official Plenary Meeting

- » All participants of the event will have an opportunity to attend the presentation of VIPs about the current and near future NATO, EDA activities in the area of Cyber Defence, Smart Defence, Future Soldier Technologies, etc.
- » All VIPs will be at the level of Minister of Defence, Chief of staff, Head of International agency, etc.





The FSEC 2012 has carried out a very comprehensive marketing and sales campaign to ensure that only top quality experts attend the three-day event. This includes:

»» **Press & International media**

The EMPA (European Military Press Association) provides a forum for the military journalists from all over Europe to share and exchange information and ideas on relevant issues. The EMPA has more than 100 members from 22 member countries.

The EMPA members support the FSEC 2012 in their marketing efforts by

- encouraging EMPA member newspapers to promote the FSEC 2012
- providing information on national armament companies, potential exhibitors
- promoting the FSEC 2012 on the EMPA homepage and in the EMPA news
- attending the FSEC 2012 with 40 to 50 military and non-military expert journalists reporting about the event

»» **Presentations**

Presentations have been delivered to the NATO HQ, military camps, police branches and all related subjects in order to encourage top ranking military and police officers to attend. More than 70 invitation letters have been sent out to the level of the 1st Deputy Minister of Defence ranks.

»» **E-newsletter**

A series of e-newsletters are distributed to the top target audience comprising more than 12,000 individuals.

»» **Promotion at international Defence & Security exhibitions**

The FSEC 2012 has been promoted through visiting and exhibiting at relevant major Defence & Security exhibitions around the world.

»» **Registration & Website**

The FSEC 2012 website is greatly interactive and contains all latest information about the event and other related events. The website also includes an online registration form.

»» **Participation in the business mission, India and Vietnam**

attended by the Minister of Defence and representatives of the Supreme command of the Czech Armed forces



Exhibitors only are allowed to:

- * enter the VIP lounge
- * rent a business lounge
- * enter professional panel discussion

- * to attend informal meeting with VIPs
- * order presentation of their company at private meetings of experts

- * order a PR article in EMPA periodicals
- * order participation at the EMPA Congress
- * enter to the Official party

FSEC 2012 NETWORKING TOOLS:

Special offer

- for more details visit our website or the application form

First time
Exhibitor pack

Networking package

I.

A B

Networking package

II.

A B

Networking package

III.

A B

Networking package

IV.

Joint
exhibitor package

Regular offer

- for more details visit our website or the application form

Space

Stand

Services

All prices are **20% VAT excluded.**



First time
Exhibitor pack

6
sqm



The offer includes:

6 sqm - 3x2 m, corner stand

- ◆ corner stand - equipment Classic
- ◆ registration fee + on-line profile on the FSEC website
- ◆ power supply up to 2 kW
- ◆ standard entry in the official catalogue, both on-line and the print copy

package price

1 500 EUR

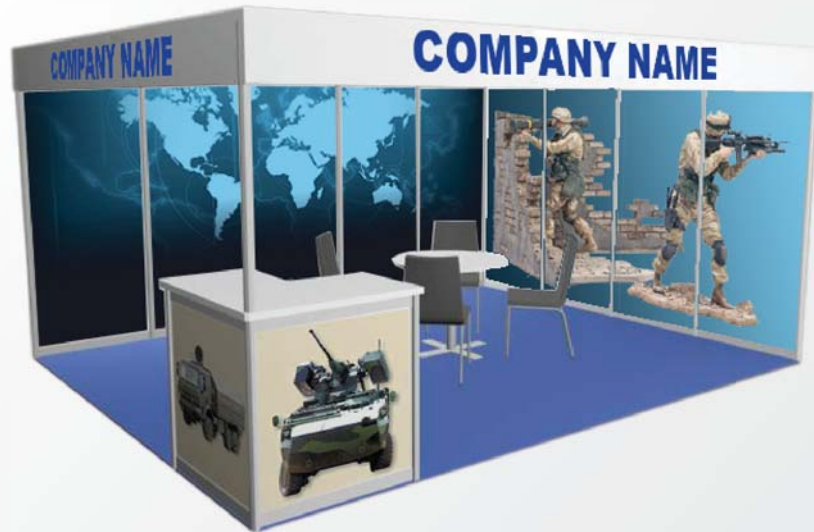
regular price

~~2 112 EUR~~

* The artwork and printing are not included in the price package.



