



ICeP'09
www.icep.educasphere.com

Sponsorship

International Conference eCommerce, ePayments and Applications

Marrakech

25-27 September 2009

Introduction

The event

Falling within the framework of the government action plan for IT, the Conference is the heart of eMaroc strategy and any other country strategy for e-business. The Moroccan government strategy is to further democratize the use of Internet as well as its services and its benefits alike in developed countries. The Conference aims to bring together academic experts, IT professionals from Morocco and abroad to discuss all aspects of eCommerce and ePayments. Through the interventions, speakers, participants, experts and non experts will report on developments in these areas. The conference has a widespread distribution through an integrated communication action both in Morocco and abroad.

Organizers

SIST University is a private institute of higher education operating in Morocco since 2001. SIST is an off-campus centre for University of Sunderland and University of Wales Institute, Cardiff awarding double diplomas in areas well oriented towards market and employment needs. The diplomas awarded are Bachelors and Masters recognized worldwide. SIST University's fundamental missions: - prepare the next generation of researchers and professional leaders for the Moroccan market and internationally, and - develop professional skills required by the Moroccan market and internationally in the provided fields. SIST University training follows the British curriculum. Educasphere is an agency specialized in organizing events and consulting related to education, training and research.

Co-organizers

Journal of Internet Banking & Commerce: exist since 1995, this electronic publication which purpose is to inform banks, academics, executives and professionals on the key developments in the areas of electronic commerce in the world.

The Organizing Committee

The Organizing Committee is composed of the organizers, co-organizers, partners and academic institutions as well as privileged partners.

Conference Topics

- Overcome the global financial crisis through the expansion of commerce and electronic payments
- Profitability, governance, regulation and compliance
- Barriers and Solutions to Commerce and Electronic Payments
- Infrastructure and developing countries - a solution or a barrier?

Interventions will affect the following aspects

eCommerce Technology

- eBusiness Applications & Software
- Security for enabling eCommerce
- Web based Information Systems
- Information Personalization Technology
- Search Engines

eCommerce & Management

- Managing Innovation & Entrepreneurship
- eCommerce Strategy & Implementation
- eCommerce Economics & Business Models
- Online Auctions & Optimal Pricing
- eMarketing

Regulatory/Policy Issues

- Social Issues in e-Commerce
- The Regulatory Environment of e-Commerce
- Trust & Security Issues in e-Commerce

Global e-Commerce

- eCommerce in developing/ emerging Countries
- Barriers to eBusiness Adoption
- Infrastructure for eCommerce
- Social Network & eCommunities
- IT Investment & Economic Performance

Services

- eLogistics & Supply Chain Management
- eGovernment
- eProcurement
- Business-oriented eCommerce
- Retailing in eCommerce
- Mobile Commerce
- Internet Banking
- ePayment Systems

E-Tourisme

Scientific Committee

President

Dr. Nahum Goldman, President, ARRAY Development in Canada, is an expert and recognized professor on re-enforcing security and governance in line of electronic commerce. His academic and research are in the areas of Internet banking and electronic commerce.

Members:

Professor Jay Mitra, founder of Business Enterprise and Innovation, Director of the Entrepreneurial Research Center and the School of Entrepreneurship and Business, University of Essex, United Kingdom. He is also the director of the Scientific Committee for the entrepreneurship of the OECD (Organization for Economic Co-operation and Development).

Prof. Nikhil Agarwal is an international expert in ICT and development, Internet governance and e-governance. He is currently Director of Zensar Center for Business Innovation based in Pune, India. Along with his responsibilities, he serves on various national and international committees on ICT and IG. Acknowledged as a high-level adviser for the United Nations Global Alliance for ICT and Development.

Pr Jean-Michel Sahut with a doctorate and an ability to supervise Management Sciences Research, he is currently the Research Director of Groupe Sup de Co Amiens. He was previously Director of Studies at the Groupe Ecoles de Telecommunications, as Research Director, Groupe Sup de Co La Rochelle, an invited Professor at the University Laval (Quebec) and has taught at several Colleges and Universities with ESSEC Euromed, CNAM, Ecole Centrale de Paris and Telecom Paris.

