

# 2024



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

For over two decades, the Silicon Trust has been a driving force in the industry, connecting businesses, fostering innovation, and paving the way for technological advancements. We are once again seeking out reliable partners who share our visions. We don't just want passive participants; we want dynamic collaborators who are willing to actively engage within the program. The Silicon Trust is calling for individuals and organisations who are eager to demonstrate their commitment, passion, and dedication to this extraordinary initiative

### Introducing our Unbeatable Marketing Packages!

Our Marketing Packages have been meticulously designed to offer exceptional value at competitive prices. Priced at 1,000, 4,000, and 6,000 Euro, these packages stand head and shoulders above other marketing opportunities available in our industry, such as advertisements or page placements in trade journals.

Consider this: the cost of a single page in trade journals or exhibition publications can skyrocket to a staggering 3,500 to 4,500 Euro, depending on the publication. In stark contrast, our Silicon Trust magazine - The VAULT - offers approximately 3-4 pages per issue (distributed three times a year) at a mere 500-600 Euro per page.

But that's not all! Our Gold package takes things to a whole new level by offering filming of management interviews or product demonstrations at select shows and events. Typically, standalone filming rates, including edit rounds, easily reach the lofty sum of 6,000 Euro. However, we are delighted to include filming as part of our package at a fraction of the cost. The only stipulation is that we film at events where the Silicon Trust is already present, ensuring maximum convenience and cost-effectiveness for our valued partners.

Networking opportunities are also at the heart of our Silver and Gold marketing packages. Partners gain access to exclusive networking meetings, 'meet and greets,' online seminars, and information exchanges. What's more, these events provide a unique chance to connect with local, regional "door-openers" - knowledgeable consultants who hold the keys to their respective markets. As the Silicon Trust expands both in product solutions and geographical reach, we are actively attracting these esteemed consultants into our program. It's a golden opportunity for partners seeking to branch out into new regions and markets.

Please note that access to these invaluable networking opportunities with local consultants is exclusively reserved for our esteemed partners with Silver and Gold packages. We believe in providing unrivalled support and opening doors to new possibilities for those who choose to invest in our premium marketing packages.

Don't miss out on this extraordinary chance to elevate your brand, expand your reach, and make meaningful connections within the industry. Choose the Silicon Trust Marketing Packages today and position yourself for unparalleled success.

### Ignite Success with a Marketing Package

As a program, we firmly believe that partnering with us and investing in a Marketing Package is crucial for the continued growth and success of our collective endeavours. Here's why:

First and foremost, your financial contribution plays a vital role in sustaining the program's existence. As a not-for-profit organisation, every penny received from our valued partners goes directly back into funding impactful marketing opportunities exclusively tailored for our partners. Together, we can fuel the engine of progress and create a vibrant ecosystem that benefits us all.

However, it doesn't stop there. When partners invest in a Marketing Package, they unlock a world of opportunities and a guaranteed return on their investment. By actively participating in content creation, keeping the VAULT magazine and our website alive, attending partner meetings, networking events, and training sessions, you create a robust value chain that resonates with external customers in new markets. Your involvement not only strengthens your own brand but also demonstrates a unified front, showcasing the power of our collective expertise.

But that's not all! The Silicon Trust is boldly branching out, expanding its scope to encompass a wider range of products and geographical regions. While our roots lie in Government Documents, we have embraced the emergence of multi-app smart cards and documents, capitalising on the exciting synergy they bring, such as the seamless integration of identification and payment. Many of you are already active players in both markets, and the convergence of these topics is poised to deliver substantial rewards.

With over 24 years of unwavering commitment, the Silicon Trust program has firmly established itself as an industry stalwart. Our longevity serves as a testament to the trust and recognition we enjoy at the highest levels of government, as well as within the broader smart card market. By rallying together, we can ensure the program remains a dynamic and indispensable tool for your own company, Infineon, and our fellow partners and customers.

Now is the time to seize the opportunity and secure your place in the future of our industry. Join us as we continue to break new ground, drive innovation, and shape the landscape of tomorrow. Together, let's fuel progress and pave the way for unprecedented success.

## ACTIVITIES & MARKETING OPPORTUNITIES

BRONZE  
1000 Euro

SILVER  
4000 Euro

GOLD  
6000 Euro

Inclusion in partner listing on website, including logo placement and contact details and placement in the 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	X	X	X
Inclusion into Silicon Trust newsfeed database for partner only announcements	X	X	X
Advert placement in VAULT Magazine (3x year) (2,500Approx circulation)		X	X
Article placement in VAULT magazine (1200 words) (3x 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
Editorial and blog placement on website and social media dissemination			X
Case study inclusion into ad-hoc application briefs and white papers produced by Silicon Trust			X
Access to PR Services offered by Krowne Communications (including video production, editing and ghost writing services)			X
Presentation at Silicon Trust networking and online seminars		X	X
Attendance at Silicon Trust ad-hoc government meetings EMEA/APAC/CA			X
Ticket discount (or free VIP tickets) for selected events with Silicon Trust contra deals	X	X	X
Participation in conference speaking engagements under Silicon Trust/Partner banner with Silicon Trust contra deals			X
Invitation to partners for participation on Infineon booths at selected events		X	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