Networking package



12 sqm or 20 sqm corner stand

The offer includes:

A

12 sqm - 4x3 m, corner stand

- ◆ corner stand - equipment Classic
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 2kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ PR article in the official catalogue
- ◆ 1 admission ticket to the official party

package price
regular price

3 749 EUR
~~4 163 EUR~~

B

20 sqm - 5x4 m, corner stand

- ◆ corner stand - equipment Classic
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 6kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ room for 1 roll-up at the conference OR registration hall
- ◆ PR article in the official catalogue
- ◆ distribution of company materials - at the visitors registration desk
- ◆ 1 admission ticket to the official party
- ◆ 1 pass to the VIP lounge

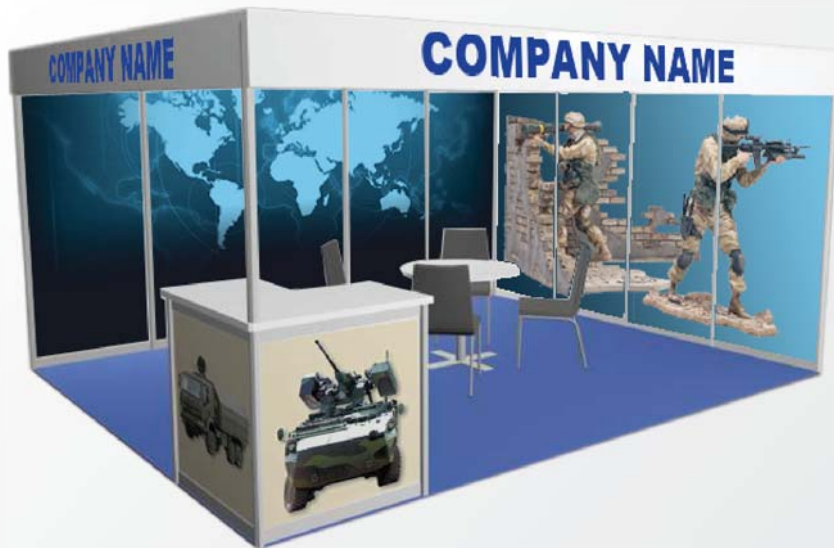
package price
regular price

5 998 EUR
~~7 379 EUR~~

* The artwork and printing are not included in the price package.



Networking package



25 sqm or 30 sqm corner stand

The offer includes:

A

25 sqm - 5x5m, corner stand

- ◆ corner stand - equipment Premium
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 6kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ bronze banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference OR registration hall
- ◆ PR article in the official catalogue
- ◆ 1/4 advertisement in the official catalogue
- ◆ distribution of company materials - at the visitors registration desk
- ◆ 1 admission ticket to the official party
- ◆ 1 pass to the VIP lounge

package price
regular price

7 763 EUR
~~9 819 EUR~~

B

30 sqm - 6x5m, corner stand

- ◆ corner stand - equipment Premium
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 6kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ bronze banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference OR registration hall
- ◆ PR article in the official catalogue
- ◆ 1/3 advertisement in the official catalogue
- ◆ logo in the floor plan and the list of exhibitors - info system
- ◆ distribution of company material at the registration desk
- ◆ 2 admission tickets to the official party
- ◆ 1 pass to the VIP lounge

package price
regular price

9 228 EUR
~~11 604 EUR~~

* The artwork and printing are not included in the price package.



Networking package



36 sqm or 50 sqm corner stand

The offer includes:

