



Video Content Analysis Conference: Europe

June 27th & 28th, 2011
Hilton London Paddington Hotel

EXHIBITOR and SPONSOR PROPOSAL

IMS Conferences will be hosting its seventh annual Video Content Analysis Conference on June 27th & 28th, 2011 at the Hilton London Paddington Hotel. This event will build on the success of the previous VCA Conferences and will be the premiere event in Europe for exploring the opportunities in this high growth sector of the video surveillance market, and to learn how this cutting edge technology is revolutionizing the industry.

This offers your company a number of opportunities, including:

- ▶ A high profile forum for you to showcase your company's latest Video Content Analysis products or solutions to senior industry executives.
- ▶ Over 35 speaking opportunities on an agenda which combines keynote speeches, case studies and panel debates that will address the key issues surrounding Video Content Analysis.
- ▶ Extensive branding for exhibitors and sponsors at the event itself, and through the extensive marketing that will be conducted for the Conference.
- ▶ Excellent networking opportunities for you to meet a diverse cross-section of end-users, as well as technology and equipment companies from the VCA community.

**This proposal invites your company to become an exhibitor or sponsor at this
high profile international conference**

CONFERENCE DETAILS

The 2011 *Video Content Analysis Conference* will be held on June 27th & 28th, 2011 at the Hilton London Paddington Hotel. The objective of the Conference will be to provide a forum for senior executives, technical managers, and marketing personnel from leading VCA companies to meet with end-users, integrators and other industry players to examine the market potential, technical barriers and new opportunities that video content analysis brings.

With over 35 expert speakers on the agenda, the Conference will offer the ideal opportunity to explore the issues and practical considerations surrounding the commercial roadmap and technical evolution of VCA.

The Conference will be highly interactive, using a mix of keynote lectures, case studies and panel debates. Hence, it will provide both a forum to further industry thinking, and an ideal networking opportunity. An outline agenda is provided on the next page, with latest updates provided on our web site: www.IMSconferences.com.

A small Expo will also be integrated into the Conference, which will give exhibitors the opportunity to showcase and demonstrate their latest VCA products and technical solutions.

EXHIBITING & SPONSORSHIP

The Conference offers a wide range of exhibiting and sponsorship opportunities, which are covered in detail at the back of this brochure. Packages start at only \$8K, and benefits can include:

- ▶ Display space within the Conference venue to promote your products / services to delegates.
- ▶ High profile speaking slot and involvement in panel debates at the Conference.
- ▶ Involvement in the definition of the final agenda - ensuring your careabouts are addressed.
- ▶ Hosting of lunches and / or a cocktail reception for delegates.
- ▶ Branding on advertising material, Conference website, event brochures, etc.
- ▶ High profile at the Conference venue, including signage and logos.
- ▶ Use of board room for client meetings.
- ▶ Contact details for delegates and speakers.
- ▶ Complimentary delegate passes for your employees and clients.
- ▶ Ability to offer your clients a discount off the delegate rate.

AUDIENCE

The Conference will attract senior executives and decision makers representing companies involved in VCA from around the world, both as speakers and as delegates. These will include:

- ▶ Integrators and installers of security equipment
- ▶ End users of VCA technology
- ▶ Video content analysis software developers
- ▶ Security equipment manufacturers
- ▶ Peripheral equipment manufacturers
- ▶ Government bodies involved with security
- ▶ Consultants and analysts
- ▶ Trade and financial press
- ▶ Investors and potential investors

THE OPPORTUNITY FOR YOUR COMPANY

Exhibiting or sponsoring the *Video Content Analysis Conference* will provide your company with a unique opportunity to strengthen its position and/or raise its profile in the VCA marketplace. In addition, exhibiting or sponsorship will enable your company to demonstrate its products and services, solicit input and feedback, and will demonstrate your commitment to the long term success of VCA.

Sponsorship will also give you exposure to, and allow you to arrange meetings in a one-to-one setting with, the key decision-makers from the leading users of security systems.

