

**biometrics Live** is the leading exhibition for advanced identification technologies, bringing together suppliers, systems integrators, end-users, consultants and the media. The exhibition provides an unrivalled platform to promote biometric, smart card and related ID solutions to an international audience.

**Biometrics Live** runs alongside a 3-day conference which offers participants a rich case-study based programme on the latest practical applications of biometrics and related technologies, whilst the exhibition attracts around 1,000 high-quality visitors over two days.

In 2014 the event organisers **Elsevier** [www.elsevier.com](http://www.elsevier.com) joined forces with the **Biometrics Institute** [www.biometricsinstitute.org](http://www.biometricsinstitute.org) which saw a reinvigoration of the event and the most successful conference for many years. We have since seen increased interest from many new companies keen to take their place on the exhibition floor.

## Why exhibit at biometrics Live 2016?

The annual biometrics conference and exhibition has developed a reputation as the 'must attend' event for solution providers, system integrators and technology developers. The event's broad spectrum of exhibitors gives visitors an excellent understanding of the full range of solutions that are available, along with the chance to meet specialists who provide integration services for major public and private initiatives.

**New bonus offer to exhibitors spending a minimum of £8,000**

**All of these additional benefits free of charge:**

- One full conference delegate pass
- One 15 minute talk in the Live seminar series
- Half page full colour advert in the event guide
- A bar code scanner

All of these benefits, if paid for, would cost in excess of £3,000

### Key metrics from 2015

- **Top visitor sector – Government & Defence**
- **50% of attendees from outside Europe**
- **50% increase in visitors from Banking & Finance**
- **300 high level conference delegates**

## Previous exhibitors include

3M	Elsevier	IEEE	Siemens
Abilma LLC	Elyctis	Integenx	SITA
Accenture	EAB	Iris ID Systems	SLS Ltd
Aoptix Technologies	EyeVerify	IriTech Inc.	Smart Sensors
Argus Global	Facebanx	Jenetric	Smartmatic
Atkins	FASTCOM Technology SA	Key Forensic Services	SMUFS
Aurora Computer Services	FingerQ	L G Electronics	Speech Technology Center
Authasas BV	Fuel3D technologies	Lakota	Speed Identity AB
Aware Inc	Fujisoft	M2SYS	SRI International Sarnoff
Biometrics Institute	Fujitsu Technology Solutions	MODI Modular Digits GmbH	Synaptics
Biometrics Technology Today	GE Healthcare UK Ltd	Morpho	Tandent Vision Science
BITE	Genkey	NEC	TBS Holding AG
Borer Data Systems	Gradient	NetBio inc	Techshino
CITeR	Green Bit SpA	NexID Biometrics	Thales
CMITech	HID Global	Nok Nok Labs	The I.E.T
3M Cogent	High Tech Crime Institute	Paycasso	Union Community Co. Ltd.
Cognitec Systems	Hitachi	PKS Services	Unique Biometrics
Credence ID	Hoyos Labs	Planet Biometrics	Vision-box
Cross Match Technologies	Huima	PwC	Voicekey Ltd.
DAON	Human Recognition Systems	Qualcomm	Wacom Europe GmbH
Dermalog	ICON	Regula Baltija	Warwick Warp
Desko GmbH	Id3 Technologies	Secunet	WCC Software EMEA B.V.

To book contact:

Laurence Zipson • Tel: +44 (0) 1235 528881 • Mob: +44 (0) 7804 092795 • Email: [laurence@lzconsult.com](mailto:laurence@lzconsult.com)

**biometrics Live** is attended by top-end professionals from governments and the commercial world. A truly international event, highly-qualified conference delegates and exhibition visitors from 50 countries worldwide. Don't miss the opportunity to present your products to this unique high-level audience.

## Who should exhibit?

### Systems Integrators and Solution Providers

With the rapid growth of biometrics and other identification solutions many visitors are looking specifically for integrators who are able to work with them to implement major projects in both the public and private sectors. Participation at **Biometrics Live** is a great opportunity to position your business as leaders in this fast growing market.

### Technology Suppliers and Developers

From the latest generation of facial recognition systems to online to offline secure technologies the exhibition is recognised as the most important forum for demonstrating technological developments and innovations.

