

New: FREE100
Attractive end-user
incentive program

EXPP[®]
european summit 2010

6th Edition: Sponsoring Opportunities 2010 **E-Invoicing & E-Billing**

Show your solution and service offering in this fast growing market



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E-Invoicing

E-Billing

Electronic Bill Presentment
& Payment

Electronic Invoice Presentment
& Payment

Electronic Statement Presentment

Electronic eXchange

**Meet the decision makers of large and small companies.
Book your sponsoring package at this unique networking platform now!**

October 11th and 12th, 2010
Hilton Munich Park
Munich, Germany



Dear Colleague

With more than 300 participants from 31 countries visiting the parallel presentation streams and an exhibition area with 18 leading solution and service providers, the fifth European EXPP Summit, held in Amsterdam in September 2009 can be considered to have been a huge success.

For 2010, it is our intention to grow significantly on the end-user side. That is why we send a strong signal to the market by launching our FREE100 promotion program. 100 end-users fulfilling certain criteria can benefit of free participant tickets.

Finding Germany with an accelerating market development the 6th European EXPP Summit will be held in Munich from October 11th to 12th, 2010.

The 2010 Summit will reward participants with an exclusive series of success stories from numerous industries across Europe. Each year, we welcome a growing number of high-level participants, such as CFOs, heads of A/R and A/P, Procurement, invoice management and IT, representing companies already using E-Invoicing or planning to start soon. If you feel you have a customer with a success story that would fit into the European EXPP Summit 2010, please send your suggestion to me by February 2010.

The European EXPP Summit offers participants lots of opportunities for networking. As in the years before, you will have the chance to make new business contacts throughout the conference, and especially during the "typical Munich-style" dinner on the evening of day one.

Exhibition space was sold out very quickly in the last years. For having a good ratio of exhibitors and potential customers, we will again restrict the number of exhibitors. If you would like to take this opportunity please book your booth by end of February 2010 using the online form. Please also consider furthermore sponsoring opportunities such as vendor speeches and dinner sponsoring.

If you require any further information about the European EXPP Summit 2010, please don't hesitate to contact me.

I look forward to meeting you in Munich.

Kind regards

Bruno Koch
Chairman and Founder
European EXPP Summit

NEXT STOP: MUNICH, GERMANY



TOPICS COVERED AT THE EUROPEAN EXPP SUMMIT

- International case examples and success stories involving various systems and marketing approaches.
- Identification of opportunities for providers and their optimal positioning in the right roles.
- How to optimise the Financial Supply Chain and the E-Procurement process.
- Interplay of EXPP and "traditional" methods such as scanning and EDIFACT.
- The importance of the «2nd P» and the role of financial institutes.
- Interconnection and roaming among service providers.
- EXPP – Chance or risk for paper-based service providers, such as postal firms, printing centres and scanning services?

GENERATE LEADS WITH THE DECISION MAKERS

The exhibition accompanying the Summit gives participants the chance to inform themselves firsthand about the latest technological developments and offerings. As Partner and Exhibitor you have the unique opportunity to make direct contact with participants and establish profitable customer relations.

Use this occasion to present yourself as an innovative provider of services and solutions to the participants' needs. The lecture agenda offers generously long intervals to give you valuable time for making contact with the participants. You will appreciate that all catering breaks are held in the exhibition area.

Every participant will receive an Exhibitor Index in which you will be listed with your company portrait. Your company portrait and logo will be included on the European EXPP Summit 2010 website: www.expp-summit.com

So that you can inform your own customers and partners in advance of your presence at the Summit, we will send you as many event postcards as you require. This will allow you to oversee the invitations you wish to send out. Here too, as Partner and Exhibitor, you enjoy the privilege of our special conditions.

IN THE MIDDLE OF EUROPE

A warm welcome and total convenience awaits you at the conference hotel, the Hilton Munich Park hotel. Stay in a quiet location, next to the English Garden. Munich's famous beergardens and the popular district Schwabing are within walking distance.

“Great forum to learn current status on E-Invoicing and future developments.”