Professor Brian Morgan of Cardiff School of Management, University of Wales, United Kingdom is a Professor of Entrepreneurship and Director of Creative Leadership and Enterprise Center. He was Director of Leadership, Enterprise and Economic Development Unit at Cardiff University. He also worked in Eastern Europe and South Africa for the OECD and the EU.

Sponsorship and Exhibition

We offer a range of options for the sponsorship of the International Conference on eCommerce and ePayments in Marrakech from 25 to 27 September 2009 (ICEP 09), with different formulas covering a wide range of prices.

If you can not find a package that meets your specific needs, we will work with you to create one, which will fulfill all your requirements.

The different forms and sponsorship options are presented below. Other options Institutional Sponsorship and Media are available.

- Official Partner
- Platinum
- Gold
- Silver
- Exhibition Opportunities
- Sponsorship of the welcome reception on the eve of the conference
- Lunch sponsorship of the conference
- Sponsorship of the Conference dinner
- Sponsorship of coffee break
- Additional sponsorship options.
- Terms and Conditions
- Order Form Sponsorship

Privileged Official Partner

The package of Privileged official partner will allow you to complete your marketing policy, through the presentation of your organization. This will give you the opportunity to present your products and announce your plans to specialists, academics and professionals nationally and internationally. The Official Partner will be part of the Organizing Committee and appoint a representative who will participate in meetings of this committee.

Right of access to the conference

The partnership will allow free access to 10 participants with a 40% discount given on the registration fee for any other employee.

The website

The logo of your institution will appear on the conference website once the signed order. You will be allowed to promote your company as a partner of the conference.

Banners and billboards

The partner can provide the appropriate direction signs in the halls of the main conference. Your sign will have a prominent orientation even within the conference rooms. Your logo will appear in the panel of sponsors logos and will be used for any interview with the press and media.

Promotional Support

As a partner, your logo will appear on the cover CD of the conference (only the logo of the partner and the conference will be on the cover of the CD).

Electronic Documents partner will also be inserted in the CD.

As an official partner of the conference your logo appear more prominent than all others co-sponsors in the program brochures, website, and posters of the conference. You will also have the opportunity to include your company brochure and a gift in the package of the participants, which will be distributed at registration.

Exhibition stand

As a partner you will receive a n exhibitor hall, where you can showcase your products and services.

You will be referred to in the opening session and the closure of the conference, you may also be thanked in press conference. The partner will also hold its own press conference in collaboration with the organizers and / or in the presence of the Scientific committee.

The price of the package is DH 150,000 or 15,000 Euro.

Platinum Sponsor

The Platinum package allows you to differentiate yourself through the presentation of your organization to internationally recognized experts. The Platinum package will guarantee maximum exposure throughout the conference. One Platinum sponsor is available. This sponsorship provides the opportunity to sponsor to nominate a representative to take part in meetings of the Organizing Committee.

Access rights to the conference:

The title sponsor Platinum allows access to 5 conferences participants with the option to purchase a 25% for each additional participant.

The website

Your company logo will appear on the conference website once the order is signed. You have the right to promote your company as a Platinum sponsor at the conference.

Banners and billboards

You will be able to provide the billboards as guidance to their use, in the main conference room and place of registration. Your panels will focus further than all other co-sponsors. Your logo will appear in the panel of sponsors logos that will be used for any interview with the press and media.

Promotional Support

As a partner, your company logo will appear on the cover of the conference CD. Electronic records of your body will be inserted in the CD.

As a Platinum sponsor your presence in the conference will reflect the level of sponsorship as the words 'Platinum Sponsor' will be mentioned on the brochures, website, or on the posters of the conference as well as any other advertising support. You have the right to promote your company as a Gold sponsor of the conference during your communications. As a Platinum Sponsor you will be able to include your company brochure and a gift package which can be distributed to participants at the conference registration.

Exhibition stand

As a Platinum Sponsor you will be allocated a stand in the exhibitors hall where you can market your products and services. You will be thanked in the opening session and closing of the conference. You'll also be thanked for the press conference or by any other opportunity with the press and media.