36 sqm - 9x4 m, head stand

A

- ◆ head stand - equipment Exclusive
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 6kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ bronze banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference OR registration hall
- ◆ PR article in the official catalogue
- ◆ 1/3 page advertisement in the official catalogue
- ◆ PR article in the EMPA periodicals
- ◆ distribution of company materials - at the visitors registration desk
- ◆ logo in the floor plan and the list of exhibitors - info system
- ◆ 2 admission tickets to the official party
- ◆ 1 pass to the VIP lounge

package price
regular price

11 986 EUR
~~15 071 EUR~~

B

50 sqm - 10x5 m, head stand

- ◆ head stand - equipment Exclusive
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 6kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ logo in the official catalogue
- ◆ silver banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference OR registration hall
- ◆ PR article in the official catalogue
- ◆ 1/2 page advertisement in the official catalogue
- ◆ PR article in the EMPA periodicals
- ◆ leaflet distribution (incl two hostesses, 8hrs per every day)
- ◆ distribution of company materials at the main entrance
- ◆ logo in the floor plan and the list of exhibitors - info system
- ◆ 2 admission tickets to the official party
- ◆ 2 passes to the VIP lounge

package price
regular price

16 588 EUR
~~22 379 EUR~~

* The artwork and printing are not included in the price package.



Networking package

IV.



80 sqm island stand

The offer includes:

80 sqm - 10x8 m, island stand

- ◆ island stand - equipment Exclusive
- ◆ registration fee + on-line profile on the FSEC website
- ◆ el. supply up to 9kW
- ◆ cleaning
- ◆ wireless internet connection
- ◆ full-equipped kitchen incl. water supply
- ◆ logo in the official catalogue
- ◆ gold banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference and registration hall
- ◆ PR article in the official catalogue
- ◆ 1/1 page advertisement in the official catalogue
- ◆ PR article in the EMPA periodicals
- ◆ leaflet distribution (incl. two hostesses, 8hrs every day)
- ◆ billboard inside the fairground
- ◆ exhibition Official Party partner
- ◆ distribution of company materials at the main entrance
- ◆ distribution of company materials - on exhibitors & VIP Official Party
- ◆ logo in the floor plan and the list of exhibitors - info system
- ◆ logo in the placements in the all fair restaurants
- ◆ 4 admission tickets to the official party
- ◆ 4 passes to the VIP lounge

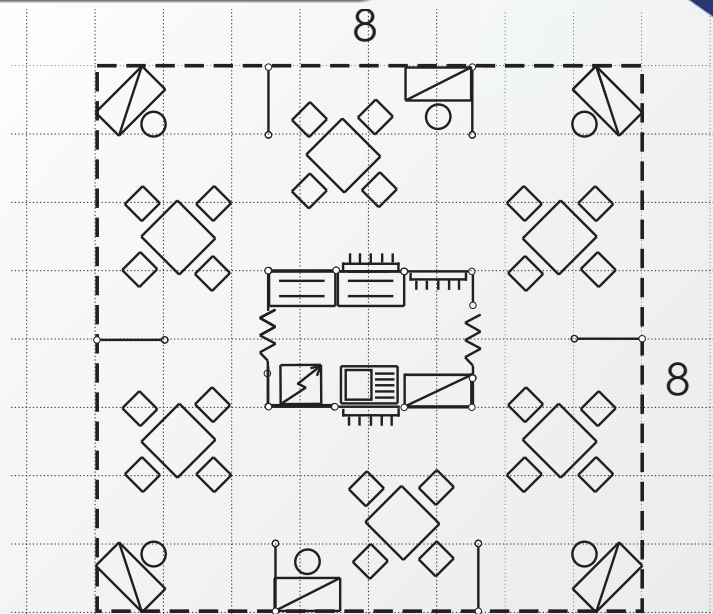
package price
regular price

28 628 EUR
~~41 952 EUR~~

* The artwork and printing are not included in the price package.



Joint exhibitor package



up to **6** exhibitors on the full-equipped
exhibition area of **64** sqm

The offer includes:

64 sqm - 8x8 m, island stand

- ◆ head stand - equipment Exclusive
- ◆ registration fee + on-line profiles on the FSEC website up to 6 coexhibitors
- ◆ el. supply up to 15kW
- ◆ cleaning
- ◆ wireless internet connection up to 6 accounts
- ◆ fully-equipped kitchen incl. water supply
- ◆ logo in the official catalogue
- ◆ silver banner on www.natoexhibition.org - main page
- ◆ room for 1 roll-up at the conference or registration hall
- ◆ PR article in the official catalogue
- ◆ 1/2 page advertisement in the official catalogue
- ◆ business meeting room 4hrs (20 seats)
- ◆ PR article in the EMPA periodicals
- ◆ outdoor space 30 sqm
- ◆ logos in the floor plan and the list of exhibitors - info system
- ◆ 4 admission tickets to the official party
- ◆ 4 passes to the VIP lounge

package price
regular price

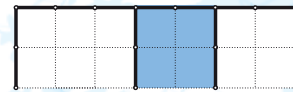
23 232 EUR
34 719 EUR

* The artwork and printing are not included in the price package.