The general Exhibitor and Sponsor packages are outlined on the back page of this brochure. We are happy to discuss the aims of each exhibitor and sponsor and, if necessary, adjust the benefits of each package to reflect their individual needs. In this way, we can create value for each of the exhibitors and sponsors and maximize their involvement in the Conference. We would also be happy to target our delegate marketing campaign towards those companies and individuals whom your organization would particularly like to see attending the Conference.

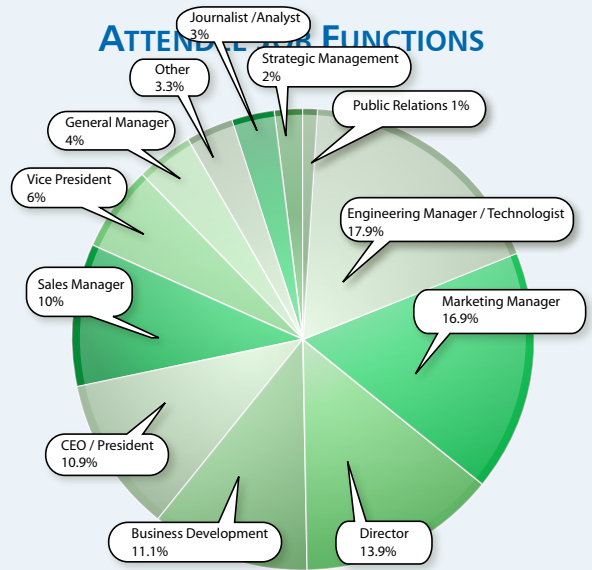
We feel that the combination of the excellent agenda, the seniority of attendees, and the highly interactive nature of the event will offer Exhibitors and Sponsors an excellent and cost-effective method to promote their involvement in VCA technology.

VIDEO CONTENT ANALYSIS CONFERENCE - DETAILED DEMOGRAPHICS

The inaugural Video Content Analysis Conference was held in June, 2007 in London. It was very well received, with fifteen sponsoring exhibitors and over 200 attendees. Additional VCA Conferences have been held yearly since then. The demographics of attendees are given below. The 2011 events are expected to build on these successes including a stronger focus on inviting end-users and more real world case studies.

