

# 5TH ANNUAL CARTES & IDentification Today

## The Official Exhibition Daily of CARTES & IDentification



**CARTES & IDentification Today** is the official exhibition daily publication presented by Comexposium and *PaymentsSource*. The daily will include exclusive onsite editorial not found anywhere else. In addition, the *PaymentsSource* veteran team of journalists will be reporting from the SESAMES Award ceremony.

### Editorial Content

The *PaymentsSource* respected and trusted editorial staff will cover the entire 3-day event (November 6, 7 and 8, 2012). Editors will attend sessions, events and visit exhibitor's booths to report on the news of the day.

### Maximum Visibility

**CARTES & IDentification Today** will be distributed all three days at CARTES & IDentification:

- » Increased visibility by marketing **CARTES & IDentification Today** across SourceMedia's Banking and Payments publications
- » Daily delivery of publication via email to over 21,000 *Payments Update* subscribers
- » The only publication handed out each morning as attendees arrive at the conference center entrance
- » At multiple locations throughout the exhibit hall
- » PDF hosted daily on [www.cartes.com](http://www.cartes.com)

### Advertising Benefits

- » With approximately 500 exhibitors, stand out from your competitors with these limited advertising opportunities
- » Drive traffic to your booth
- » Introduce new products in an editorial environment
- » All advertisers will receive copies of **CARTES & IDentification Today** for distribution from their booths

**POTENTIAL TO REACH 20,000 VISITORS FROM 150 COUNTRIES.**



### Early Bird Special

Sign up by August 27 with a full page sponsorship

- » Save 15% off rate card price
- » Side-bar advertorial — 250 word story in one issue
- » Guaranteed booth photo in second or third issue

Ad Space Close October 1, 2012 Materials Due October 15

**PaymentsSource**  
Data, news and analysis for payments professionals



# PaymentsSource

Data, news and analysis for payments professionals

## 5TH ANNUAL

# **CARTES & IDentification Today**

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## Marketing Opportunities

CARTES & IDentification is the world's leading event for digital security and smart technologies and **CARTES & IDentification Today** is a high profile marketing vehicle not to be missed as it is the only daily publication! Reserve your advertising space today. Choose a four-color Tabloid or Junior page or the page one banner option. It's your choice!

**Only a limited number of advertising pages are available in each issue.**

**Positions will be determined by the order in which contracts are received.**

Don't miss out on this unique opportunity to maximize your presence at **CARTES & IDentification!**

For more information or to reserve space, contact:

ADAM REINEBACH  
adam.reinebach@sourcemediacom.com  
212.803.6555

## Four Color Ad Sizes & Net Prices for All Three Days

	SIZES	PRICES
<b>Full page bleed</b> (3 mm trims from all sides)	25.6 x 34.6 cm	\$12,675
<b>Full page non-bleed</b>	22.5 cm X 31.5 cm	\$12,675
<b>Junior page non-bleed</b>	14.5 cm X 21 cm	\$10,725
<b>Half page non-bleed</b>	22.5 cm X 15 cm	\$8,775
<b>Page One Banner</b>	27.5 cm X 9 cm	\$13,950

**Only one opportunity for the Page One banner ad!**  
**This will be sold "first come, first served"!**

(Note: bleeds on left, bottom and right)

All prices are  
in U.S. dollars  
and are NET.

## Material Specifications

- » Size Format: 25 X 34 cm or 9.8" X 13.39"
- » Provide graphic file in .eps or .tiff format with a minimum resolution of 300 dpi
- » Any full-page advertisements should be supplied as source files (Quark Xpress, InDesign, Photoshop), or a high resolution PDF, with an all-round bleeding edge of at least 5mm (0.19")



## Maximize your exposure at CARTES with a What's New Product ad in the **CARTES & IDentification Today**

**What's New**

**AWARE**  
Aware's new Biometric Workflow Platform (BWP) is a modular, server-based software platform that enables integrators to build enterprise-class biometric data workflow solutions. It is ideally suited for collection of biometrics throughout a distributed network, and subsequent aggregation, analysis, processing, and integration of the data with other enterprise components, such as to capture biometric data and submit it to a central database, CRM, or background check system. The BWP can manage all aspects of transaction workflow, including messaging, submissions, responses, and logging.  
Contact: [www.aware.com/bwp](http://www.aware.com/bwp)