### Affiliated Industries

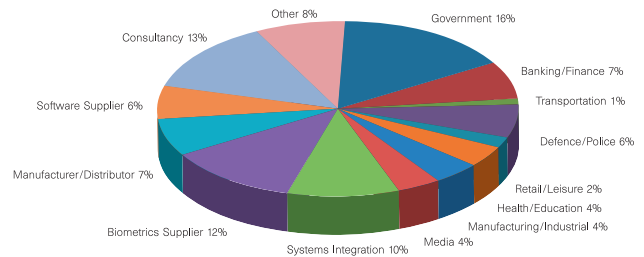
We welcome the participation of companies who work with the biometric and smart card communities, such as specialist suppliers of advanced passport and documentation technologies, NFC/RFID, encryption systems, access control and related computer security.

**Book now to secure your space at the leading international event for the biometrics industry.**

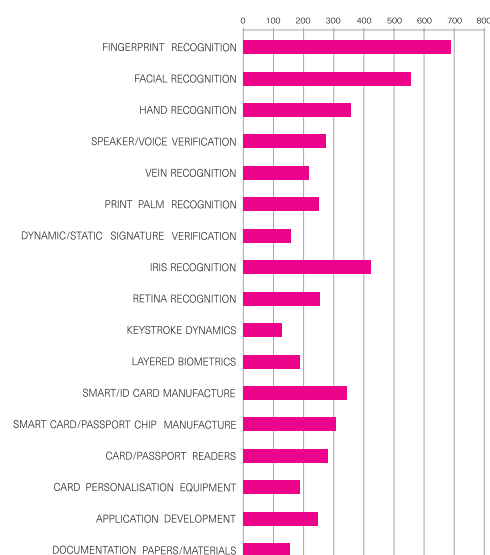
## Visitor Profiles

The charts below give an indication of the broad appeal of the event as a source of information for those planning and implementing new biometric-based initiatives.

**Biometrics exhibition visitors by nature of business**



**Biometrics exhibition visitors' main areas of interest**



## Previous visitors include

- Head of Security Systems Division, Abu Dhabi Police
- IT Apps Portfolio Manager, BAA
- Security Analyst, Banco do Brazil SA
- Mobile Device Lead, UK Border Force
- Director, Bosch Security Systems
- Programme Manager, British Energy
- Migration Integrity Officer, Canada Border Services Agency
- Business Development Manager, Dell Corporation
- Program Manager, US Department Of Defense
- Information Security Manager, Derbyshire Building Society
- R&D Manager, Dutch Ministry of the Interior
- Procurement Strategy Consular, UK Foreign & Commonwealth Office
- Biometric Programme Strategy Lead, UK Home Office
- Director of Security and Counter Fraud, UK Identity & Passport Service
- Risk Oversight Manager, Lloyds TSB Bank PLC
- Payment System Integrity Group Product Leader, Mastercard
- SEF - Aliens & Borders Services, Ministry of the Interior Portugal
- Chief Science & Technology Officer, Ministry of Home Affairs, Singapore
- Senior Identification Programme Manager, Northrop Grumman IT Ltd
- System Specialist, Police IT Management Agency
- Advisor, Prudential Plc
- Business Development Manager, QinetiQ
- Operations Manager, Sainsburys
- R&D Manager, Serious Organised Crime Agency
- Security Engineer, Telecom Italia
- Head of Procurement, UK Visas
- Program Manager, US Department of Homeland Security
- MOD Biometrics Manager, UK Ministry of Defence
- Executive Manager, BAE Systems
- Vice President Cash Management, Barclays Bank
- Forensic Custody Supervisor, British Transport Police
- Representative from Credit Suisse AG
- Development Manager, Deutsche Bank
- ePassport Gates Implementation Programme, UK Home Office
- Representative from Motorola Mobility
- Deputy Chief of Police, Norwegian Police Directorate
- Consultant, The UK Cards Association Ltd
- Quality Assurance Manager, Transport For London

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# Sponsorship

We have a wide range of sponsorship options that will deliver brand awareness and thought leadership status.



**£16,000**

## Platinum Sponsor

Package includes your choice (subject to availability) of 2 of the following Premium Visibility Sponsorship opportunities.

- Video wall
- Outside flags
- Lanyards and logo on badges
- Conference delegate bag, notepad and pen
- Exhibition visitors' bag
- Delegate drinks reception
- One conference refreshment break
- One conference lunch break
- Banner in the Exhibition Hall

**£9,500**

## Gold Sponsor

Package includes your choice (subject to availability) of 1 of the following Premium Visibility Sponsorship opportunities.

