Information Technology as a Catalyst for Economic Competitiveness

Innovation Powering Facilitation of International Trade & Tourism

Exhibition & Sponsorship Opportunities

2014

WCO IT Conference & Exhibition
5-7 May 2014 / Brisbane, Australia
Sofitel Brisbane Central

Australian Government
Australian Customs and Border Protection Service

WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

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## Setting the Scene

The 2014 WCO IT Conference will take place in Brisbane, one of Australia's fastest growing cities, with information and communication technology being one of its dynamic sectors.

Brisbane, the capital of Australia's 'Sunshine State' Queensland, is a green city with a wonderful climate. Brisbane is centered along the Brisbane River, and its eastern suburbs line the shores of Moreton Bay.

Positioned as a 'new world city', Brisbane offers visitors 'big city' experiences in a warm and friendly environment. Its rapidly growing global reputation as a city of opportunity was affirmed by its selection as the host of the 2014 G20 Leaders Summit.

The WCO is fortunate to be working with the Australian Customs and Border Protection Service (ACBPS) in organizing the WCO IT Conference 2014, the 13th annual event of this kind. The delegates will enjoy the hospitality and friendliness of the conference hosts in the dynamic and inviting city of Brisbane.

## The Role of Customs in Economic Competitiveness

Customs can improve economic competitiveness in a number of ways, one of which is by implementing trade facilitation measures for legitimate and compliant traders. Innovative cross-cutting solutions for expeditious and effective completion of border formalities can propel economic growth.

WCO Members are increasing the efficiency of border management by introducing Customs-Business Partnership Programmes, Coordinated Border Management and Single Window solutions, pre-arrival and pre-departure information requirements, effective transit systems, simplified procedures for authorized traders and the use of non-intrusive inspection equipment. These measures lead to swifter movements of goods and reduced costs of trading, enabling a more attractive climate for foreign investments. At the same time, Customs need to apply effective controls. To meet these goals, the challenge of ensuring quality data is increasingly being addressed.

Customs and other border agencies can also contribute to facilitation of legitimate movements of people across borders, while identifying illegal movements. In countries where tourism is one of the key sectors, this is of major relevance. Tourism has in the last years experienced continued growth and has become one of the fastest growing economic sectors in the world.

Today, information technologies play a pertinent role in Customs procedures. With the sustained growth of international trade, including e-commerce and travel, Customs is seeking software solutions which can best meet their requirements and achieve maximum efficiencies. Furthermore, governments seek factual results of these improvements and are increasingly introducing performance measurement software solutions.

The 2014 WCO IT Conference and Exhibition will provide an opportunity to discuss the ways in which Customs, in partnership with other border agencies and businesses, can impact the economic competitiveness of countries by exploiting effective IT solutions. The delegates will learn about Customs transit systems, Single Window best practices, port community systems and other IT-based responses to the increasing needs of governments in improving its capacity to process the growing volume of goods, conveyances and people.

## 2014 Conference Objectives

›› Discover how innovative approaches to Customs IT, with particular emphasis on closer cooperation between all border regulatory agencies and the business sector can improve facilitation of international trade and tourism and lead to greater economic competitiveness.

›› Bring together decision-makers from more than 100 countries representing 98% of global trade, to discuss the implications of IT of parties involved in international trade.

›› Experience best practice examples of the latest IT solutions, and identify opportunities in the government and trade environment.

›› 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

## The Exhibition

Held alongside the conference, the exhibition will offer quality networking and marketing opportunities for participants and vendors alike:

• Acquire **firsthand information** from suppliers and users on trends, technologies and solutions.
• Benefit from an environment providing great **promotional and networking opportunities**.
• See the **latest IT solutions** that have been designed specifically for the international Customs and trade market.

**Become an Exhibitor!**
• Maximize your visibility.
• Network with participants.
• Market your services.
• Demonstrate your products.
• Expand your business contacts.

## Delegates

Explore "core business" and the many complex questions surrounding how IT solutions can advance the work of Customs and other stakeholders in border regulation.

Identify opportunities and challenges for the management of IT in Customs.

Gain insight into current and future IT developments in the Customs, other border agencies 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 Government agencies, 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.

## Participant Profile

The 2014 WCO IT Conference and Exhibition will bring together Customs authorities, representatives from other border regulatory agencies, the IT sector, international organizations, the broader business community including trade, transport and logistics bodies, lending institutions, and other international trade stakeholders.