PREVIOUS ATTENDEES AT VCA CONFERENCES

2020 Imaging Ltd	Great Lakes Electronic	Pyramid Vision
3VR Security, Inc.	Group 4 Securicor	Qinetiq
4D Security Solutions	Guide Security Services	Quadnetics Group Plc
Abeo Corporation	Harris Corporation	RemoteReality Corporation
Action Non Food BV	HIK Vision	Rokonet
ADI-Gardiner	Home Office	Rosslare
ADT	Homeland Security	Rotterdam Police
Advanced Transport Systems Limited	Honeywell Security	Saab AB
Agent Video Intelligence	HRS	SAIC
Aimetis Corporation	HSBC Holdings Plc	Samsung Electronics
Alarm Automatika doo	Human Recognition Systems	Scati Labs
AMG Systems	i³ DVR International Inc.	Schiphol Group
Amideon	i4 Analysis Ltd	Schlage Electronic Security, Ingersoll Rand
Anixter International	IBBT - Egent - MMLab	Scyron Ltd
APS	IBM	Secure Options Group
ArMedia	ICx Vision Systems	Securipoint
Arteco Vision Systems	IMS Research	Security Distributing and Marketing
Arup	Independent VCA Registrant	Security Sales & Integration
Ascom (SEDOR)	IndigoVision	Security Systems News Europe
Atlas Venture	Ingersoll Rand	Senstar Stellar Ltd
Atosorigin	Intel	SET Corporation
ATS Automatik-Tur-Systeme	Intelligent Security Systems	Siemens Fire & Security
Axis Communications	Intello Ltd	Smart CCTV Ltd
Austrian Research Centers GmbH - ARC	Intellistream	So Privé
Axis Communications	Intelliview Technologies Inc.	Socio Fundador
Basler Vision AG	ioIMAGE	Sony Corporation
Belgacom	IP Security Events & Media	Spyke Security
BFI OPTILAS	IPS CCTV	Steelbox Networks
BII	IPVS	STESA
Brijot Imaging Systems	IQinVision	StopLift Vision Systems
British Transport Police	Irisys Ltd	SYAC
BSI	ITI Techmedia	TAC
BSIA	iVerify	TAMRON Europe GmbH
BT	i-Witness Surveillance B.V.	Technest 3D-ID
BVA	JDS Digital Security Systems	TEDAS
Cable & Wireless USA	Johnson Controls	Tein Telecom
Canon	Keeneo	Tein Telecom
CCTV Image	KiwiSecurity	Teleste
Checkpoint Systems Inc	Klein Beveiliging Services	Telindus Surveillance Solutions
Cieffe Ltd.	Kraus, Klemens	Texas Instruments
CISCO Security Pte Ltd.	L3 Communications	The Diamond Trading Company
CNL Commercial Real Estate	LG Electronics	Traficon
COE Limited	LightHaus Logic	Transport for London
Cognitec	Longwatch	Tyco Fire and Security
Compass Technologies	LPPL "Rustaveli Foundation"	UDP Technology
Computer Network Ltd.	Lumenera	Ultra Electronics
Comtrak	Lund University	United Technologies Research Center
Cornet Technology Inc.	Mactwin Security	University of Manchester
Cossilys 21	Mango DSP	University of Salford
CoVi Technologies	Mate Intelligent Video	USK-Consult
CRH Fencing & Security	Mate Medea	VAS GmbH
Davantia	Matsushita Electric Industrial Co. Ltd	VCA Technology
Dedicated Micros	Matusek, Florian	VDG Security BV
Detector Technologies Ltd.	Microchip Technology Inc.	Verex Technology
Detektor	Micron Technology	Verint Systems
Deutsche Telekom	Milestone Systems	Videalert Ltd
Ditech	Mirasys Ltd	VideoIQ
Dowshu	National Bank of Belgium	Videotec
Dutchworld	National Policing Improvement Agency	Vident, Inc.
DVTel, Inc.	NETAVIS Software GmbH	Vigilant Technology
DynaPel Systems Inc	Netherlands Police	Virage Security & Surveillance
e-Convergence Solutions	NICE Systems Ltd.	Vision Fire & Security
EEC Systems	Niscayah	Vision ip Systems
EMC	Nokia Siemens Networks	Vision Semantics Ltd
Essex Police	Object Video	VisualGate Systems, .
Euresys Inc.	Opax as	VTS Police Netherlands
Fastcom Technology SA	Optelecom NKF	Wavelet Technology
Finavia Helsinki-Vantaa Airport	Panasonic	XCD Communication
FIRSTCo	Pelco	Xtralix
Flir Systems	Pelco Europe BV	Zuiz
G4S Security Services (UK) Limited	Phoenix IVS	
GE Global Research	Proalarm	
GE Security	Probe Network CCTV	
General Dynamics	Professional	
Geutebrück GmbH	Professional Security JCT Associates	

