

TURN OVER  
AND GET INVOLVED



# IFSEC

FUTURE OF SECURITY  
COMPETITION

## WHAT IS THE IFSEC FUTURE OF SECURITY COMPETITION?

This newly launched annual competition aims to find **the next generation security innovations**. We aim to challenge the brightest minds in security technology **from around the world** to submit radically new ideas and game-changing technologies.

This competition brings together the world's most promising technological prototypes and ideas at IFSEC 2011 to compete against each other in a live judging session. It also represents a unique opportunity for the chosen entrepreneurs to find capital, industry partners and government customers.

## COMPETITION TIMELINE:

**SEPTEMBER 2010**  
OFFICIAL LAUNCH OF COMPETITION  
("CALL FOR ENTRANTS")

**JANUARY 31, 2011**  
DEADLINE FOR SUBMISSIONS

**FEBRUARY 2011**  
1ST ROUND JUDGING (ONLINE) TO ARRIVE AT  
THE CHOSEN FINALISTS

**MAY 2011**  
FINAL \*LIVE\* JUDGING PANEL & AWARD  
CEREMONY AT IFSEC IN BIRMINGHAM

## PRIZES & AWARDS

- MINIMUM OF US\$10,000 CASH AWARD TO WINNER
- EXPOSURE AT IFSEC 2011 AND BEYOND
- MENTORSHIP FROM INDUSTRY LEADERS
- 'STAMP OF APPROVAL' FROM EXPERT PANEL
- POTENTIAL INVESTMENT OPPORTUNITIES

## WHO ARE WE LOOKING FOR?

The competition is open **worldwide** to researchers, innovators, universities and small businesses. Applicants must offer a technological innovation that can be used to prevent, defend against, recover from or cope with any kind of terrorist incidents or other criminal acts. Entry is **free**.

*We are launching the IFSEC Future of Security Competition to give new technologies a chance to gain wider exposure. The lucky winner will receive a stamp of approval from industry luminaries, extensive media and market exposure, funds for further development of the technology and an opportunity to find capital, industry partners and government customers. We are looking forward to the inaugural competition at IFSEC 2011.*

**JAMES BLUE**  
PORTFOLIO DIRECTOR, UBM LIVE  
ORGANISERS OF IFSEC

REGISTER YOUR INTEREST AT [WWW.IFSEC.CO.UK/FUTUREOFSECURITY](http://WWW.IFSEC.CO.UK/FUTUREOFSECURITY)

## GET INVOLVED WITH THE IFSEC FUTURE OF SECURITY COMPETITION

If your company is actively looking for a new pipeline of products or acquisitions within the security market, or you're part of an investment vehicle looking for fantastic value, then becoming a sponsor of the IFSEC Future of Security Competition throws up some unique benefits which rarely present themselves.

**WE HAVE PRODUCED A TIERED SYSTEM OF SPONSORSHIP. HOWEVER EACH PACKAGE CAN BE TAILORED ACCORDING TO YOUR OBJECTIVES**

### GOLD LEVEL

As a Gold sponsor of this competition, you will receive an array of fantastic benefits:

#### SHAPING THE COMPETITION

A seat for your company on the Competition Committee, providing an opportunity to directly influence and shape the Competition and to be able to advise on the way to expand it next year.

#### FIRST ACCESS TO INNOVATION

First access and deep knowledge of security innovations will come from our "Innovation Book", containing selected profiles of qualified entrants from the competition, ahead of the IFSEC Future of Security Competition.

#### SHOWCASING YOUR SECURITY EXPERTISE

- You will have the opportunity to participate as a first round, online Judge in the competition.
- You will have the opportunity to participate as a **Judge** in the Final Judging Committee on stage at IFSEC 2011.
- Opportunity to give a short speech on stage at the 2011 Final Awarding Event.
- Opportunity to present one of the prizes during the Awards Reception.

#### BRANDING YOU AS SECURITY LEADER

- Your corporate profile to appear within the Gold sponsor level of the event's brochure.
- Your logo to be displayed at the Final \*live\* Judging Panel & Award Ceremony at IFSEC 2011.
- Your logo to be used on all IFSEC Future of Security Competition marketing collateral.
- Your logo and link to be displayed on the competition's webpage.
- You are mentioned, with the opportunity to include a quote, in at least two press releases.
- You are mentioned in communication messages to contestants and other regular messages to the competition community.

#### NETWORKING

- Access to the **delegate list** of the IFSEC Future of Security Competition Final attendees ahead of the event.
- 10 free tickets to use or give to guests to attend the final IFSEC Future of Security Competition Networking and Award Ceremony.

#### VIP RECEPTION

Your company will be the **exclusive sponsor** of the VIP Reception, following the conclusion of the Award Ceremony.

- IFSEC and your company will invite the VIP guests of the Competition to this post-event cocktail reception (guests to include speakers, committee members, sponsors, top contestants).
- A representative of your company to welcome all guests in a **short speech**.
- Your sponsorship of VIP Reception acknowledged in signs and in the invitation letters/emails to the guests.

**COST: £25,000 GBP + VAT**

### SILVER LEVEL

#### ACCESS TO INNOVATION

- You will have the opportunity to participate as a first round, online Judge in the competition.
- You will have the opportunity to participate as a Judge in the Final Judging Committee on stage at IFSEC 2011.
- Access to the "Innovation Book" prior to the IFSEC Future of Security Competition final.

#### BRANDING OPPORTUNITIES

- Opportunity to present one of the prizes during the Awards Reception.
- Your corporate profile to appear within the Silver sponsor level of the event's brochure.
- You are mentioned, with the opportunity to include a quote, in at least one press release.
- You are mentioned in communication messages to contestants and other regular messages to the competition community.
- Your logo and link to be displayed on the competition's webpage.
- Your logo to be displayed at the Final \*live\* Judging Panel & Award Ceremony at IFSEC 2011.

#### NETWORKING

- Five free tickets to use or give to guests to attend the final IFSEC Future of Security Competition Networking and Award Ceremony.

**COST: £15,000 GBP + VAT**

### BRONZE LEVEL

#### ACCESS TO INNOVATION

- You will have the opportunity to participate as a first round, online Judge in the competition.
- Access to the delegate list of the IFSEC Future of Security Competition Final attendees post event.
- Access to the "Innovation Book" after the IFSEC Future of Security Competition final.

#### BRANDING OPPORTUNITIES

- Your logo displayed on our webpage and marketing material and at the final event for this competition at the Associate level
- Your company named as "official partner" of this challenge in marketing communications.

#### NETWORKING

- Three free tickets to use or give to guests to attend the final IFSEC Future of Security Competition Networking and Award Ceremony.

**COST: £5,000 GBP + VAT**

**TO DISCUSS ANY OF THE SPONSORSHIP OPPORTUNITIES AND HELP SHAPE THE FUTURE OF SECURITY, PLEASE CONTACT CHARLIE CRACKNELL ON:  
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