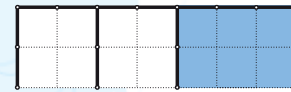


Space

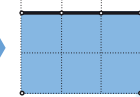
Rent of the indoor or outdoor space without the exhibition stand



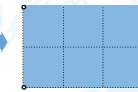
indoor
row space
204 €/m²



indoor
corner space
224 €/m²



indoor
head space
249 €/m²



indoor
island space
274 €/m²



outdoor
island space
148 €/m²

Stand

Rent of the indoor space with the exhibition stand

CLASSIC

Price = 224 EUR/sqm



Exhibition stand includes:
space, aluminium frame, white walls, grey carpet, company name on the collar, lettering frame 0,35m height, infodesk, table, chairs, spotlight.
Exhibition stand does not include power and water supply.

PREMIUM

Price = 239 EUR/sqm



Exhibition stand includes:
space, aluminium frame, white walls, shelves, wall rack, grey carpet, lettering frame 0,35m height, company name on the collar, partial ceiling grid, cabin incl. door, infodesk, table, chairs, spotlight.
Exhibition stand does not include power and water supply.

EXCLUSIVE

Price = 254 EUR/sqm



Exhibition stand includes:
space, aluminium frame, white walls, lettering frame 0,35m height, company name on the collar, carpet in requested colour, shelves, wall rack, glass or non-transparent dividing inner walls, glass case, cabin incl. door, infodesk, table, chairs, spotlight, refrigerator.
Exhibition stand includes power supply - consumption up to 2 kW. Exhibition stand does not include the water supply.



Row space +0 €/sqm



Corner +44 €/sqm



Head + 64 €/sqm



Island + 92 €/sqm

Services

Please see the Application form - page E to G, on the FSEC website



>> **International Conference “Future of Cyber”**

- Registration fee 200 EUR

Discounts:

50% for Government / Military staff

30% for FSEC 2012 exhibitors

>> **Future Soldier Exhibition & Conference 2012**

- Entrance for visitors: free after registration



Partner

- ◆ 2 admission tickets to the conference
- ◆ ½ page advertisement in the Conference catalogue[📍] – incl. electronic version
- ◆ ½ page PR article in the Conference catalogue[📍] – incl. electronic version
- ◆ Full-color company logo on a board placed on the wall behind the conference speakers during whole time[📍]
- ◆ Company logo[📍] in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database
- ◆ 2 VIP admission tickets to the Official party of the FSEC
- ◆ Online profile on the FSEC[📍]

Price: 3 000 EUR

📍 bronze location

Main partner

- ◆ 4 admission tickets to the conference
- ◆ Company presentation, incl. QAP – duration 15 minutes
- ◆ Room for 1 roll-up banner in the conference room
- ◆ Full page advertisement in the Conference catalogue[📍] – incl. electronic version
- ◆ ½ page PR article in the Conference catalogue[📍] – incl. electronic version
- ◆ Full-color company logo on a board – size 1 x 2 m, placed on the wall behind the conference speakers during whole time[📍]
- ◆ Company logo on the conference badges[📍]
- ◆ Advertising materials placed on each chair in the conference room
- ◆ Company logo by the conference program on the FSEC website[📍]
- ◆ Company logo on the Conference website[📍]
- ◆ Online profile on the website FSEC[📍]
- ◆ Company logo[📍] in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database
- ◆ 4 VIP admission tickets to the Official party of the FSEC 2012
- ◆ Room for 1 roll-up banner at the Official party of the FSEC 2012