## Venue

### Sofitel Brisbane Central

The Brisbane conference hotel Sofitel Brisbane Central is located within walking distance of the city centre. It hosts numerous local national and international meetings, events and celebrations in its sprawling function facilities including the city's largest hotel ballroom. Colorful and cosmopolitan at the top end of this relaxed yet international city, Sofitel Brisbane Central is a renowned landmark.

## Conference Registration

This unsurpassed package comprises the three-day conference, refreshment breaks and lunches, dinners, 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.

## Sponsorship and Exhibition Packages

**What is offered?**

• Keynote, panel and roundtable speaking slots, moderator slots and TechTalks.
• Exhibition space in the conference exhibition area.
• Complimentary conference registrations.
• Promotion of your company on conference publicity material.
• Marketing of your company during lunch and/or networking breaks, in the conference brochure and in other media.

| Sponsorship Opportunities | Corporate Event Sponsor 1 € 65,000 | Premier Platinum Sponsor 1 € 45,000 | Platinum Sponsor 1 € 35,000 | Gold Sponsor 6 € 25,000 | Silver Sponsor 3 € 15,000 |
|---|---|---|---|---|---|
| Special Recognition as **Corporate Event Sponsor** throughout Conference | X | | | | |
| Day 1, 20 Minute **Keynote Speaking Opportunity** | X | | | | |
| Day 1, 20 Minute **Keynote Speaking Opportunity** | | X | | | |
| Day 2, 20 Minute **Keynote Speaking Opportunity** | | | X | | |
| **Plenary Speaking Opportunity** | | | | X | |
| **Moderator Opportunity** | | | | | X |
| Company Branding on **Delegate Badges** | X | | | | |
| Company Branding at **Registration Desk** | X | | | | |
| Company Branding Onsite and in Conference Programme for **1 Conference Dinner** -1 opportunity – Day 1 | | X | | | |
| Company Branding Onsite and in Conference Programme for **1 VIP Lunch** -1 opportunity – Day 1 | X | | | | |
| Company Branding Onsite and in Conference Programme for **1 Dinner** -1 opportunity – Day 2 | | | X | | |
| Company Branding Onsite and in Conference Programme for **1 Working Lunch** - 2 opportunities - **Day 2** | | | | X | |
| Company Branding Onsite and in Conference Programme for **1 Working Lunch** - 2 opportunities - **Day 3** | | | | X | |
| Company Branding Onsite and in Conference Programme for **1 Welcome Reception** (Day 0) | | | | X | |
| Company Branding Onsite and in Conference Programme for **1 Refreshment Break** – Day 1 AM | | | | X | |
| Company Branding Onsite and in Conference Programme for **1 TechTalk Refreshment Break** - 1 opportunity | | | | X | |
| Company Branding Onsite and in Conference Programme for **1 Refreshment Break** - 3 opportunities | | | | | X |
| Company Branding on Delegate Bags | X | | X | | |
| Complimentary Conference Registrations | 8 | 6 | 6 | 4 | 3 |
| 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 Holding Slides;
c) Company Logo on Sponsor Acknowledgment Page in Conference Programme;
d) Reduction on Advertising in Conference Programme;

These proposed packages should be considered as a general guide to the investment in sponsorship. For customized packages containing only the amenities that your organization requires, please contact the WCO Event Team to learn more about how these solutions can be tailored to your needs.

| Standalone Options | |
|---|---|
| Exhibition booth & TechTalk (3m x 2m) | € 7,500 |
| Exhibition booth only (one 3M x 2M booth)*see Exhibition Booth description below | € 5,000 |
| TechTalk only (one 30 minute session) | € 3,500 |
| Insert in Delegate Bag – 1 page A4 or A5 | € 1,000 |
| | |
| **Exhibition Booth description including amenities (€5,000)** | |
| Includes: | |
| 3m2m exhibition space | x |
| White Infill Panel Scheme | x |
| Exhibitor Name Card | x |
| One Counter Unit & High Stool | x |
| One Small Table & Two Chairs | x |
| Two Spotlights on Track | x |
| One 13amp double socket | x |
| Company Logo and Link on Exhibitor Page on Conference Website | x |
| Company Logo on Exhibitor Page in Conference Programme | x |
| Complimentary Conference Registrations | 2 |
| Delegate Bag per Exhibiting Company | 1 |
| | |



