



2002 – 2012

A Decade of Success in Customs – Business Partnership

WCO IT Conference & Exhibition

“The Customs Administration of the Future”

How can IT Transform Core Business for Customs and its Stakeholders in Border Regulation in the Private Sector and Elsewhere in Government

**Tallinn, Estonia
6 – 8 June 2012**

A three day conference focusing on
exploring the role of information technology at the border

Exhibition & Sponsorship Opportunities

Swissôtel Tallinn
Tornimäe 3
10145 Tallinn, Estonia

MAKSU- JA TOLLIAMET



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High performance. Delivered.

Hosted by:
Estonian Tax and Customs Board

Corporate event sponsor:
Accenture

***Brussels – Johannesburg – Kuala Lumpur – Istanbul – Bangalore
Veracruz – Seoul – Marrakesh – Dublin – Seattle – Tallinn***



2002 – 2012 WCO Celebrates Ten Years of IT Conference & Exhibition

The World Customs Organisation (WCO) and Estonian Tax and Customs Board, are delighted to bring the WCO IT Conference & Exhibition to Tallinn, Estonia in 2012.

Over the past decade, the WCO has built a tradition of excellence with its annual IT Conference and Exhibition. During this time, we have held our leading external event in all parts of the world, and this is our first time in Estonia.

Setting the Background

The historic city of Tallinn, capital of Estonia, has been a crossroad for trade since the Middle Ages but it is also at the forefront of modernity having been recently listed among the top 10 digital cities of the world. It is a perfect location to host the 2012 WCO IT Conference and Exhibition. Tallinn and Estonia more broadly, have been a nexus for trade between Scandinavia, Russia and mainland Europe for centuries, and the headquarters of many high profile players in the software and communications industries are located here.



WCO IT Conferences have traditionally provided an exceptional opportunity for discussing topical IT issues and emerging trends as they relate to the business of Customs and our key partners in trade, transport logistics and other government agencies with a role at the border. These events have enabled the WCO to establish connectivity between all critical players in the Customs IT field which is made even more poignant in 2012, the year that the global Customs community celebrates the Year of Connectivity.

2012 Conference Objectives

- 🕒 To discover new approaches to Customs IT, with particular emphasis on the impact of future trends on core Customs business that will **change the way Customs and business operate**.
- 🕒 To discuss **core business from a Customs perspective**, addressing fundamental questions such as business transformation, partnerships and connectivity.
- 🕒 To bring together decision-makers from more than **one hundred countries** to discuss the implications of IT generally on Customs.
- 🕒 To experience **best practice examples of the latest IT solutions**, and identify opportunities in the Customs and trade environment.
- 🕒 To meet a **variety of potential partners** and associates with a shared interest in trade facilitation, improving supply chain management, maximizing cooperation amongst border stakeholders and improving border security.



Participant Profile

The 2012 WCO IT Conference and Exhibition will bring together Customs authorities, the IT sector, the broader business community, governmental and trade organizations, lending institutions, representatives from other border regulatory agencies and others involved in the international trade arena.

What will you gain by participating?

Delegates

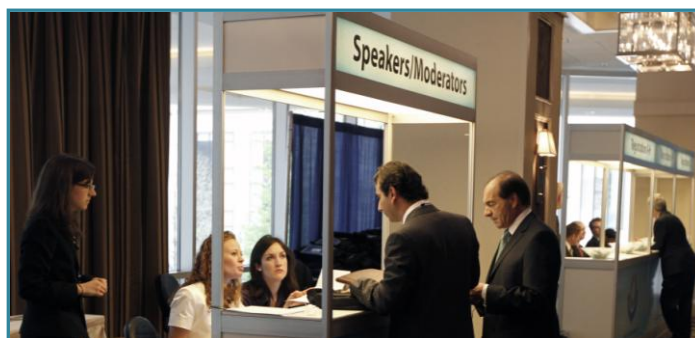
- ✓ Explore “core business” and the many complex questions surrounding how IT enables and transforms core business for Customs and its stakeholders in border regulation, both in the private sector and elsewhere in government.
- ✓ Identify opportunities and challenges for the management of IT in Customs.
- ✓ Gain insight into current and expected future IT developments in the Customs and business worlds.
- ✓ Participate in challenging debates designed to find the right IT solutions for Customs, business, and other border regulatory agencies in the 21st century.

Vendors

- ✓ Meet top level executives, entrepreneurs, researchers, and delegates from Customs, other arms of government, the IT industry and the world of international trade, transport and logistics.
- ✓ Market your projects, products and services directly to decision-makers.
- ✓ Maximize your exposure and visibility with the Customs and IT community.
- ✓ Expand your contact database for future networking and business possibilities.
- ✓ Gather inside knowledge on current and future IT user requirements.

Conference Registration

This unsurpassed package comprises the three-day conference, refreshment breaks and lunches, dinners, site visits, and a delegate pack that includes access to all presentations. WCO Members and representatives of international organizations should visit the official website for further information on registration fees and conditions.





Venue

The Conference Venue and Headquarter Hotel for the 2012 WCO IT Conference & Exhibition is:

Swissôtel Tallinn
 Tornimäe 3
 10145 Tallinn, Estonia
 Tel +372 624 0000
 Fax +372 624 0001
 tallinn@swissotel.com
 www.swissotel.com/Tallinn



Lying conveniently in the heart of Tallinn's business district, the hotel is just a short stroll from the beautiful UNESCO-listed medieval old town with its cobblestone streets, a mere 10-15 minutes from the airport and 10 minutes from the passenger harbour.