Price: 6 000 EUR

📍 silver location

General partner

- ◆ Short speech of the company representative during the official opening of the conference
- ◆ Company presentation, incl. QAP – duration 15 minutes
- ◆ 6 admission tickets to the conference
- ◆ Company logo on all advertising materials of the conference (advertisement, banners, posters, invitations)[📍]
- ◆ Room for 2 roll-up banner in the conference room
- ◆ Full-color company logo on a board – size 2 x 3 m, placed on the wall behind the conference speakers during whole time[📍]
- ◆ Promotion material placed on each chair in the conference room
- ◆ Logo of the company on the screen during all breaks
- ◆ Full page advertisement in the Conference catalogue[📍] – incl. electronic version
- ◆ Full page PR article in the Conference catalogue[📍] – incl. electronic version
- ◆ Banner at the main entrance to the Fairgrounds
- ◆ Room for 1 roll-up banner at the main entrance to the conference room
- ◆ Billboard inside of the Fairgrounds
- ◆ Company logo on the conference badges and strings[📍] for all speakers and visitors
- ◆ Company logo by the conference program on the FSEC website[📍]
- ◆ Company logo on the Conference website[📍]
- ◆ Company logo on the registration form for all conference participants[📍]
- ◆ 6 VIP admission tickets to the Official party of the FSEC 2012
- ◆ Room for 1 roll-up banner at the Official party of the FSEC 2012
- ◆ Company presentation showed on the LCD screen in the Foyer
- ◆ PR article in some of the military periodicals published by the international association EMPA members
- ◆ Business lounge at company disposal for private meetings, approximately 20 seats
- ◆ Online profile on the FSEC website[📍]
- ◆ Informal meeting with the VIP's visiting the FSEC (available for 2 company representatives)
- ◆ Transport to/from the FSEC to/from hotel (taxi/4 persons/day)
- ◆ Advertising materials of the company on the registration desk
- ◆ Company logo[📍] in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database

Price: 10 000 EUR

📍 gold location

Key Note Speaker

- ◆ Performance of the company speaker during the company presentation, incl. QAP - duration 20 minutes
- ◆ Company logo on the screen during the performance
- ◆ 2 admission tickets to the conference
- ◆ Room for 1 roll-up banner in the conference room
- ◆ Full-color company logo on a board – size 1 x 2 m, placed on the wall behind the conference speakers during whole time[📍]
- ◆ Advertising material (up to key note speaker) placed on each chair in the conference room
- ◆ Full page advertisement in the Conference catalogue[📍] – incl. electronic version
- ◆ Full page PR article in the Conference catalogue[📍] – incl. electronic version
- ◆ Company logo[📍] in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database
- ◆ 2 VIP tickets to the Official party of the FSEC 2012

Price: 4 500 EUR

📍 Key Note Speaker location



PARTNER FSEC 2012

Stand

- » 36 sqm corner - equipment Classic
- » 20 sqm outdoor space

Promotion

- » ½ page ad in the Exhibition catalogue
- » ½ PR article in the Exhibition catalogue
- » Company logo, name of the company and company main activity to be mentioned in selected advertising materials of the FSEC
- » Company logo in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database

Fairgrounds promotion

- » Room for a roll-up banner in the registration hall for visitors
- » Room for a roll-up banner at the information desk
- » Company logo in the VIP lounge and business lounge
- » Company logo at the Plenary meeting

Web

- » Company logo on the FSEC homepage
- » Online profile on the FSEC website
- » Company logo on the registration form for visitors at the FSEC website

Accompanied program

- » 2 admission tickets to the VIP lounge
- » 6 passes to the Official party of the FSEC 2012

Price: 15 000 EUR

bronze location

MAIN PARTNER FSEC 2012

Stand

- » 60 sqm head - equipment Premium
- » 20 sqm outdoor space

Promotion

- » 1/1 page ad in the Exhibition catalogue
- » ½ PR article in the Exhibition catalogue
- » PR article in some of the military periodicals published by the international association EMPA members
- » Company logo, name of the company and company main activity to be mentioned in selected advertising materials of the FSEC
- » Company presentation in all media activities of the FSEC
- » Company presentation showed on the LCD screen in the Foyer
- » Company logo on the visitors and exhibitors badges
- » Company logo in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database

Fairgrounds promotion

- » Room for a roll-up banner in the "Future of Cyber" conference room and EMPA conference room, which is scheduled to be held simultaneously with the FSEC 2012
- » Room for 1 roll-up banner in the registration hall for visitors of the FSEC

