

2008 SPONSORSHIP AND EXHIBITOR PROSPECTUS



MAY 12-15, 2008
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA

**THE LARGEST EXHIBITION OF ADVANCED CARD,
BIOMETRIC AND ACCESS SECURITY SOLUTIONS**

Produced in association with: **Cards Payments**

BANK TECHNOLOGY NEWS
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AMERICAN BANKER

USBANKER

**NEW
IN
2008!**

**THE SMART CARD ALLIANCE ANNUAL CONFERENCE AND THE
CTST CONFERENCE HAVE NOW BEEN COMBINED! (MORE DETAILS INSIDE)**

www.ctst.com

SourceMedia
CONFERENCES & EVENTS

ABOUT THE EVENT

The CTST 2008 Conference and Exhibition is the premier advanced payments and security conference in the Americas. For seventeen years CTST has been the definitive forum for networking and information sharing among major innovators, system integrators, industry reps and consultants from around the world. Exhibiting at CTST is the most cost-effective way to reach your customers, potential partners and prospects face-to-face. It's an opportunity to demonstrate your technology and products, as well as be positioned as industry leaders on the show floor visited by 3,000+ payment and security professionals.



NEW PARTNERSHIP WITH SMART CARD ALLIANCE

(And how it will benefit exhibitors in 2008)



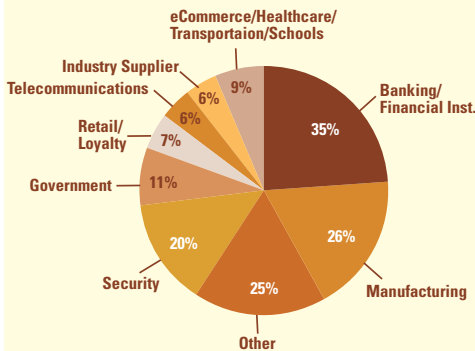
In May 2007 The Smart Card Alliance and SourceMedia announced the decision to combine the Alliance's annual conference with CardTechSecurTech (CTST), the largest card and identity technology event in North America. Beginning in 2008, the Alliance will spearhead the CTST conference agenda development, bringing the Alliance's base of leading smart card technology suppliers and end users together in one venue. SourceMedia will continue to provide its extensive event management experience and resources, along with the promotional benefits its broad range of publications and websites deliver.

With the strength of these combined resources, the 2008 CTST event is expected to grow its attendance and is positioned to provide attendees with a richer educational experience. Exhibitors will benefit from a larger venue to promote the industry's latest technologies, and even more potential clients walking the aisles of packed 2008 exhibit hall.

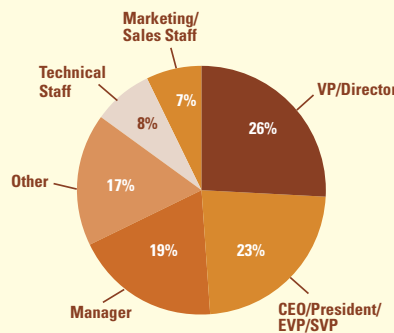
WHO YOU WILL MEET AT CTST

Profile of the 2007 attendees:

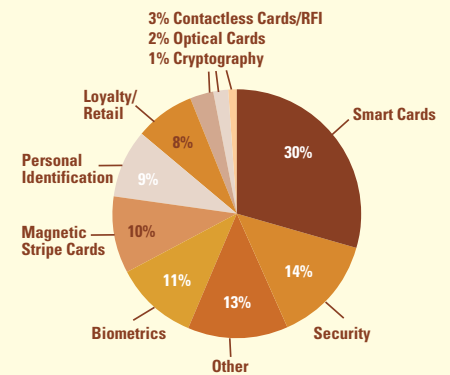
INDUSTRY



TITLE



INTEREST



BENEFITS OF SPONSORING OR EXHIBITING

The CTST team works to do much of the "heavy lifting" for our sponsors and exhibitors by incorporating elements into the event that make it easier for you to make the maximum number of quality contacts. Special promotions and giveaways are designed to drive sustained floor traffic throughout the 3 days of the expo. Fifteen total hours of exhibit time are scheduled during the event, but additionally there is open time for exhibitors to schedule customer meetings, press announcements and staff meetings on Wednesday and Thursday morning.

As part of your exhibitor or sponsor package CTST will also assist you in inviting specific customers and prospects you want to see at the show. We'll email out invitations to your customers. We'll do personalized mailings to your contacts, or even give them a phone call to extend a personal invitation. And all of this at no additional cost.



STANDARD EXHIBIT BOOTH PACKAGES

Each 10' x 10' Space Includes:

- Two all-access conference passes for your company staff
- Two exhibit hall only passes for your staff working your booth
- Pre-show and Post-show list of attendees
- Company listing and 50-word description in conference show guide
- Company name in exhibitor list on conference website
- Complimentary Marketing Services to assist in inviting your clients to attend at a discounted rate
- Complimentary exhibit hall passes to distribute to your clients
- Exhibit space with standard pipe and drape and company identification sign

Exhibit Booth Pricing:

10' x 10'	\$5,500.00
10' x 20'	\$10,800.00
10' x 30'	\$16,100.00
20' x 20' island	\$21,400.00
20' x 30' island	\$26,700.00



Call Chris Frey at 212.803.6568 for details.

FULL SERVICE EXHIBIT BOOTH PACKAGES

For an additional \$1,500 fee, upgrade your standard booth package to include:

- Choice of booth carpet
- Choice of hard wall display and shelves
- Display Delivery, Set up and Tear Down
- Booth vacuuming (1st Night)

SPONSORSHIP PACKAGES

CTST offers a limited number of sponsorship opportunities to vendors, designed to give you exclusive branding in front of a 3,000+ person targeted audience.

