



CARTES & IDENTIFICATION 2008

Villepinte Exhibition Center
Paris, France
November 4-6, 2008



USA - Country of Honor

Join the USA PAVILION with support from the American Embassy in Paris!

About CARTES & Identification (www.cartes.com / [Presentation](#))

- **520** exhibitors; **20,000+** visitors; **1,700** conference attendees; **140** countries
- The world's leading event for Smart Card and Identification technologies
- The place to discover future trends in smartcard and contactless technologies (transactions, telecoms, services, transport)

The U.S. - Country of Honor in 2008!

Because the U.S. has an edge over Europe in the development of contactless technologies with revolutionary applications, such as electronic documentation, payment cards, etc., it will be extensively featured with the following: conferences, various activities during the show, and the participation of major VIP guests from the U.S.

Why France?

- France invented the smart card concept
- France stands as the world's fifth largest industrial economy
- France represents the best possible market access to Southern Europe
- Paris is within a couple of hours from most major cities of Europe

Three options for American Exhibitors

1. Individual booth

You can still order your individual booth. As a U.S. firm, you will benefit from special communication tools, company listing in the official show guide (US flag), special focus in our press releases on U.S. firms, etc.

2. Be part of the USA Pavilion (offer limited to 20 exhibitors!)

Requesting a presence in the US pavilion provides you with an exceptionally low cost for a turnkey booth. Once registered, all that is left for you to do is to show up on the opening day ready to do business with international clients!

Please turn to page 2 and 3 for full details on this offer and to page 5 to register.

3. Share a partner booth or register your US subsidiary

Register as a co-exhibitor in a partner booth or register your US subsidiary as a co-exhibitor for a special price.



CARTES & IDentification 2008 USA PAVILION - Special Offer -

**OPEN TO FIRST-TIME PARTICIPANTS
OR
TO PARTICIPANTS WHO WANT A SECOND BOOTH**

Easy & Cost Effective!

If you are looking for an **easy** and **cost-effective** way to promote your products and/or services at CARTES & Identification, you will certainly find it in our **USA Pavilion** deal. Take advantage of this exceptional opportunity to showcase your products in Paris without worrying about logistics and with total cost control.

Our Offer

Our deal includes an **individual pod**, where you will be able to showcase your products and software. In order to be conveniently accessible to visitors, these pods are located on the outside portion of the Pavilion. The Pavilion includes free access to a **VIP reception area with an open bar**, where you will be able to meet with guests, partners, and new customers in a comfortable setting.

This solution is **comprehensive** and **ready-made**; just drop off your bags and bring along company literature and business cards. We take care of the rest – including your signage! All that will be left for you to do is to take care of your **catalogue presentation** and **badge** by registering through our special Exhibitor's area on the web.



Items included for every individual pod include:

- Your registration as a co-exhibitor and your company name on all show communication tools such as the exhibitors' guide and the show website
- Your insurance
- A demonstration pod (1m large), facing visitors, with a stool, power supply, and fitted carpet,
- A storage unit under the table (1 stool table 100x65 cm)
- A Macintosh computer (minimum iMac 24" 2,5GB)
- Internet access by a wired network
- A signage of your product or service, including the name and logo of your company
- Storage for a reasonable number of documents + individual racks with lock and key
- Assistance for getting your tax refund once the show is finished.

Shared with the other partners of the US pavilion:

- Open bar and catering service
- Press partnerships
- Breakfast with the press
- Attendance of part-time translators
- Hostesses, cleaning and security staff
- The organization of other customized events in the pavilion is available upon request

Added Value

- **Interact with visitors:** your pod and Mac directly face visitors: your presentation and products naturally draw attention!
- **All included:** from your customized signage to the Pavilion's VIP area, everything is included in the price of your pod
- **The easiest way to exhibit in Europe:** just drop off your bags and you are ready for the show!
- **A great place to meet customers, distributors and partners:** the reception area allows you to welcome your guests in a quiet and cosy place
- **... And the media:** You participate in USA Pavilion press meetings, and are included in the official press review

PRICING AND INFORMATION

The price includes:



- Space and services as described above: **€3,880.60*** (USD 5,985.05)
- Your registration fee as a co-exhibitor in the US pavilion and your official show guide registration: **€300.00*** (USD 462.44)
- Automatic insurance for your participation: **€51.00*** (USD 78.61) before VAT

* 19.6% Value-Added Tax (VAT) not included

Reservations are dealt on a **first-come-first-served** basis: contact us today in order to get the best pod in the Business Innovation pavilion.

TOTAL PRICE FOR ONE POD:

1. Without VAT: € 4,180.60
(USD 6,467.81)

2. With VAT: € 5,000
(USD 7,735.50)

FREE BONUS WITH THE U.S. COMMERCIAL SERVICE!

RECEIVE **AT NO EXTRA COST** A FULL PACKAGE OF MARKET-ENTRY SERVICES:



- *On-site logistical and marketing assistance*
- *Interpreters during the event*
- *Extensive promotional campaign*
- *Match-making support*
- *Follow-up services*

"I must thank you for outstanding assistance and service by you and your staff. This made our participation a very smooth and pleasant experience. What you provided was definitely a cut above the standard industry concept. Again, my thanks to you and your staff for making our participation very useful and rewarding." - Amos Deacon, CEO - Phoenix International - Orange, CA

RESPONSE FORM

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E-mail: charles.defranchi@mail.doc.gov

YES, I'm interested in participating in the U.S. Pavilion at CARTES 2008 - please contact me to discuss how you can best support my presence there

Name:

Company:

Tel:

Fax :

E-mail:

URL:

USA PAVILION – Registration form for one pod

Please send your request by **fax** to **+33 1 53 30 95 14** or by **email** to slobodan.petrovic@exposium.fr
We will confirm your booking based upon availability.

Subscriber:

Company:
Contact Name:
Address:
.....
ZIP Code: State: Country:
Tel: Fax:
Email:

I want to book a demonstration pod on the US Pavilion at Cartes & IDentification 2008

- 1x pod: x € 3 880,60 (\$5985.05) = € Excl. tax
- 1x Registration fee a (as a co-exhibitor) x € 249 (\$462.44) = € Excl. tax
- 1x Automatic insurance (as a co-exhibitor)..... x € 51 (\$78.61) = € Excl. tax
 - TOTAL..... € 4180.60 (\$6467.81) = € Excl. tax
 - 19.6% VAT € 819.40 (\$1267.69) = €.....
 - TOTAL € 5000 (\$7735.50) = € Incl. Tax

■ To fully register in 4 steps

1. Fill out the admission application for the show. You must register as a co-exhibitor in the US PAVILION, and tick “co-exhibitors—country of honor” for a special price.
2. Get your personal access codes for the exhibitors’ area. Use them to access the “US pavilion participation” form to fill it out.
3. Pay the total amount according to the invoice received.
4. Use your codes to order your badges and fill out your company details for the official show guide.

For the admission application:
Register on-line (recommended) www.cartes.com / To Exhibit/Register
Ask for a form – slobodan.petrovic@exposium.fr - ☎+33 1 49 68 52 66

For other issues, our partner in charge of building the Pavilion will contact you.

If you want to confirm immediately a reservation and get priority in pod allocation, please send a first payment of 50% of the total amount (incl. Tax) with your request.

For payment, refer to the Admission Application of the show. www.cartes.com

If necessary, write the number of your order form so that it will be on your invoice: N°

Date :

Name :

Signature