- » Room for 1 roll-up banner at the information desk of the FSEC
- » Company logo in the VIP lounge and business centers
- » Company laser-projected logo in the exhibition hall
- » Company logo on the billboard in the Exhibition Grounds
- » Company logo at the Plenary meeting

Web

- » Company banner on the FSEC website
- » Company logo on the FSEC homepage
- » Company logo on the registration form for visitors at the FSEC website
- » Online profile on the FSEC website

Accompanied program

- » Room for a roll-up banner at the Official party of the FSEC
- » 4 admission tickets to the VIP lounge
- » 8 VIP passes to the Official party of the FSEC

Other services

- » Business lounge at company disposal for private meeting, approximately 20 seats
- » Implementation of the company main activity to the official EMPA conference program and invitation of a company representative to be one of the key speakers

Price: 25 000 EUR

silver location

GENERAL PARTNER FSEC 2012

Stand

- » 100 sqm island - equipment Exclusive incl. wifi connection
- » 30 sqm outdoor space
- » VIP location - exhibition stand next to the NATO PDD and the Czech Army exposition

Promotion

- » 1/1 page ad in the Exhibition catalogue
- » 1/1 page PR article in the Exhibition catalogue
- » PR article in some of the military periodicals published by the international association EMPA members
- » Company logo, name of the company and company main activity in all advertising materials of the FSEC
- » Company presentation in all media activities of the FSEC
- » Company presentation showed on the LCD screen in the Foyer
- » Company logo on all visitors and exhibition badges
- » Company logo on the selected advertising materials of the FSEC
- » Company logo in the e-newsletter, which is regularly sent to 12 500 hand-picked and verified email addresses of the FSEC database

Fairgrounds promotion

- » Name the exhibition hall after the company name. The hall will be mentioned in all advertising activities and materials of the FSEC. Example: Future Soldier, 17. - 19. 10. 2012, XYZ Hall, PVA EXPO Fairgrounds Prague

- » Room for 2 roll-up banners in the "Future of Cyber" conference room and EMPA conference room, which is scheduled to be held simultaneously with the FSEC 2012
- » Room for a roll-up banner at the main entrance to the exhibition hall
- » Company logo above the main entrance to the fairgrounds
- » Company logo at the registration desk for visitors of the FSEC*
- » Company logo at the information desk of the FSEC
- » Company logo on the billboard in the Fairgrounds
- » Company logo at the Plenary meeting
- » Promotion indoor airship with the company logo in the exhibition hall
- » Use of the area designated for dynamic presentation and special business presentation in the Foyer at company disposal during the exhibition
- » Exclusive installation of the exhibits related to the FSEC program
- » Bag and advertising materials with the company logo given away to all visitors of the FSEC
- » Company laser-projected logo in the exhibition hall
- » Company logo in the VIP lounge and business lounges

Web

- » Company banner on the FSEC website
- » Company logo on the FSEC homepage
- » Company logo on the registration form for visitors at the FSEC website

- » Online profile on the FSEC website

Accompanied program

- » Room for a roll-up banner at the Official party of the FSEC
- » Company logo at the Plenary meeting
- » Advertising materials for all conference visitors
- » 6 admissions tickets to the VIP lounge
- » 10 VIP passes to the Official party of the FSEC

Other services

- » Business lounge at company disposal for private meetings, approximately 20 seats
- » Company presentation during all acquisition activities of the FSEC organizers
- » Implementation of the company main activity to the official EMPA conference program and invitation of a company representative to be one of the key speakers
- » Transport to/from the FSEC to/from hotel (taxi/4 persons/day)
- » General partnership of the documentary movie of the FSEC
- » Informal meeting with the VIP's visiting the FSEC (available for 2 company representatives)
- » Visit of the company headquarters by EMPA journalists (depending on proximity)