- Outside flags
- Lanyards and logo on badges
- Conference delegate bag, notepad and pen
- Exhibition visitors' bag
- Delegate drinks reception
- One conference refreshment break
- One conference lunch break

**£6,500**

## Silver Sponsor

Package includes your choice (subject to availability) of 1 of the following Premium Visibility Sponsorship opportunities.

- Lanyards and logo on badges
- Exhibition visitors' bag
- One conference refreshment break
- One conference lunch break

For more information on these options see the breakdown of Premier Sponsorship Opportunities.



## Each package includes:

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
One 10 minute speaking slot in the main conference Subject to approval by the Conference Programme Director	✓		
Two 15 minute speaking slots at the Biometrics Live Seminar Series	✓	✓	✓
Insert in the delegate bag + Insert in the visitor bag	✓	✓	✓
Two full delegate places at the conference	✓	✓	✓
Full colour advertisement in the Biometrics 2016 event guide	Full page outside back or inside front cover	Full page inside	1/2 page inside
Logo and profile on the website and in the event guide	✓	✓	✓
Logo on all conference and exhibition signs at Biometrics 2016, with acknowledgement as lead sponsor	✓	✓	✓
Logo on 'holding screen' between sessions with acknowledgement as lead sponsor	✓	✓	✓
Sponsor logo to be included on all Biometrics 2016 'opt-in' email newsletters	✓	✓	✓
Percentage discount on exhibition space	15% discount	15% discount	10% discount

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## Premium Visibility Sponsorship Opportunities

Choose from the following to raise your profile at the Exhibition and Conference.

### Conference delegate bag, pens & paper ..... **SOLD**

Position your company logo on the highly valued delegate bags – used long after the event – together with a bag insert. Plus, put a branded pen and note pad into the hands of every conference delegate.

### Exhibition visitor bag ..... **£6,000**

Put your company logo on the carrier bag given to all visitors to the event and add a bag insert to tell them all about you.

### Canopy outside the QEII Centre ..... **£7,000**

Your company logo will be displayed on the Welcome Canopy on the front of the QEII Centre.

### Outside flags ..... **£6,000**

High-level visibility – place your logo alongside the **Biometrics 2016** branding on six prominent flagpoles at the front of the QEII Centre

### Video wall: per day. . . **£2,500**    3 days: ..... **£5,500**

Have your company message/video displayed on this huge screen in the foyer/registration area of the QEII Centre.

### Banner in exhibition hall ..... **£4,000**

A large banner displaying information about your company hung in a high visibility area.

### Lanyards + logo on badges ..... **SOLD**

Have your company logo on the woven conference lanyard and name badge given to each delegate and visitor at the event.

### Conference App ..... **£6,000**

Have your company logo highlighted on the App that will be downloaded by a large percentage of people attending the event. Additional features are included. Speak to us for more details.

### Event drinks reception ..... **SOLD**

Be the exclusive sponsor of this evening networking reception for delegates, VIP visitors, exhibitors and your own guests all by invitation that will include your branding. Drinks and snacks will be served from 6pm until 8pm. Your logo and literature will be on display and you can also give a 5 minute welcome address.

### Delegate networking breakfast ..... **£7,000**

Host a networking breakfast for an invitation-only group of delegates. This will include the opportunity to address the audience at the start of the event with your logo added to all available paraphernalia (dollies, napkins) and your company logo displayed on a banner at the door of the event.

### Conference refreshment ..... **£3,000** breaks' sponsor

Sponsor one of the Conference refreshment breaks. Your logo added to all available paraphernalia (dollies, napkins). Your company logo displayed on a banner in the refreshment areas.

### Conference lunch break sponsor ..... **£3,000**

Sponsor one of the Conference lunch breaks. Your logo added to all available paraphernalia (dollies, napkins). Your company logo displayed on a banner in the refreshment areas.



# biometrics 2016

18–20 October 2016 | London, UK

## Speaking opportunities

### Sponsored workshop ..... **POA**

These hour long workshops are held for a minimum of 50 people and fully catered as lunch or breakfast meetings; the basic price includes marketing of the workshop through the event website, an email campaign and onsite promotion, room hire and AV.