Soledad Cordova
Royal Bank of Scotland

PARTICIPANTS OF THE LAST YEARS SUMMITS INCLUDE

3M Deutschland GmbH, ABB Limited, Accarda AG, Acepta.com S.A., Actelion Pharmaceuticals Ltd, Ahold Nederland, Aktivbank AG, Akzo Nobel, Also Schweiz AG, American Express France, anachron, Arabesque Group W.L.L., ASL Auto Service-Leasing GmbH, Associated Taj, AT&T, ATARI France, ATEB Servicios SA de CV, AUDI AG, BAA plc, Banco Comercial Português, Bankgirocentralen BGC AB, BancTec LTD., Bankenes BetallingsSentral AS (BBS), Bank of Slovenia, Bankservice JSC, Barclays Bank, BASF AG, Bayer AG, Bayerische Landesbank, BCB Payments AG, Beiersdorf Shared Services GmbH, Belastingdienst Rivierenland, Belgacom s.a., Belgian Post International, Betriebscenter für Banken Payments AG, BP Refining & Marketing, Bundesdruckerei GmbH, BRE Bank S.A., Bristol-Myers Squibb, BT Nederland N.V., C. Steinweg-Handelsveem B.V., Cablecom Holding AG, Caja de Ahorros y Monte Piedad de Baleares (SANOSTRA), Celent, CEN/ISSS Workshop eInvoices, Ceska sportitelna, a.s., Chamber of Commerce and Industry of Slovenia, Chess Information Technology B.V., Cleo Communications, Commercial Bank of Kuwait, Credit Suisse Leasing, CSOB, a.s., Daimler AG, Danish Agency for Governmental Management, Danske Bank, Delhaize Group NV, Danish Government, Deutsche Bank AG, Deutsche Telekom AG, DHL, Digital Oilfield, DnB NOR Bank ASA, DocOnTime S.L., EA Europe, EastNets, e-Boks A/S, EBPP.HU.AG, EDITEL CZ a.s., ENERCON GmbH, Entreprise des Postes et Télécommunications, ETH Zürich, Euro Banking Association, Eurobits Technologies S.L., EUROLOG AG, European Central Bank, European Commission, Fachhochschule beider Basel, Feldsaaten Freudenberg, Federation of Finnish Financial Services, FedEx Express European Services Inc, F. Hoffmann-La Roche AG, FINAREF, FöreningsSparbanken AB, Ford Werke, France Telecom, Fraport AG, Fujitsu Services, Gartner Italy, GarantiBank, GE Corporate, Givaudan Deutschland GmbH, GMAC Commercial Finance plc, Google Ireland Ltd., GS1, Guilbert Office DEPOT, H & M Hennes & Mauritz AB, Hapag-Lloyd AG, Hawcon Oy, Healthcare at Home, Helsinki School of Economics - HSE, Hewlett-Packard International GmbH, Hilti AG, Holcim (Schweiz) AG, HVB Payments & Services GmbH, IATA, Iden Grosshandelshaus GmbH, Indicium Solutions, Information Systems Impact S.A., ING Commercial Finance B.V., Istanbul Bilgi Üniversitesi, Istituto Centrale delle Banche Popolari Italiane S.p.A., JPMorgan Chase Bank, John Deere & Company AG, Jungheinrich AG, KATOEN NATIE N.V., Kimberly-Clark Europe, Krajowa Izba Rozliczeniowa S.A., KPN, Kuoni Travel Ltd., la Caixa, LightHouse BCS, Lilly Deutschland GmbH, Lloyds TSB - Vantage, Lyreco, Magyar Telekom, Marathon Oil, Matáv, MaxCredible Nederland, Merckle GmbH, Metsu Corporation, MGP Metro Group Account Processing GmbH, Microsoft Corporation, Migros-Genossenschaftsbund, Millennium bcp, Millipore MIHC bv, Ministerio de Industria Turismo y Comercio, MTU Aero Engines, National Bank of Kuwait, Nestlé, Nordea Bank AB, Nordea Bank Finland Plc, North West Wales NHS Trust, Novartis Pharma AG, NXP, Orange Communications SA, Overtoom International Nederland B.V., OyezStraker Office Supplies, PBS A/S, Philips International B.V., Philip Morris International, Pierburg GmbH, Piraeus Bank, Post Danmark A/S, Post of Latvia, PricewaterhouseCoopers Tax Consultants, Procter & Gamble GmbH, Qiagen GmbH, Repsol YPF, Ringier AG, Robert Bosch, Royal Bank of Scotland, Royal Boon Edam Group Holding B.V., SAP, Schenker AB, Schlumberger, SEPA International Ltd., Shell International, Siemens AG, SIBS Processos, SKB Kontur, Smurfit Kappa GmbH, SOFID S.p.A., Solvay SA, State Treasury (Finish Government), Statioil ASA, Stralfors AB, Sunrise TDC Switzerland AG, Swedbank AB, S.W.I.F.T. scrll., Swiss Government, Swiss Interbank Clearing AG, Swisscom, Syngenta International AG, Sygnity SA, Taxcom, Telefonica O2 CZ, Telepost, Telenor ASA, Telema AS, telering Telekom Service GmbH, Tenneco, The Austrian Federal Economic Chamber, ThyssenKrupp Steel AG, TIE International BV, TNT Divisional Head Office Express, TRW Automotive Aftermarket, UBS AG, UnifiedPost SA, UPC Nederland, UPM-Kymmene, Vayana Enterprises Pvt Ltd, Vattenfall Europe Information Services GmbH, Verband der Automobilindustrie e. V., Visa Europe, Visana Services AG, Vodafone, Wärsilä Corporation, WGZ Bank AG, Wolseley plc., YET - Your Electronic Transactions Lda