**ARCOT**  
ARCOT is The Authentication Authority™. We provide risk-based authentication, strong authentication, digital signing, and secure e-payment solutions for millions of users. We make online transactions safe and defend against threats like phishing, Man-in-the-Middle, and spyware. Our unique "Software Smart Card" and 100% software solutions eliminate the need for expensive OTP tokens, card readers, and complex login processes. We make PKI based authentication so simple, even a child could use it. To receive a free copy of "The ABCs of Strong Authentication," visit [www.arcot.com](http://www.arcot.com)

**Exponent**  
The IRIS Companies expanded line of clear and opaque rigid badgeholders now includes options to block reading contactless smart cards when they are loaded in the badgeholder. Providing a built-in blocking device prevents capture of card data for unauthorized sources. The user simply removes the card from the badgeholder when reading the contactless signal is needed. The entire line of rigid badgeholders easily connects to any neck lanyard, retractable reel, or strap clip device. Test samples are available.  
Contact: The IRIS Companies [www.irisid.com](http://www.irisid.com)

**PERSONIX**  
Exponent's Electronically Opaque Sleeve is now on the FIPS202 approved products list. This badgeholder is rigid, has a clear front, and effectively blocks unauthorized radio frequency interrogation of properly inserted identification cards. Exponent supports agencies and corporations by performing quality assurance, reliability, and durability tests on CAC cards, FIPS202 cards, e-passports, and related equipment. Tests are performed per industry standards including FIPS202, ISO 15408, CAC, and agency-specific requirements. For more information, please visit [www.exponent.com/practices/technologies/transparent](http://www.exponent.com/practices/technologies/transparent) or contact Exponent's manager for these programs, Brad McGowan, P.E., at 833-668-8001 or [brad@exponent.com](mailto:brad@exponent.com)

**UPEK**  
UPEK has the world's only FBI and CSA certified silicon fingerprint sensor for FIPS 202, PIV cards and MSPC applications. The TCS TouchChip II fingerprint sensor with EM (Enhanced Image Model) technology is optimized for physical and logical access and handheld ID card readers, offering dramatically reduced cost, size, power consumption versus optical sensors. Algorithm suppliers supporting the TCS include Biocrypt, Cogent, Precise Biometrics, Innovatrix, NEC and others. Learn more at CTST in San Francisco May 15-17, or visit us at [www.upek.com/gov](http://www.upek.com/gov)

FIPS 201 Certified

The What's New section in **CARTES & IDentification Today** is designed to provide excellent exposure for your company's new product or service in a cost-effective manner. Distinguish yourself from the rest of the exhibitors with one of the unique spotlight ads in the What's New section. This is where attendees will turn to find out about the best new products at the show.

The What's New section delivers a convenient overview of the industry's leading products and services. And your ad will appear in all 3 issues of the show daily delivering excellent exposure for a single low price. What's New is the most efficient way to get the word out to the thousands of international payments industry professionals.

Filled with information about the show and the exhibitors, the **CARTES & IDentification Today** will include pictures from the exhibit hall floor, interviews with attendees and exhibitors, as well as breaking news on new products from the event. Each morning and through out the day, the **CARTES & IDentification Today** will be distributed at key locations around the exhibit hall providing maximum exposure.

### ADVERTISING BENEFITS :

- Receive high profile exposure to global influential industry executives with purchasing power
- Present opportunities to an audience of industry professionals within your niche market
- Your ad will appear in all three issues at one low price

### YOUR SPOTLIGHT AD INCLUDES:

- 2" width x 1-1/2" height color photo or logo
- 80 words of text that you provide

**AD SIZE:** 5" width x 3" height  
12.7 cm width x 7.62 cm height

**COST:** \$2,000 net for all 3 days

**Ad space is limited to the first 16 advertisers, so place your order today to reserve your spot.**

**AD CLOSE DATE: October 1, 2012**  
**MATERIALS DUE: October 15**

**DON'T MISS OUT ON THIS UNIQUE ADVERTISING OPPORTUNITY! RESERVE YOUR SPACE TODAY!**

☐ **YES**, Please reserve my space in the **What's New** section in the **CARTES & IDentification Today**. \$: \_\_\_\_\_

CONTACT COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE/FL: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Please fax this form to: +704.987.3227 • Attn: Julia Micallef • Tel: +704.987.3223 • [julia.micallef@sourcemedia.com](mailto:julia.micallef@sourcemedia.com)**

**PaymentsSource**  
Data, news and analysis for payments professionals

**SOURCEMEDIA™**  
MARKETING SOLUTIONS GROUP