



World Customs Organization
Organisation Mondiale des Douanes

Effective Solutions for Coordinated Border Management

Dubai, United Arab Emirates

14 – 16 May 2013

2013 WCO IT Conference & Exhibition

Explore the ways that modern information and communications technology can lead to exciting possibilities for a whole-of-government approach at the border

HOST



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Setting the Background

The WCO IT Conference & Exhibition is an important event in the WCO calendar that has traditionally provided an exceptional opportunity for discussion on key issues and emerging trends in IT as they relate to the business of Customs and our partners in trade, transport logistics and other government agencies with a role at the border. Dubai Customs will host the 12th WCO IT Conference & Exhibition in May 2013.

In recent times, Dubai has gone from being a small trading and pearling settlement to one of the world's foremost architectural, trading and tourist centres. It is a major player in the Middle East's technological, retail and construction boom attracting people from all over the world, but especially from South Asia, Europe and elsewhere in its region. Dubai has the world's tallest building, one of the busiest ports, a major international airport and sits in one of the most strategically important parts of the world. There is no better or more vibrant location to showcase modern IT solutions.

Coordinated Border Management

Coordinated Border Management (CBM) is a coordinated approach by border regulators that seeks greater efficiencies over trade and travel flows, while maintaining a balance with compliance requirements.

CBM requires strong political will, disciplined project management, strategic planning, a legal framework, appropriate infrastructure, training, and communication. Moreover, there are several basic rules and processes that should be in place if Customs and other border agencies are to act co-operatively to better manage trade.

Much of this revolves around information technology, initially that means computerization and electronic data, the maximum use of e-commerce technologies, the use of commercial data and systems, data standards, IT security, authentication, and privacy. All these are topics to be discussed at this premier event.

Finally, better coordinated border management entails coordination and cooperation among all the relevant authorities and agencies involved in border activities that apply to passengers, goods and conveyances that are moved across borders. Governments need to explore more effective solutions to border management, in particular, to those opportunities offered by modern IT solutions.

Conference Objectives

- To discover new approaches to Customs IT, with particular emphasis on the impact of closer cooperation with all border regulatory agencies and its potential impact on core business activities that will **change the way border agencies and business operate.**
- To discuss **CBM from Customs, other border agencies and trade perspectives**, 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 on all parties involved in international trade.
- To experience **best practice examples of the latest IT solutions** and identify opportunities in the Government 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.

...Explore the challenges and opportunities inherent in the bewildering world of modern IT solutions.

What will you gain by participating?

Delegates

- Explore the changing concepts of “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 and other Government Agencies.
- 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.

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 laced with great promotional and networking opportunities.
- See the latest IT solutions that have been designed specifically for the international Customs and trade market.

Participant Profile

The 2013 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.

Venue

Atlantis Hotel, Dubai

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. Prospective delegates 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.

Become an Exhibitor!

- Maximize your visibility.
- Network with participants.
- Market your services.
- Demonstrate your products.
- Expand your business contacts.

Sponsorship Opportunities	Corporate Event Sponsor 1 €65,000	Premier Platinum Sponsor 3 €35,000	Gold Sponsor 5 €25,000	Silver Sponsor 5 €15,000
Special Recognition as Corporate Event Sponsor throughout Conference	X			
Day 1, 30 Minute Keynote Speaking Opportunity	X			
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 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 & 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 After Dinner Networking Reception - 2 opportunities (Day 1 & Day 2)			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			
Complimentary Conference Registrations	8	6	4	3
Exhibition Space (3x2m)	Included	Included	Included	Included

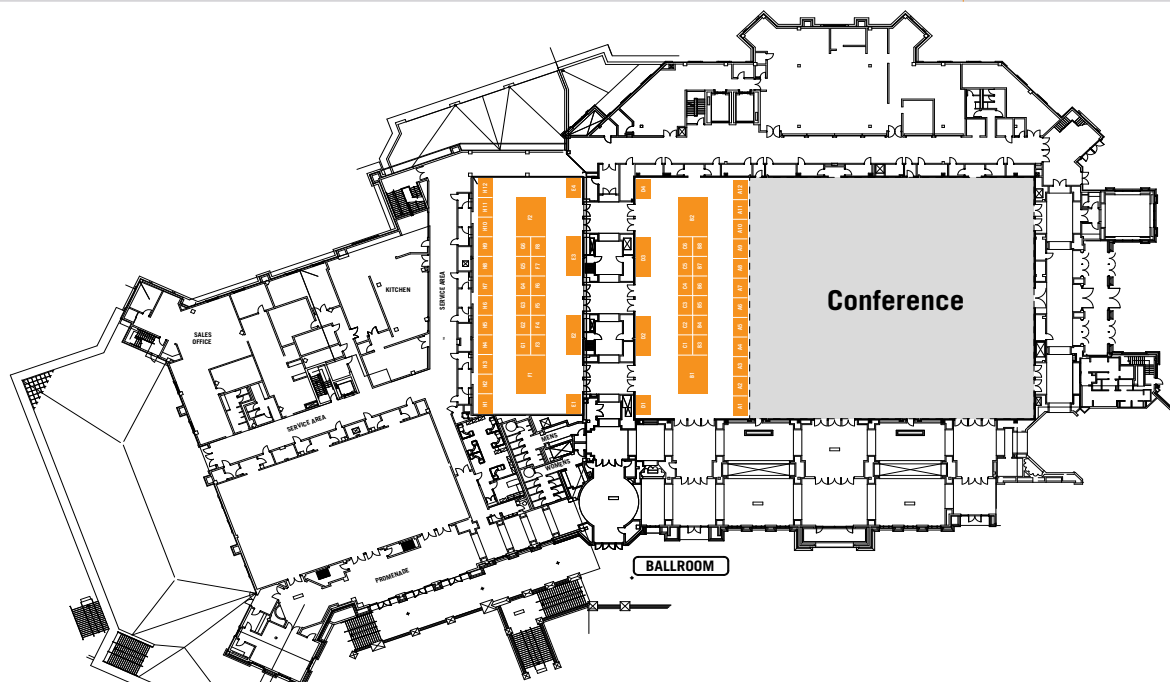
All Sponsors will also receive:

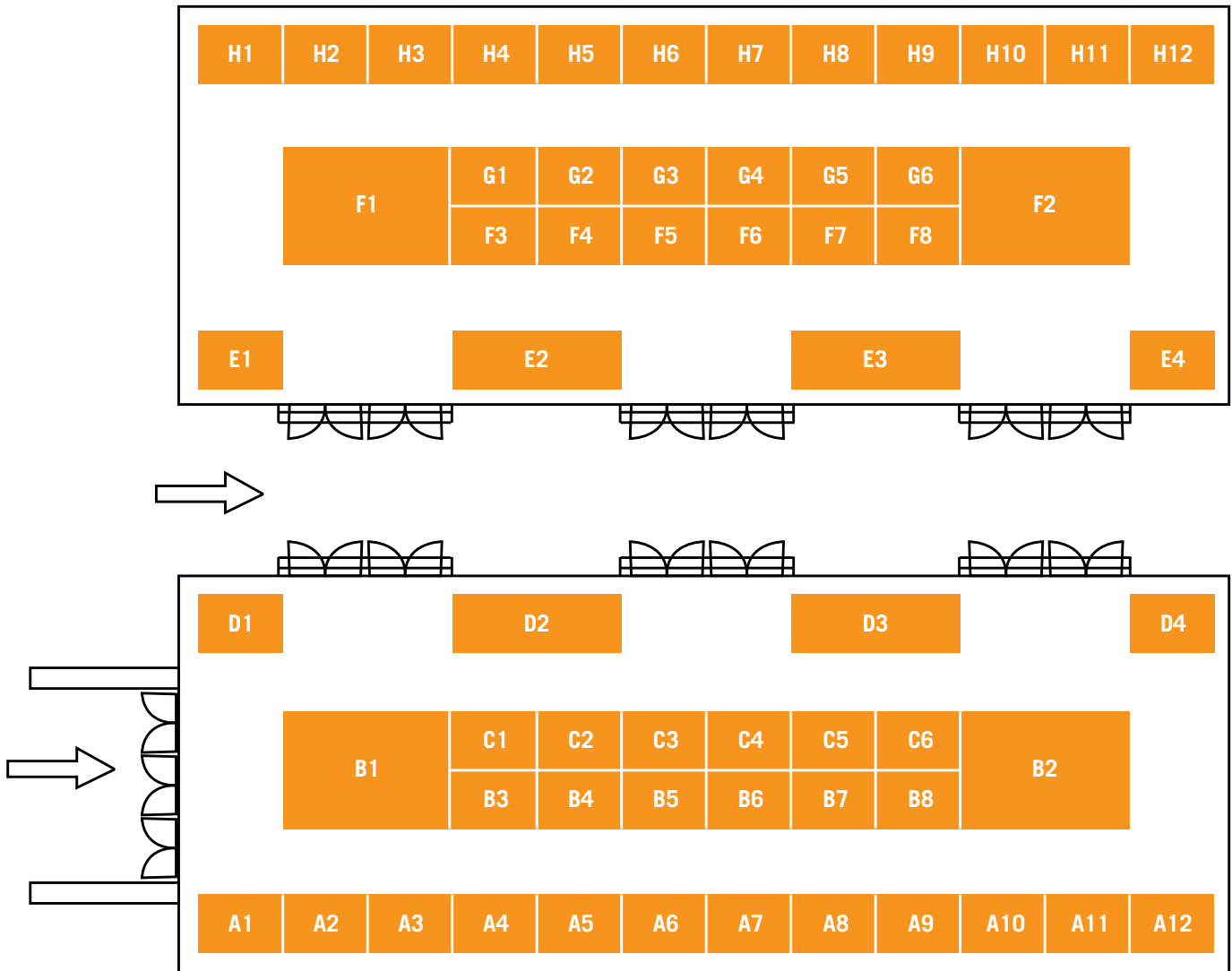
- a) Company Logo on Sponsor Acknowledgement Page on Conference Website;
- b) Company Logo on Holding Slides in Session; Complimentary insert in Delegate Bag - 1 A4/A5;
- c) Company Logo on Sponsor Acknowledgment Page in Conference Programme;
- d) Reduction on Advertising in Conference Programme;

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.

...Become a pace setter, share your views on IT with a captive audience interested in knowing more!

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
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 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
Additional booth size options:	
6m x 4m Booth only (4)	€20,000
6m x 2m Booth only (4)	€10,000
4m x 4m Booth only (main foyer) (1)	€25,000
7m x 2m Booth only (2)	€15,000
3m x 1m Booth only (2)	€5,000





Plenary



Please complete in BLOCK CAPITALS and return this form to:

WCO Event Services Team
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 Belgium
 Email: WCOIT2013@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) – Example: Premier Platinum Sponsor Lunch Day 1 €35,000	
(include 3 choices for booth selection, if appropriate; exhibition floor plan 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 29 March 2013 – 50% of the total due will be refunded.**
- **On or after 29 March 2013 – no refund available.**

In the event of a cancellation of an exhibition space a service fee of **€500** applies for each space cancelled before **29 March 2013**. 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