The package price is 100,000 or 10,000 Euro DHS

Gold Sponsor

Through this partnership, you can increase your exposure to the public. It will also be an opportunity for you to promote your organization by presenting your products and your plans to national and international experts. (Four places Sponsor Gold offers maximum)

Right of access to the conference:

The sponsor Gold status allows access to the conference to four participant with option to buy at a discount of 20% for each additional participant.

The website

The logo of your institution will appear on the website of the conference and any other publication and advertising of the Conference. You have the right to promote your company as a Gold sponsor at the conference.

Banners and billboards

You will be in the position to provide the billboards in the main conference room and reception. Your panels will focus further than those of all other co-sponsors below. Your logo will appear in the panel of sponsors logos and will be used for any interview with the press and media.

Promotional Support

Electronic records will be inserted in the CD Conference Proceedings. As a Gold sponsor of the conference logo appear more prominent than those of other co-sponsors below. You will also have the opportunity to include your company brochure and a gift package in the participant will be distributed at conference registration.

Exhibition stand

You will be entitled to a stand of 18 square meters in the exhibition hall as an exhibitor where you can showcase your products and services.

Thanks

You will be thanked at the opening of the conference.

The price of the package DH 80,000 or 8,000 Euro

Silver Sponsor

This formula gives you the opportunity to forge new business relationships and develop a comprehensive promotional campaign in a space of encounter and exchange of national and international personalities.

Right of access to the conference:

This formula will allow free access to conference participants 4 with a 15% discount given on the registration fee for your other employees or partners.

Website

The logo of your institution will appear on the conference website once the order is signed. You have the right to promote your company as a Silver sponsor of the conference.

Banners and billboards

You will be able to provide the billboards and guidance to there exposure in the main conference room and the registration location. Your panels will focus further than those of all other co-sponsors below.

Promotional Support

Electronic records will be inserted in the CD Conference Proceedings.

As a Silver sponsor of the conference logo appear more prominent than those of other co-sponsors below.

You will also have the opportunity to include your company brochure and a gift package in which participants will be distributed at conference registration.

Exhibition stand

You will be entitled to a stand of 9 square meters in the exhibition hall as an exhibitor where you can market your products and services

Thanks.

You will be thanked at the opening of the conference.

The package price Dhs 70,000 7 000 Euro

Other forms of Sponsoring

Sponsorship of the Gala dinner 25 or 26 September 2009	<p>DH 40 000 / 4 000 Euro HT</p> <p>Logo on program Personalized invitation card Speaking at the opening dinner A reservation VIP table for 8 people on your behalf. Custom menu with your logo</p>
Sponsorship of the lunch on 25 September 2009	<p>DH 25 000 / 2 500 Euro HT</p> <p>Logo on the program Easel with your custom logo Personalized invitation card Speaking at the opening lunch VIP reservation table for 8 people on your behalf.</p>
Sponsoring the lunch on 26 September 2009	<p>DH 20 000 / 2 000 Euro HT</p> <p>Logo on program Easel with your custom logo Speaking at the opening lunch Custom menu with your logo VIP reservation table for 8 people on your behalf.</p>
Sponsoring the lunch on 27 September 2009	<p>DH 20 000 / 2 000 Euro HT</p> <p>Logo on program Easel with your custom logo Speaking at the opening lunch Custom menu with your logo VIP reservation table for 8 people on your behalf.</p>
Sponsorship of two Coffee break on 25 September 2009	<p>Dh 20 000 / 2 000 Euro HT</p> <p>Logo on program Easel with your custom logo</p>
Sponsorship of two Coffee break on 26 September 2009	<p>DH 15 000 DH / 1 500 Euro HT</p> <p>Logo on program Easel with your custom logo</p>
Sponsorship of two coffee breaks on 27 September 2009	<p>Dh 25 000 / 2500 Euro HT</p> <p>Logo on program Easel with your custom logo</p>
Advertising on the Official Catalog	<p>Dh 40 000 / 4000 Euro HT</p> <p>Logo on Badges, Logo on Pad, Logo on Logo, on conference bag</p>

Media Partner

▪The Organization role:

- Is to give the status of Partner Media to Partner Media who may be any organ of the press and media on any medium in any correspondence and communication related to the Conference
 - Is to highlight the media partner in all public relations events marketing and publicity
 - Enhance Partner Media in media communications and publicity for the Conference as a Media Partner.
 - Offer to Media Partner the possibility to have a stand in the Conference.
 - Allocate a organizer that will be in charge of 2 journalists Partner Media regarding the hotel and the Conference for 3 days.
- Media partner has been given priority access to information and interviews with leading figures in the Conference.