CTST Sponsorship Packages Include:

- Additional all-access conference passes for your company staff (number of passes depends on package type)
- Additional exhibit hall only passes for your staff working your booth (number of passes depends on package type)
- Pre-show and Post-show List of attendees
- Company listing and 50-word description in conference show guide
- Prominent color ad space in the conference show guide
- Company logo and hyperlink on the sponsor/exhibitor page on conference website
- Complimentary Marketing Services to assist in inviting your clients to attend at a discounted rate
- Prominent signage at the event promoting your sponsorship
- Complimentary exhibit hall passes to distribute to your clients



CTST Sponsorship Opportunities Include:

- Tote Bag Sponsor
- Tech Tour Sponsor
- Track Sponsor
- Registration Sponsor – **SOLD!**
- Internet Station Sponsorship
- Pen and Pad Sponsorship
- Room Key Sponsorship
- PodCast Sponsorship
- Bottled Water Sponsorship
- Door Drop Sponsorship
- Conference Guide Belly Band Sponsorship – **SOLD!**
- Seat Drop Sponsorship
- Exhibit Hall Bingo Card Sponsor
- Wall Street Journal/New York Times Door Drop Sponsorship
- Hard Candy Sponsorship – **SOLD!**
- Exhibit Hall Grand Prize (Mercedes Benz) Giveaway – **SOLD!**
- Opening Night Networking Reception
- Opening Day Keynote and Award Presentation Luncheon
- Pre-Conference Workshop and Keynote Reception
- Pre-Conference Workshop Sponsor
- After-Party/Cocktail Reception Sponsors
- VIP Lounge Sponsor
- Industry Innovation Session
- Innovation Pavilion Sponsorship - **SOLD!**
- Lunch Sponsorship
- Continental Breakfast Sponsor
- Refreshment Break Sponsor

To determine which sponsorship package will work best for you, contact Chris Frey at christopher.frey@sourcemia.com or 212.803.6568.

2007 SPONSORS AND EXHIBITORS

Partial list of the companies that participated in the last CTST event:

3M	ddm Hopt + Schuler	Superior Tape & Label
509 Technologies	Dynetics Engineering Corp	Teraco
ACT Canada	Electronics Today	The Kurz Group
ADT Security Services	Exponent Inc.	TMD Security
Allegheny Printed Plastics	Freeman Schwabe Machinery	Todos Data Systems AB
American Bank Note Holographics, Inc.	Functional Materials, Inc.	Topaz Systems
Americard Technologies	Fidelica Microsystems	Transilwrap Company
Amity Software	Gemalto	Trijay Technologies International Group
Antheus Technology	General Dynamics	Uniform Industrial Corp
Archivert S.A.	Giesecke & Devrient	USA Technologies
Arcot Systems Inc.	Global Enterprise Technologies Corp	Versatile Card Technology
Arthur Blank	Greencorp Magnetics, Inc.	VISA USA
Artisyn Synthetic Paper	HID Global	VIVOftech
ASK Contactless Technologies	ICMA	Web Technology
Aspect Labs	Panasonic	ID Tech
Associated Pacific Machine Corp	PAV CARD GmbH	Identification Systems Group/Datacard Group
Atlantic Zeiser	Perfect Plastic Printing	Identita Technologies Inc.
Aug. Schwan GmbH & Co.	Peripheral Dynamics, Inc.	InCard Technologies
Autofeeds Inc	Pitney Bowes-Sure-Feed Engineering	InfoGard Laboratories
Aware Inc.	PPG	Information Packaging Corporation
Axes Network Solutions	Prepaid Media	Innovative Information Solutions, Inc.
Barnes International Ltd	Priva Technologies	INSIDE Contactless
Bayer Films America	Privaris	Interlink Electronic
Blumer USA Inc	Profold	Iris Corporation Berhad
Bowe Bell Howell	Protect-all Print Media	KBA-Metronic AG
Bright Card	Q-Card Company	Koera-Packmat
Burkle North America	Riscure	L-1 ID
Card Source	Rogue DNA	Labcal
CardsNow!Asia	RSA, The Security Division of EMC	LaserCard
CARTES	SafeNet, Inc.	Leibinger
Cherry Electrical Products, Inc.	Sagem Orga USA	MAAP Technology
China Lucky Magnetic Stripe Co	SCM Microsystems	Magensa LLC
Choice Point	Scratch Off Systems	Magtek
Collis	Secugen Corporation	Maschinenfabrik Lauffer
Comprion GmbH	Security Director News	Melzer
CPI Card Group	Security Systems News	MGI USA
CreatorUSA Technologies Corp	Shenzhen Laike Electronics Co., Ltd	Muhlbauer, Inc.
Cross Match	SiPix Imaging, Inc.	Multifeeder
Crown Roll Leaf, Inc.	Smart Card Alliance	NAGRA ID
Cryptography Research	Smartrac Technology Ltd	NFC Forum
CTSNorth America Inc.	Sony Corporation	Oasys
Datacard Group	SpartanicsS	Oberthur
Datastrip, Inc.	Storm Interface	OTI

2008 VENUE

Orange County Convention Center - Orlando, FL.

The Orange County Convention Center is located in the heart of Downtown Orange County, the area's tourism capital. Minutes from the Orlando International Airport and within easy walking and driving distance of world-class dining, shopping and entertainment, attendees at the Orange County Convention Center will find a wealth of options on their doorstep.



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