

IPTM-in-Action LIVE

International Security Technology Roadshows



Information Pack

IP UserGroup[®]
International
Physical Security & Safety Technology Forum

www.ipusergroup.com

www.ipusergroupusa.com

www.ipusergrouplatino.com

About IP-in-Action LIVE

IP-in-Action LIVE™ is a series of focused educational and promotional events organised by IP UserGroup® International presenting Networked Security, Safety and Building Management Technology to a focused audience, with the aim to increase understanding and acceptance of IP Networked Technology across a wide range of applications.

With an agenda brimming with case study & technical presentations, commercial discussions and a networking lunch as well as the popular "Hands-On" Exhibition Area, IP-in-Action LIVE offers an excellent opportunity to promote the application possibilities of networked solutions, display the latest products & services and provide expert advice to attendees - for FREE and all on the same day!

These are events for people who already have an involvement with or are keen to find out more about IP networked security systems: Security Installers, Integrators, VAR's, Consultants and End Users who are involved in the specification, design, implementation or purchase of IP networked security systems, PLUS anyone in a related industry or sector who wishes to benefit from a greater understanding of IP networked security systems. With events being organised across the globe, the areas of focus are: UK and Europe, USA and Latin America, mirroring IP UserGroup International's main areas of activity.

The Day will Feature

Full Programme of Educational Presentations in the Seminar Theatre - Excellent selection of the very latest IP security products in the Exhibition Area - Get-together with like minded Professionals and enjoy the great opportunity to Network - Free refreshments and a Buffet Lunch

Event Schedule

Programme IP-in-Action LIVE Latinoamérica:

- November 18 2010 - Quito, Ecuador
- February 3 2011 - Bogotá, Colombia
- May 5 2011 - Buenos Aires, Argentina
- August 4 2011 - Sao Pablo, Brazil
- Noviemer 17 2011 - Mexico City, Mexico

Programme IP-in-Action LIVE USA

- January 25, 2011 - Florida, Miami, FL
- May 4, 2011 - Georgia, Atlanta, GA
- August 24, 2011 - Connecticut, New Haven, CT
- November 9, 2011 - Texas, Houston, TX

Programme IP-in-Action LIVE UK / EU

- December 2 2010 - London UK
- March 2011 - Cambridge, UK
- June 2011 - Newcastle, UK
- July 2011 - Holland & Germany
- September 2011 - Birmingham, UK
- December 2011 - Oxford, UK



Speaking and Exhibiting at IP-in-Action LIVE Events

Option 1. Speaking Only

We invite speakers who wish to share their knowledge and experience with our focused audience of Security, Safety and IT Professionals - Topics are published prior to the events, however if you believe that you have something crucial to impart, there may be an opportunity to be included. All submitted presentations will be considered on their merits. See speaker package benefits listed below



Speaking Only (non Affiliate Member)

UK/EU £750	Latin America \$700	USA \$700
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Speaking Only (Affiliate/Charter Members)

UK/EU £500	Latin America \$500	USA \$500
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Option 2. Exhibitors wishing to speak.

Exhibitor wishing to speak will gain all the speaker package benefits listed below but will have priority over speakers selecting option 1.

Exhibitors Wishing to Speak (non Affiliate Members) - FREE

Exhibitors Wishing to Speak (Affiliate/Charter Members) - FREE

Option 3. Exhibiting Single Event

For those organisations who wish to join us at one of the IP-in-Action LIVE events on an adhoc basis (ie. not taking advantage of option 4. bundles). The event offers all of the Exhibitor Package benefits below and can be booked on a one-off basis subject to availability.

Exhibiting - one off events* (non Affiliate Member)

UK/EU £1000	Latin America \$1200	USA \$1200
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Exhibiting - one off events* (Affiliate/Charter Member)

UK/EU £500	Latin America \$700	USA \$700
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Option 4. Exhibiting at Multiple events "4 event bundle"*

For those who wish to become really involved in the events and ensure that whichever event a delegate visits your organisation will be there, we offer a "4 event Bundle", this provides all of the benefits of the Exhibitor Package PLUS an additional multi event discount.

Exhibiting - 4 Event Bundle* (non Affiliate Member)

UK/EU £3000	Latin America \$4000	USA \$4000
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Exhibiting - 4 Event Bundle* (Affiliate/Charter Member)

UK/EU £1800	Latin America \$2200	USA \$2200
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* not available for Double Header or two venue events.

Option 5. NEW - Co-operative Exhibiting.

This NEW option allows exhibitors to gain more interactivity with the visitors and delegates and provides a greater level of exposure, pre-event, during the event and post-event. As the name implies this option requires a greater level of co-operation from the exhibitor which is rewarded at the event.

To qualify for this option the exhibitor will be required to:

- Provide promo voucher, coupon or give away at event
- Promote/invite their client database to event (verified)
- Promotion/invitation of event on website (verified)
- Exhibitor successfully invites partner companies to exhibit**

In return the organisers will:

- Promote the promo, voucher, give-away on eBlasts
- Promote the promo, voucher etc. on event landing page
- Promotes the promo, voucher, etc. in event introduction
- Provides registration data to Exhibitor (Name, Address, Phone)



**Exhibitors who successfully invite an additional exhibitor along will receive a FREE inclusion in a forthcoming IP Connections eNewsletter worth up-to £250.

EXTRAS

Networking Dinner - Join your peers the night before the event!