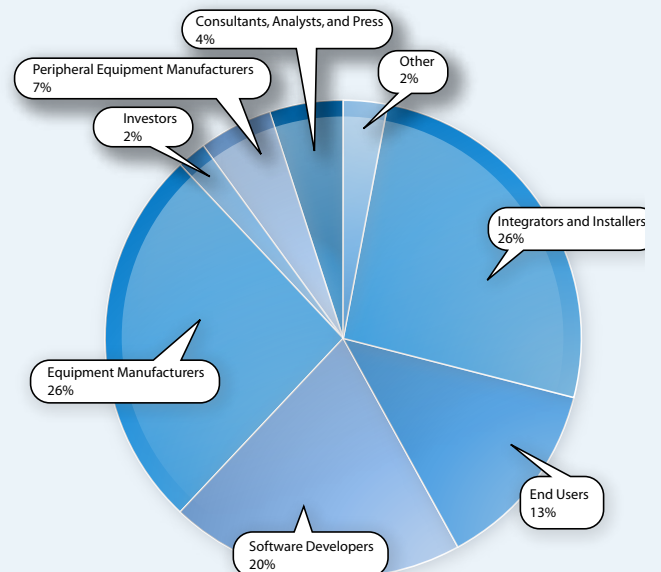


Delegate Job Functions - as reported at IMS Registrations 2007 - 2010



VCA Conference Europe

INDUSTRY SECTOR



Profile of companies attending the VCA Conferences in 2007-2010

VCA EUROPE CONFERENCE - EXHIBITOR & SPONSOR PACKAGES

There are a wide range of Exhibitor and Sponsor packages available. These offer the chance to raise your company's profile in a manner that best suits your current marketing strategy, business objectives, and your budget. Once we have received your enquiry, one of our sponsor coordinators will contact you to finalise the details. We can also tailor the packages to your requirements.

Please select one of the following packages by ticking the box and email or fax the form to +1 512 302 1844.

Partner Sponsor - \$5,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ Seat on a panel debate. ▶ Branding through logos, banners, brochure and the conference website. ▶ Ability to distribute marketing materials at event. ▶ Attendee lists. ▶ Two complimentary tickets to the Conference. ▶ 25% discount for clients and prospects 	
Exhibiting Sponsor - \$5,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ 6' x 6' display space. ▶ Branding through logos, brochure, and website. ▶ Ability to distribute marketing materials at event. ▶ Two complimentary tickets to the Conference. ▶ 25% discount for clients and prospects. 	
Lunch / Cocktail Sponsorship \$8,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ For networking reception on the evening of June 27th or lunch during conference on June 28th ▶ Ability to distribute marketing materials at the event. ▶ Three complimentary tickets to the Conference. ▶ 25% discount for clients and prospects. 	
Custom Exhibitor / Sponsor Packages	<input type="checkbox"/>
<p>For details on custom sponsorship options specifically designed to meet your marketing goals and objectives, please contact Brittany Reese, Conference Coordinator for IMS Conferences at brittany.reese@imsresearch-usa.com or +1.512.302.1977</p>	

Silver Sponsor - \$8,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ 6' x 6' display space. ▶ Seat on a panel debate ▶ Branding through logos, banners, brochure, and the conference website ▶ Ability to distribute marketing materials at event ▶ Attendee lists ▶ Three complimentary tickets to the Conference ▶ 25% discount for clients and prospects 	
Gold Sponsor - \$16,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ Speaking slot on the conference agenda ▶ Branding rights within the main function area ▶ Branding through logos, banners, brochure, and conference website ▶ Company profile included in conference brochure and on the conference website ▶ 12' x 8' display space in prominent location ▶ Use of meeting room for client meetings ▶ Ability to distribute marketing materials at event ▶ Attendee lists ▶ Four complimentary tickets to the conference ▶ 25% discount for clients and prospects 	
Platinum Sponsor - \$25,000	<input type="checkbox"/>
<ul style="list-style-type: none"> ▶ Hosting of a lunch or cocktail reception during the conference ▶ Headline branding via conference marketing ▶ Headline branding within the main function area ▶ Branding through logos, banners, brochure, and conference website ▶ Leading position for company profile in conference brochure ▶ Use of meeting room for client meetings ▶ Ability to distribute marketing materials at event ▶ Attendee lists ▶ Six complimentary tickets to the conference ▶ 25% discount for clients and prospects ▶ 1 free full-page ad in special pre-conference newsletter 	

CONTACT AND BILLING INFORMATION

Name _____

Job Title _____

Company _____

Address _____

E-mail address _____

Fax completed form to +1 512 302 1844, or contact Brittany Reese (Brittany.Reese@imsconferences.com) for more information.



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