Conference Secretariat

WCO Event Services team is the organiser for this conference and has a dedicated Exhibition & Sponsorship Management team to work with you to maximise your Return on Investment (ROI).

For enquiries and bookings, please contact:

Project Director

Susanne Aigner, Deputy Director, Compliance & Facilitation, susanne.aigner@wcoomd.org

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WCO Event Services Team

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Sponsorship/Exhibition Opportunities

Sponsorship Opportunities	Corporate Event Sponsor	Premier Platinum Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
		1	3	5	3
	€50,000	€35,000	€25,000	€15,000	€7,500
Special Recognition as Corporate Event Sponsor throughout Conference	▲				
Day 1, 30 Minute Keynote Speaking Opportunity 6 June 2012	▲				
Company Branding on Delegate Badges (Lanyards provided by corporate sponsor)	▲				
Company Branding at Registration Desk	▲				
Company Branding Onsite and in Conference Programme for 1 Dinner - 1 opportunity	▲				
Company Branding Onsite and in Conference Programme for 1 VIP Lunch - 1 opportunity		▲			
Company Branding Onsite and in Conference Programme for 1 Lunch - 2 opportunities			▲		
Company Branding Onsite and in Conference Programme for 1 Welcome Cocktail			▲		
Company Branding Onsite and in Conference Programme for 1 Refreshment Break - 4 opportunities				▲	
Company Branding Onsite and in Conference Programme for 1 TechTalk Refreshment Break - 1 opportunity				▲	
Plenary Speaking Opportunity		▲	▲		
Moderator Opportunity				▲	
TechTalk					▲
Company Branding on Delegate Bags	▲				
Company Branding on Notepads & Pens					
Complimentary Conference Registrations	8	6	4	3	2
Exhibition Space (3x2m)	Included	Included	Included	Included	included
All Sponsors will also receive: a) Company Logo and Profile on Sponsor Acknowledgement Page on Conference Website ; b) Company Logo on Sponsor Acknowledgement Page on Conference Website; c) Company Logo on Holding Slides in Session; Complimentary insert in Delegate Bag - 1 A4/A5; d) Company Logo on Sponsor Acknowledgment Page in Conference Programme; e) Reduction on Advertising in Conference Programme;					



Sponsorship/Exhibition Opportunities (continued)

STANDALONE OPTIONS	
Insert in Delegate Bag – 1 page A4 or A5	€1,000
Advertising in Conference Programme – Back Cover, Inside Front Cover, Inside Back Cover, Run of Page, Full Page Colour, Run of Page Half Page Colour	Contact the WCO Event Service team for details

EXHIBITION OPPORTUNITIES	€5,000
Includes:	
3mx2m exhibition space	▲
White Infill Panel Scheme	▲
Exhibitor Name Card	▲
One Counter Unit & High Stool	▲
One Small Table & Two Chairs	▲
Two Spotlights on Track	▲
One 13amp double socket	▲
Company Logo and Link on Exhibitor Page on Conference Website	▲
Company Logo on Exhibitor Page in Conference Programme	▲
Complimentary Conference Registrations 2	2
Delegate Bag per Exhibiting Company 1	1



Booking Form

Please complete in BLOCK CAPITALS and return this form to:

WCO Event Services

World Customs Organization

30 Rue de Marché

1020 Brussels

Belgium

Email: WCOIT2011@wcoomd.org

Fax: +32 (0) 209 94 93

Company Name:	Contact Person:
Tel/Fax:	Email:
Postal Address:	
Sponsorship/Exhibition requested (include amount to be paid) – <i>Example: Gold Sponsor Lunch Day 1 €20,000</i>	
(include 3 choices for booth selection, if appropriate; exhibition floorplan is included on last page)	

TERMS & CONDITIONS - 50% of amount is due immediately with the balance due within 30 days of the date of the invoice. Invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer, and instructions will be included in the invoice.

All bank charges are the responsibility of the sender. Wire transfers must be in euro. If the Client fails to submit full payment 1 month prior to the event, WCO can cancel the Client's participation in the Conference & Exhibition. Upon receipt of the booking form, participation will be confirmed in writing by the Exhibition & Sponsorship Team together with the issuing of an invoice for the amount owing. Refunds of sponsorship costs will be based on the following schedule:

- Before 30 April 2012 – 50% of the total due will be refunded.
- On or after 30 April 2012 – no refund available.

In the event of a cancellation of an exhibition space a service fee of **€500** applies for each space cancelled after **30 April 2012**. After this no refunds will be made unless the space is resold.

Cancellations for both sponsorship and exhibition must be submitted in writing to the Exhibition & Sponsorship Manager at WCO.

In the event that the conference is postponed for any given reason, the exhibitor/sponsor will not be entitled to cancel the exhibition space /sponsorship or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event.

In the event that the conference is cancelled for any given reason, the Meeting Managers will refund the exhibition/sponsorship money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the Meeting Managers with respect to the provision of the agreed benefits.

Exhibition Floorplan

Exhibition Space 3mx2m

