

June 28/29,
2011

justtouchit
conference &
retail tech expo **2011**

**EXHIBITION,
MARKETING &
SPONSORSHIP
OPPORTUNITIES**

Highlighting The Three “P’s” :
Point of Interaction
Point of Transaction
Point of Information



**Today we are bringing
the world to you!**

Introduction

The Justtouchit Conference & Expo, now going in to its third year, was designed to provide information about the strategic, marketing and business benefits of interactive digital media, or more commonly, kiosks.

However, as the lines between various customer engagement technologies are becoming more blurred, customers are now looking for total solutions as opposed to single technologies in the Customer Engagement sphere.

As the only Customer Engagement event of its kind in South Africa, Justtouchit 2011 is ideally placed to offer solutions to organisations wishing to enhance their customer experience offerings through digital media such as kiosks, digital signage, self-service, digital out-of-home/place based media, mobile and other customer-facing technologies.

Justtouchit's primary focus has always been an educational one, and this remains the case for the 2011 event.

The Justtouchit Conference & Expo offers you the chance to meet other industry experts, discuss hot new topics and exchange information and views, in a friendly and professional environment.

Justtouchit has been truly focussed event, and while delegate numbers have never been very high, the quality of attendees has made exhibiting at the Expo extremely worthwhile for past exhibitors.

Justtouchit can justifiably claim to be a truly international event, with past speakers coming from the United States, Europe, Australia, and of course, the "best of breed" from South Africa.

Justtouchit is affiliated to both Euro Kiosks Network, and Customer Engagement Technology World (CETW), the world's largest Interactive digital media show.



Attendees & Exhibitors 2009/10

Delegates at the previous two events represented some of South Africa's top organisations. The following companies and Institutions were amongst those attending:

eThekweni Transport Authority, Dataworld, Vukani Gaming Corporation, LifeWorld, Unisa, UCS Group, Gauteng Shared Services Centre , Lonmin Platinum, Nedbank, Pick 'n Pay, SA Post Office, CEB Maintenance, First National Bank, Marketech, Business Connexion, Touchtek Systems, UEC-Arrow Altech, Telkom, City of Johannesburg – Tourism, Metrobus, Saatchi & Saatchi, Vodacom Service Provider Company, Drafftcb, Edcon , Boxer Superstores , Online Business Intelligence, Bytes Managed Solutions, Grey Group South Africa, Telesure Group Services, Vodacom

Sponsors, exhibitors and partners have included:





Who Should Sponsor or Exhibit @ Justtouchit 2011 – The Customer Engagement Retail Technology Expo

The 2011 version of the Expo has evolved from the initial small Expo supporting a kiosk Conference in 2009 to a brand new platform for ALL players in the Customer Engagement Retail Technology sectors – for the first time in South Africa, there is a DEDICATED Customer Engagement Retail Technology Expo!

Who Should Exhibit or Sponsor?

Anyone who is involved in any of the THREE “P’s”

- **POINT OF INTERACTION** – Kiosks, Mobile, Internet, Handheld Devices etc
- **POINT OF TRANSACTION** – Point of Sale hardware and software, Self-Checkout, EFT Solutions, Card systems, wallets etc
- **POINT OF INFORMATION** – Digital Signage, POS etc, Audience Measurement,



Who Should Sponsor or Exhibit?

World-class Customer Engagement solution providers who need to position their products to decision makers in these sectors:

KIOSKS:

Kiosk Application Developers; Kiosk Solution Providers; Kiosk Software Systems

Developers & Suppliers of:

Bespoke use Kiosks; Check-in/out Kiosks / Access Control; Information kiosks; Interactive Digital Signage; Media Download Kiosks; Mobile Phone Kiosks; Photo kiosks; Point of sale kiosks; Security/RFID/Biometrics; Unattended payment/ticketing terminals; Suppliers of Hardware & Peripherals; Integrators/Maintenance/Support companies

Suppliers of Specialised Content (ie Training Programmes); Suppliers of Specialised Services such as Financing; Management/Remote monitoring/Maintenance solutions

DIGITAL SIGNAGE:

Digital Signage Content; Digital Signage Hardware; Digital Signage Software; Content Sales

AUDIENCE MEASUREMENT TECHNOLOGY

Suppliers and service providers in this unique field

POINT-OF-SALE SOLUTIONS, Including Self-checkout

Point-of-Sale Hardware, Software & Services.

MOBILE

Mobile Customer Engagement Solution Providers, Telecoms

Who IS Sponsoring & Exhibiting?



Primary Sponsorships

We offer three levels of Primary Sponsorship – these offer the most comprehensive marketing opportunities and provide the greatest branding opportunities before, during and after the event.

Please review them and let us know which will work for you!