brisbane
australia's new world city
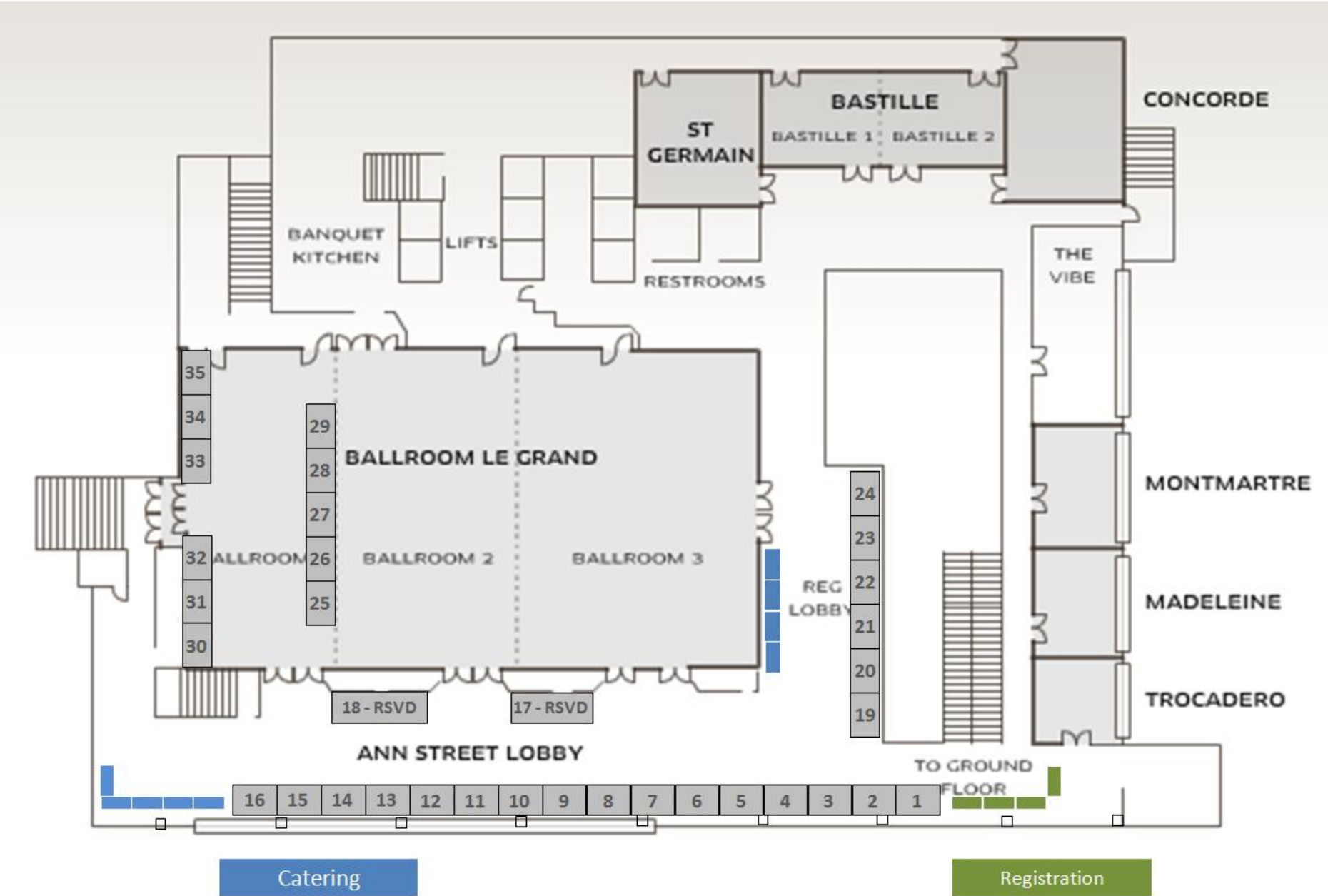
**Please complete in BLOCK CAPITALS and return this form to:**

WCO Event Services Team
World Customs Organization
30 Rue de Marché
1020 Brussels
Belgium
Email: WCOIT2014@wcoomd.org
Phone: +32 (0)2 209 94 53
Fax: +32 (0)2 209 94 74

| Company Name: Contact Person: | |
| --- | --- |
| Tel/Fax: Email: | |
| Postal Address: | |
| **Sponsorship/Exhibition requested (include amount to be paid) –**<br>Example: Premier Platinum Sponsor Lunch Day 1 €35,000 | |
| (include 3 choices for booth selection, if appropriate; exhibition floor plan is included 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:

**• On or before 28 March 2014 – 50% of the total due will be refunded.**

**• After 28 March 2014 – no refund available.**

In the event of a cancellation of an exhibition space a service fee of **€500** applies for each space cancelled before **28 March 2014**. 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 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 WCO 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 WCO with respect to the provision of the agreed benefits.

## 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:

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## For further information about the Conference:
Visit the WCO events website: www.wcoomd.org/event.htm