An opportunity to join the IP UserGroup team, other members and guests, for a social networking evening on the night before the event. Usually held at the event hotel, this informal evening offers drinks in the bar and a meal in the restaurant (self-funded). A great opportunity to catch up with old friends and meet new ones in a relaxed atmosphere.



Please indicate on your registration form if you are interested to join us. Network Dinner not available in USA.

Sponsorship Opportunities - Raise the profile of your Company

With the growing popularity of our IP-in-Action LIVE events, there is no better way to increase your company's profile with our attending guests, IPfocus magazine readers and website visitors. Sponsor the Network Dinner, Coffee Breaks, Lunch, Post Event Drinks or even the entire event.

IP-in-Action LIVE Event	UK/EU £1500	Latin America \$2000	USA \$2000
Networking Dinner	UK/EU £250	Latin America \$400	USA N/A
The Coffee Breaks	UK/EU £250	Latin America \$400	USA \$400
The Buffet Lunch	UK/EU £500	Latin America \$800	USA \$800
Post Event Drinks Party†	UK/EU £500	Latin America \$800	USA \$800

† excludes the cost of refreshments

International IP-in-Action LIVE Contacts

IP-in-Action LIVE Latinoamérica:

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Exhibitor Package

An ever-popular element of IP-in-Action LIVE events is the tabletop Exhibition Area. The opportunity to exhibit is open to all companies with products and services of interest to security, safety and IT experts and users alike.



Marketing

- Pre-Event**
1. Company profile & Event news - website/invitations
 2. Pre-reg preference sharing (for appointment making)
 3. HTML eBlast Sharing - exhibitors can invite clients***
 4. Promo in IP-Focus - Preview - early birds
 5. Promo in 3rd Party Publications & Websites
 6. Press Releases prior to event
 7. On-Going Promo via eBlast
 8. Promo to fellow affiliates and partners
 9. Exhibitor Promotions, Coupons or Vouchers ***
 10. Reduced cost accommodation

- At Event**
1. Invitation to Network Dinner and Drinks
 2. Table-top location
 3. Priority speaking slots
 4. Workshop / hands on demos
 5. Announcement of Exhibitors in PPT
 6. Announcement of promotions in PPT ***
 7. Networking with visitor and exhibitors
 8. Quality Time with Quality people

- Post Event**
1. Review / Report - Website with Exhibitor links
 2. Review / Report - IPfocus Magazine & eZine
 3. Review / Report - eBlast
 4. Post event Press Release
 5. Publish Testimonial
 6. Share Registration Data - Co-operative package only.***

On-Site Arrangements

The tabletop micro-show exhibition area is adjacent to the main conference and seminar area. The area is accessible by delegates during registration periods, the Coffee Breaks, the Buffet Lunch and after the presentations in the PM session.

Table tops are approximately 1.4m x 0.8m, power will be provided for distribution - the footprint of your allocated space will be approx 2.5m wide x 2m deep (max height 2.4m) - Pop-up displays are permitted provided they fit within the footprint. Access to the exhibition area for set-up is often gained on the evening before the event, however this is dependent on other users and confirmation from the hotel / venue nearer to the date.

Exhibitors are encouraged to obtain the contact details of interested parties at the event as the organisers do not provide the attendance list following the event***.

Special hotel rates are generally available and use of hotel facilities are included subject to availability.

Speaker Package

We are continuously seeking experts to provide unique information and insights into the latest IP technologies and most relevant strategies in today's evolving security market. If you or your industry associates are interested in presenting a session at the event, forming a panel, or moderating a panel discussion then please contact the organiser or submit an application for consideration Note: Seminar presentations are via PowerPoint and 30 minutes in duration, inc. Q&A.



Marketing

- Pre-Event**
1. Speaker profile/biography + Presentation Summary - website/invitations
 2. Pre-reg sign-up sharing (prior to event for appointment making)
 3. HTML eBlast Sharing - speakers can invite clients***
 4. Promo in IP-Focus - Preview - early birds
 5. Promo in 3rd Party Publications & Websites
 6. Press Releases prior to event
 7. On-Going Promo via eBlast
 8. Promo to fellow IP UserGroup affiliates and partners
 9. Exhibitor Promotions, Coupons or Vouchers ***
 10. Reduced cost accommodation (subject to availability)
 11. Being seen to be active and involved!

- At Event**
1. Invitation to Network Dinner and Drinks
 2. Table-top location if exhibiting
 3. 20 min speaking slots + Q&A
 4. Workshop / hands on demos if exhibiting
 5. Announcement of Speakers in Introduction PPT
 6. Announcement of Speakers in printed and web Agenda
 7. Networking with visitor and exhibitors
 8. Quality Time with Quality people
 9. FREE LUNCH & Refreshment

- Post Event**
1. Review / Report - Website with Speaker/presentation links
 2. Review / Report - IPfocus Magazine & eZine
 3. Review / Report - eBlast
 4. Post event Press Release
 5. Publish Testimonials
 6. Publish Presentations - Website
 7. Share Registration Data***

*** Co-operative package only.

Submitting your Presentation for consideration

Submitting your presentation online is a quick and simple process and ALL submissions will be considered on merit. You are welcome to submit a technical piece, white paper or case study to be considered for presentation at future IP-in-Action LIVE events.

So don't delay, and be sure to take this opportunity to shape our programme by sharing your knowledge with other security, safety and IT professionals from around the globe. Each event will carry a theme and focus on the security issues facing that Industry. Many topics will also relate specifically to this area and the unique security concerns.