Previous Platinum Sponsor



Previous Gold Sponsors



	Platinum Sponsor (only 1)	Gold Sponsor (only 2)	Silver Sponsor (only 3)
Exhibition Booth	9 x 3	6 x 3	3 x 3
Full Conference Passes	6	4	4
Full page colour ad in Programme	Yes (Front Cover)	Yes (OBC)	Yes (IFC//IBC)
Lanyard (to be supplied by Sponsor)	Yes		
Registration Area Sponsorship	Yes		
Delegates Bag (to be Supplied by Sponsor)		Yes	
Logo on marketing materials including emails	Yes	Yes	Yes
Signage at event	Yes	Yes	Yes
Promotional emails to send out to all clients/contacts	Yes	Yes	Yes
Logo on conference web site	Yes	Yes	Yes
Additional Passes at discounted rate	Yes	Yes	Yes
Attendee list containing full contact details	Yes	Yes	Yes
Marketing Material Distribution in attendee bag	Yes	Yes	Yes
PRICE (excl VAT)	R60 000	R40 000	R30 000

Special Sponsorships

Beverage Station Sponsor:

We will be serving various beverages during the course of the event. By sponsoring this area your company will gain exposure by signage on and near the tables. You will also be able to display your company's product and service information on a small table in the same area.

Cocktail Party:

There will be a Cocktail party in the exhibition on June 28th. It is always a popular sponsorship and well attended event, providing your company with excellent visibility among the delegates. With this sponsorship your company will get your logo on signage at the party, conference passes, recognition in the Programme of events and more

All sponsors of the event including the Beverage Station and Cocktail Party Sponsors will be announced during the first day of the conference and throughout the event.

	Beverage Station (1)	Cocktail party (2)
Exclusive Sponsor of Beverage Station	Yes	
Small table for company information	Yes	Yes
Co-Sponsor of Cocktail Party		Yes
Full Conference Passes	2	2
Half page colour ad in Programme	Yes	Yes
Marketing Distribution in attendee bag	Yes	Yes
Logo/link on conference web site	Yes	Yes
Additional Passes at discounted rate	Yes	Yes
Attendee list containing full contact details	Yes	Yes
Promotional emails to send to clients	Yes	Yes
Price (excl VAT)	R7 500	R5 000

Exhibitors

The interactive Digital Media industry is a “touchy/feely” one - There is no better way to show your products off than at an exhibition booth at Justtouch 2011!

Exhibition Space is limited ,
so book early!

Contact info@justtouchit.co.za

To book your space now!

Programme Advertising

Companies not actively participating in the event are welcome to place an advertisement in the Programme

Full Page	R4 000 (excl VAT)
Half Page	R2 500 (excl VAT)
Quarter Page	R1 500 (excl VAT)
Material – High resolution PDF files	

	3 x 3	3 x 2
Shell Scheme	Yes	Yes
Wall Plug	1	1
Spotlights	2	2
One Table/2 chairs	Yes	Yes
Full Conference Passes	2	2
Quarter page colour ad in Programme	Yes	Yes
Marketing Distribution in attendee bag	Yes	Yes
Logo/link on conference web site	Yes	Yes
Additional Passes at discounted rate	Yes	Yes
Attendee list containing full contact details	Yes	Yes
Promotional emails to send to clients	Yes	Yes
Price (excl VAT)	R12 500	R10 000

Registration

By completing this registration form you are also agreeing to the Rules and Regulations on the following page.

Please review them carefully.

Sponsorships

- | | |
|---|---------|
| <input type="checkbox"/> Platinum Sponsor | R60 000 |
| <input type="checkbox"/> Gold Sponsor | R40 000 |
| <input type="checkbox"/> Silver Sponsor | R30 000 |
| <input type="checkbox"/> Beverage Station | R7 500 |
| <input type="checkbox"/> Cocktail Party | R5 000 |
| <input type="checkbox"/> | |

Programme of Events Advertising

- | | |
|---------------------------------------|--------|
| <input type="checkbox"/> Full Page | R4 000 |
| <input type="checkbox"/> Half Page | R2 500 |
| <input type="checkbox"/> Quarter Page | R1 500 |

Exhibitors

- | | |
|---|---------|
| <input type="checkbox"/> Single Booth 3 x 3 : | R12 500 |
| <input type="checkbox"/> Single Booth 3 x 2 : | R10 000 |
- Prices Excl VAT

Company Information:

Company Name _____

Contact _____

Title _____

Physical Address _____

_____ Code: _____

Phone _____ Fax _____

Email Address _____

Web Site: _____

I (name) _____,

hereby confirm that I am authorized to sign this agreement on behalf of
(company name)

Your VAT No: _____

Company Registration No: _____

Authorised Signature: _____

Payment Terms: *On Registration .*

Total Amount Due: R_____

Return Registration Form to:

JustTouchIT at info@justtouchit.co.za

Terms & Conditions

1. The Sponsor/Exhibitor, by his signature above, hereby agrees to abide by these Rules & Regulations, together with such additional rules and regulations as may be adopted by JUSTTOUCHIT and agreed with the Exhibitor from time to time.
2. Exhibitor Manual: An exhibitor manual will be emailed to the contact of each exhibiting company. The Exhibitor must read the document and return all items on time to be included in all exhibitor benefits.
3. Assignment of Exhibit Space: As a general rule, JUSTTOUCHIT will assign booths on a first-come, first-serve basis. However, preference shall always be given to Platinum, Gold and Silver Sponsors. JUSTTOUCHIT reserves the right to assign or relocate exhibit areas or reconfigure the exhibition area for the betterment of the show or otherwise in its sole discretion. Exhibit space assignment shall be conditional on payment in full of all amounts due. The exhibit space assigned to exhibitor is for the use of the named exhibitor only. Exhibit space sharing in whole or in part with any third party is expressly prohibited.
4. Exhibitor Badges: All exhibitor badges issued by JUSTTOUCHIT for exhibitors shall be for the sole use of exhibitor personnel identified in advance to JUSTTOUCHIT. Sharing of badges is not allowed.
5. Terms of Payment: A 50% Deposit shall be paid with Registration, balance by no later than March 15th 2011.
6. Cancellation by Exhibitor: If the exhibitor cancels from an event, the following refund policy will be enforced:

<u>Timeline:</u>	<u>Amount Refunded:</u>
45-59 days prior to the event	40% of original payment
<30 days prior to the event	20% of original payment
7. Event Cancellation by JUSTTOUCHIT: In the event that JUSTTOUCHIT has to cancel an event, JUSTTOUCHIT will refund only payment made to JUSTTOUCHIT and will not be held responsible for other costs of expenditure incurred by the sponsor/exhibitor/ advertiser. JUSTTOUCHIT will not refund payment or assume additional costs and liability that result from "acts of God". All refunds will be issued within six weeks of receipt of written cancellation.
9. Exhibitor Cancellation by JUSTTOUCHIT: Exhibit space may be cancelled by JUSTTOUCHIT for failure to make payments when due or failure by exhibitor to comply with a material part of this Agreement or the applicable rules and regulations. If an exhibit space is cancelled by JUSTTOUCHIT under this clause, exhibitor shall retain the right to submit a claim for a refund, given sufficient mitigating circumstances. Should the exhibitor disagree with the decision of JUSTTOUCHIT, the exhibitor shall retain the right to submit the matter to arbitration and mediation as per Clause 10 and 11 of this document. JUSTTOUCHIT shall have the right to rent such cancelled space to another exhibitor in its sole discretion.
9. Attendance: JUSTTOUCHIT uses reasonable efforts to market its events and attract attendees, but does not guarantee specific levels of attendance at the conference. JUSTTOUCHIT makes no representations or warranties, express or implied, regarding attendance levels at hosted events.
10. Mediation: If a dispute arising out of or related to this agreement cannot be settled through negotiation, then the parties shall first try in good faith to settle the dispute by mediation through a recognized mediation body to be agreed upon by the parties before resorting to any other dispute resolution procedure including but no limited to arbitration or litigation. Neither party will be liable for any fees for the other party, and both parties agree to pay their own fees associated with the mediation.
11. Laws: The laws of the Republic of South Africa shall govern the construction, validity and performance of this Agreement, and the Parties hereby irrevocably consent and submit to The High Court of South Africa in Johannesburg having jurisdiction in any dispute arising from or in connection with this Agreement. Nothing shall prevent either party from referring this matter directly to court, despite the provisions of Clause 10 above.
12. Insurance: Exhibitor and its independent contractors each agree to obtain and maintain appropriate commercial liability insurance for the event to cover equipment, staff and any accidents that may happen involving exhibits.
13. Operation of Exhibits: Displays in exhibit spaces must be designed and operated in a manner that respects the rights of other exhibitors and attendees. Displays shall not be designed in a manner that will block a neighbouring exhibitor.
14. Security: In no case will JUSTTOUCHIT be responsible for theft, loss or damage to exhibitor's products, exhibit space, or display. Exhibitor agrees that it is wholly responsible for protecting its property on and off the venue premises. JUSTTOUCHIT will provide security in the exhibit hall when it is closed.
15. The JUSTTOUCHIT Marketing Opportunities brochure specifies the manner in which the exhibitor's logo may be used by JUSTTOUCHIT, viz "Logo on all marketing materials for event including: brochures, web site, print ads, press releases, email marketing, postcards, newsletters". By agreeing to this in writing, the exhibitor grants permission for the use of the logo as specified. JUSTTOUCHIT undertakes to obtain permission in writing for the use of the exhibitor's logo for any other purpose or in any other medium, or if the above is not agreed in writing.
16. Circumstances may arise where, because of default on the exhibitor's part or other liability, JusTTouchIT is entitled to recover damages from the exhibitor. In each such instance, regardless of the basis on which JusTTouchIT is entitled to claim damages from the exhibitor, the exhibitor is liable for no more than the amount of actual direct damages up to the charges paid by the exhibitor under this agreement.
17. In no event is either party liable to the other for any lost revenues, lost profits, incidental, indirect, consequential, special or punitive damages.



Thank you

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JusTTouchIT – The Conference is a division of:

inline
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