



# THE SILICON TRUST MARKETING PACKAGES (Bronze, Silver & Gold)

The Marketing Packages are currently offered at **800, 3,800 and 5,800 Euro**. These prices are very, very competitive when placed against other marketing opportunities (advertisements or page placements in trade journals) available for companies in our industry. The cost of a page in trade journals or exhibition publications can range from 2,500 to 3,500 Euro depending upon the publication. With the Silicon Trust magazine – VAULT – the package offers approximately 3 - 4 pages per issue ( 3 issues per year) which equates to approximately **500 - 600 Euro per page**.

On top of this, for our Gold package, we also offer **filming of management interviews or product demonstrations** at selected shows and events. Average rates for filming standalone (plus edit rounds) easily reach the 6,000 Euro level. We include the possibility of filming in the package for almost nothing. The only caveat is that we film at events we are already attending under the guise of the Silicon Trust.

A partners ability to attend **networking meetings, 'meet and greets' and information exchanges** are also included in the Silver and Gold marketing package. One element of these meetings that we do not highlight is the ability for partners to meet local, regional, 'door-openers' at these events. As the Silicon Trust continues to expand – both in product solutions and geographically – we are looking to attract local consultants into the program. These consultants will have in-depth knowledge of the region and customers and so having the ability to network with these individuals is worth it to many partners who are looking to branch out into other regions and markets. However, only those partners with Silver and Gold packages will be allowed access.

Fundamentally, we need partners to take a **Marketing Package** out. First we need the financial resources to keep the program alive. We are a not-for-profit organisation meaning monies collected from the partners goes back into funding marketing opportunities for the partners. But secondly, and just as important, if partners pay for a package they require a return on their investments – and that means **involvement and engagement**.

Engaging through content to keep the VAULT and the website alive or involvement through presence at partner meetings and networking or training events. This translates into the strong value chain of partners that we can demonstrate to outside customers in new markets.

Finally, the Silicon Trust is branching out in both **scope of products and geography**. The program was once focused solely on Government Documents, now, however, we are looking at the rise of **multi-app smart cards** and documents and embracing the synergy that they bring; for example the integration of **identification and payment**. The payment area is one of speed and growth and promises to be an exciting (and rewarding) add-on to the program. Many of our partners and potential partners are keen actors in both markets and will see substantial upsides from this synergy of topics.

This year is the 20th anniversary of the program. Its longevity is evidence that the program has 'legs' and is something that the industry has embraced with visibility at government levels as well as with other sectors of the smart card market. Please help us to keep the program alive as a viable and useful tool for Infineon and partners (and customers) alike.

## ACTIVITIES & MARKETING OPPORTUNITIES

	<b>BRONZE 800 Euro</b>	<b>SILVER 3800 Euro</b>	<b>GOLD 5800 Euro</b>
Inclusion in partner listing on website including logo placement and contact details and placement in Partner Directory (in VAULT magazine)	X	X	X
Ability to submit news releases for program inclusion on website	X	X	X
Retweeting of press releases news release from web site	X	X	X
Invite to partner meetings at Infineon (1x per year)	X	X	X
Inclusion into Silicon Trust newsfeed database for partner only announcements	X	X	X
Advert placement in VAULT Magazine (2x year) (2,500 circulation)		X	X
Advert placement in VAULT Africa Special (1x year) (3,000 circulation)		X	X
Article placement in VAULT magazine (1200 words) (2x year)		X	X
Article placement in VAULT Africa (1200 words) (1x year)		X	X
Video management interview at selected shows - placed on website & selected social media			X
Video product demonstrations at selected shows - placed on website & selected social media			X
Copies of VAULT magazine with article placement (10 copies) by request		X	X
Editorial and blog placement on website and social media dissemination		X	X
Case study inclusion into ad-hoc application briefs and white papers produced by Silicon Trust		X	X
Access to PR Services offered by Krowne Communications (including video production, editing and ghost writing services)			X
Attendance & presentation at Silicon Trust networking and information exchange sessions held for customers (1-2x year)		X	X
Attendance at Silicon Trust ad-hoc government meetings EMEA/CA			X
Ticket discount for selected events with Silicon Trust contra deals	X	X	X
<b>COMING SOON</b>			
Participation in Silicon Trust Partner Booths and selected events in selected countries (TBD via partners)			X
Invitation to partners for participation on Infineon booths at selected events			X

### CONTACT:

Steve Atkins, Program Director – [steve.atkins@silicontrust.org](mailto:steve.atkins@silicontrust.org)

Yvonne Runge; Partner Director – [yvonne.runge@silicontrust.org](mailto:yvonne.runge@silicontrust.org)

*Bronze, Silver, Gold Packages based on 12 month duration*

*Custom packages & pricing available upon request*