### biometricsLive seminar series ..... **£850**

Connect with a live audience in our dedicated seminar area located on the main exhibition floor – Host a 15 minute presentation on the topic of your choice The seminar program is promoted by email, in the event guide and via signage at the event.

### Webcasts ..... **POA**

Give visitors to our website a preview of what to expect on your stand and widen your reach to those who cannot attend in person. Combine your on-site presence with a webcast to run within your online exhibitor listing. For technical details, cost and advice please contact us.

## Additional exposure

### Insert in delegate bag ..... **£800**

### Insert in visitor bag ..... **£800**

### Insert in both bags ..... **£995**

### E-newsletter sponsorship ..... **£1,350**

Banner and text message in one of the Biometrics 2015 email news updates.

## Display advertising in Biometrics 2016 Event Guide

Distributed to all attendees of the conference and exhibition, an advert in the event guide will keep working for you long after the event. All ad prices quoted are for full colour.

### Outside Back Cover ..... **£2,300**

### Inside Back Cover ..... **£1,995**

### Inside Front Cover ..... **£2,200**

### Full page ..... **£1,900**

### Half Page ..... **£1,260**



**biometrics 2016**  
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[www.biometricsandidentity.com](http://www.biometricsandidentity.com)

# Exhibition rates and packages

All exhibition stand packages include:

- A high quality hard-wall modular shell stand
- Halogen spot lighting
- Standard electric power socket (240V)
- Complimentary fascia panel with company name
- Up to 10 free exhibitor passes depending upon stand size
- Option to pre-book delegate places, saving over 30% on the standard rate
- Listings on the event website and in on-site literature
- Lunch for all exhibition stand staff
- VIP visitor programme for your key customers

## Lead Generation

All participants at **biometricsLive** will be issued with bar-coded badges, providing exhibitors with enhanced lead-generation capability. For a small fee, you will be able to rent bar-code scanners onsite enabling you to download full contact details for the visitors that you scan.

## Stand rates

3m x 1m.....£2,300	3m x 2m.....£4,200
3m x 3m.....£5,900	4m x 2m.....£5,500
4m x 3m.....£7,600	4m x 4m.....£9,000
5m x 3m.....£8,800	5m x 4m.....£9,700
6m x 3m.....£9,400	6m x 4m... £11,000
7m x 3m .....£9,900	

Other stand sizes and bespoke options are available on request, subject to availability.

## Discounts and offers

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- One full conference delegate pass
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- Half page full colour advert in the event guide
- A bar code scanner

**All of these benefits if paid for would cost in excess of £3,000.**

**New exhibitors joining us for the first time will receive a 10% welcome discount.**

## Location and Venue

[www.qeicc.co.uk](http://www.qeicc.co.uk)

### QEII Centre, Westminster, London, SW1P 3EE, UK

Biometrics 2016 will be held at the QEII Centre in Westminster, London, UK. Situated directly opposite Westminster Abbey, the Conference Centre is a short walk from key UK Government departments and international corporate headquarters. Westminster and St James Park underground stations offer convenient access, and Victoria and St Pancras (Eurostar) main line train stations are within easy reach of the Centre.

## Corporate Hospitality

Why not consider using Biometrics Live as the venue to host an event for your key customers and associates. In addition to a standard VIP customer programme for all exhibitors and sponsors, we can assist you with hosting meetings, presentations and receptions using the on-site hospitality suites and meeting rooms.

### Tuesday 16 October 2016

09.00–17.30	Conference Day 1
12.00–19.00	Exhibition set-up

### Wednesday 17 October 2016

09.00–17.30	Conference Day 2
08.00	Exhibition Hall access for exhibitors only
09.00	Exhibition Hall opens to visitors and conference delegates
17.00	Exhibition closes to public
17.15	Event networking reception for conference delegates, VIPs, exhibitors and event sponsor's guests
19.30	Close of Exhibition

### Thursday 18 October 2016

09.00–17.30	Conference Day 3
08.00	Exhibition Hall access for exhibitors only
09.00	Exhibition Hall opens to visitors and delegates
16.00	Exhibition closes to public stand take-down and removal
19.00	Closure of Exhibition Hall

Exhibition and Sponsorship Enquiries: Laurence Zipson, Exhibition and Sponsorship Manager  
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