The MEDIA PARTNER role :

- Is to regularly inform its audience and / or its readers with themes related to topics covered by the Conference, such as eCommerce and epayment
- publish special issues or to organize special programs on the themes of the Conference.
- to regularly report to the Conference visuals or to advertize on the event which frequency and format will be discussed with the organizers beforehand.
- to insert the logo in the Conference's website

This type of partnership involves no payment of both .



Institution:			
Field of activity:			
Acronym			
Address:			City:
Email:		Tel:	Fax:
Contact:		Function:	
Email:			GSM
General Manager:			
Email:			GSM

Platinum Conference Sponsorship Package (Max 2)	Dh 100 000	
Gold Conference Sponsorship Package (maximum 4)	Dh 80 000	
Silver Conference Sponsorship Package (maximum 10)	Dh 70 000	
Exhibition Package	Dh 15 000	
Sponsorship Gala Dinner 25 September 2009	Dh 40 000	
Sponsorship of Lunch, 25 September 2009	Dh 20 000	
Sponsorship of Lunch, 26 September 2009	Dh 20 000	
Sponsorship of Lunch, 27 September 2009	Dh 20 000	
Sponsorship of coffee break on 25 September 2009	Dh 12 000	
Sponsorship of coffee break on 26 September 2009	Dh 12 000	
Sponsorship of coffee break on 27 September 2009	Dh 12 000	
Printing of logo on conference materials: notebook, the conference bags, pens	Dh 20 000	
Total TTC		
dont TVA à 20%		

Please accept our participation as a sponsor for the appropriate category (s) checked (s), I have read and approved the general of participation.

I enclose with this form a check payable to Educasphere of Dh _____ representing an advance of a 60% of the total amount due.

I undertake to settle the remaining 40% before 15 August 2009. Responsible Name _____ Date: _____
This bulletin is an acts as a formal Convention

Signature and stamp

General Terms

1. All sponsorships will be distributed on the basis of first to come, first served. Educasphere reserves the right to reject any sponsorship it judge inappropriate.
2. After the acceptance in writing by Educasphere, the sponsor must provide the funds Educasphere sponsor logo image (in the format required by Educasphere), and other necessary details (such as the proper use of the name of the organization the brand name, etc), no later than 30 days of receipt of the agreement.
3. A promise of sponsorship can not be processed without payment. Payment is preferred in Moroccan dirhams, but other currencies are also accepted. Payment is usually by direct bank transfer or by check made out to Educasphere. Other arrangements for payment can be granted.
4. The sponsorship fee does not cover the cost of conference registration, unless it is specifically stated in the type of sponsorship chosen.
5. All media advertising of the sponsor must be submitted 30 days before the conference to ensure the inclusion in the programs and other materials covered by the type of sponsorship.
6. The sponsor may not sublet, assign or apportion part of its sponsorship or represent or advertise or distribute products or services of any other company or organization, without written approval of Educasphere.
7. ICEP will not be liable for any loss or damage of property of the Sponsor due to fire, theft, accident, or any other cause by negligence or any other reason.
8. No display or sign or logo or any other advertising medium can not be posted, nailed or otherwise affixed to walls, doors or other surfaces so as to impair or degrade the premises or equipment and furniture. Damage caused by failure of the notice are due by the sponsor.
9. Sponsors are invited to submit an intervention for the conference if they wish and if the law allows them to do so without additional charge. However, the content must be approved by the Scientific.
10. For sponsoring opportunities for engaging viewing, it should be noted that the space may be limited depending on the place. Educasphere inform each sponsor of the maximum size, the number of billboards etc available to it
11. In order to minimize costs Educasphere may limit the number of colors used for the printing of sponsor logos.
12. If a sponsor wants to negotiate a sponsorship value and higher quality (eg, lunch VIP) as provided by Educasphere, the sponsor must pay the difference in addition to charges for his kind sponsorship.