Price: 35 000 EUR

gold location



Business & Marketing opportunities FSEC 2012

access - participations - option	Partner of the Exhibitions	Partner of the Conference	Exhibitor	Conference FC Participant	Visitor
Entry to FSEC 2012	✓	✓	✓	✓	✓ 1)
Participation at the FC Conference	●*	✓	●*2)	✓	✗
Admission to the Opening ceremony	✓	✓	✓	✓	✓
Admission to the Plenary presentation	✓	✓	✓	✓	✓
Admission to the Official party of the FSEC	✓	✓	✓	●	✗
Exhibition stand	✓	●*	✓	✗	✗
Promotion during FSEC 2012	✓	✓	●/p	✗	✗
Meeting with the Officials, VIP guests and Delegations	✓	✓	●/p	✗	✗
Access to the VIP lounges	✓	✓	●/p	✗	✗
Business lounge rental	✓	✓	●	●	●
Organizing of a Panel Discussion	●	●	●	✗	✗
Participation in the Panel discussions	✓	✓	✓	✗	✗
Participation at a Press Conference	✓	✓	✓	✓	✗
Presentation at the FC Conference LIMITED	●	✓	●*	●	✗
Presentation at the NATO working group LCG - Land Engagement Meeting LIMITED	✓	✓	●	✗	✗
Presentation at the EMPA Congress	✓	●	●	✗	✗
Dynamic presentation for a targeted audience	●	●	●/p	✗	✗

1) Registration FREE OF CHARGE, after Oct 1st EUR 15

2) until seats are available

Conference FC Participant = Conference "Future of Cyber" Participant

✓ - entitled

✗ - not entitled

● - upon request

p - included in the package

* - special price



Photos from the conference hall



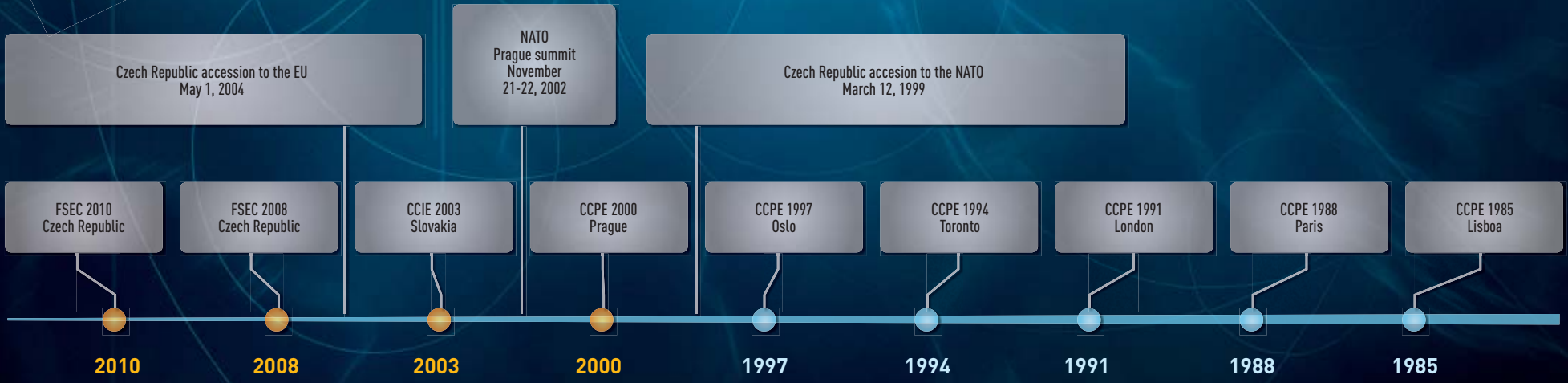
Photos from the exhibition





10th

*anniversary of cooperation with
the International Coordination
Centre of Future Soldier exhibitions in Prague*





Team



Pavel Zelenka
Executive Director

phone: +420 221 602 234
zelenka@natoexhibition.org



Adam Drnek
Project Manager

phone: +420 221 602 162
adam@natoexhibition.org



Martina Ondková
Exhibition Production Manager

phone: +420 221 602 362
martina@natoexhibition.org

progres partners
advertising s.r.o.

International Coordination Centre

Progres Partners Advertising, s.r.o.

Opletalova 55, CZ-110 00 Prague 1, Czech Republic (GPS: 50° 5' 11.72"N, 14° 26' 5.25"E)

phone: +420-224 213 905, +420-224 234 274, +420-224 236 506, fax: +420-224 218 312, +420-224 235 033

e-mail: info@natoexhibition.org