Participants of last years Summits came from over 33 different countries!

HOW TO BENEFIT FROM THE SPONSORING OPPORTUNITIES AT THE EUROPEAN EXPP SUMMIT 2010

**A non-technical audience is our addressed market segment.
We achieve a good mix of decision makers from various departments.**

BENEFITS AND CONDITIONS FOR EXHIBITORS

To make sure your individual needs as an Exhibitor are met, we offer you a choice between two different booth sizes : Business (6 sqm) or Economy (4 sqm). Whichever you choose, you can be sure of putting on a professional show at the European EXPP Summit 2010.

And we have the answer when it comes to any special wishes you might have. It is your choice: At no extra costs you benefit from a perfectly organised ready-to-use booth. Save yourself the trouble normally associated with transport and with coordinating work from a far. Invest your time in stead in present and future customers. Or bring your own display and material fitting into the booked space.

As only a limited number of booth sites are available the following criteria for acceptance as a Exhibitor will apply:

- Geographically balanced business activity on the part of the exhibiting company
- Well-balanced competencies on the part of the exhibiting company
- A balanced EXPP business focus on the part of the exhibiting company
- Balanced dealings in the process areas represented, e.g. billing, transfer/post, receipt of invoices
- Market position of your company
- Potential of your company as a magnet for attracting other groups of participants to this event
- Date your registration was received



EXCLUSIVE BENEFITS AND CONDITIONS FOR PARTNERS

As a Partner, you profit from an exclusive presence within and on behalf of the European EXPP Summit 2010. We ensure this exclusivity by limiting the number of Partners. This guarantees the high profile of your Partner status among the participants and public alike.

Your status as Partner gives you access to a whole package of benefits. To these belong a say in how this unique European EXPP Summit is structured and in what direction it should take in the future. You will be included, with your company logo, in all relevant media events: on our website, in all announcements, on postcards (print runover 40,000), in the daily press, event documentation and so on.

Also included in your Partner Package is a business-size booth, plus your choice of preferred location – you decide yourself which site is best for you (First come – First served).

Partnerships are awarded on the basis of the following criteria:

- A balanced mix of Partners in terms of geographic business activity, core offerings and market position
- Potential of your company as a magnet for attracting other groups of participants to this event
- Your readiness and capacity to actively assist in developing the European EXPP Summit
- Partners having very actively supported the previous Summit may be preferred becoming Partners in the following year

Chance to suggest customers as speakers presenting their success stories.

Criteria for speaker selection:

- Over all balanced regarding topics, industries and regions
- Management-level and expertise of speaker
- Date receiving of speaker's commitment
- «Hotness» of the success story

NEW - FREE 100 PROMOTION TICKETS FOR END-USERS!

For motivating additional decision makers, we will offer **one hundred 2-day participant tickets for free**. They can be used by delegates, which fulfill all of the following criteria:

- Never attended the European EXPP Summit before
- Coming from organizations with more than 500 employees
- Qualifying as typical E-Invoice sender or E-Invoice receiver
- Job titles which classify as CFO, Head of AR/AP Department, Head of E-Business, CIO, Head of Procurement, Head of Billing or Invoice Management
- Authority to decide or strongly influence the decision process for the E-Invoicing project

Application and service providers of E-Invoicing and related solutions are not entitled to use such free tickets. All exhibitors are entitled to promote this offering to potential delegates starting from now until latest September 30th and refer to www.expp-summit.com/registernow_100.htm. The European EXPP Summit will also promote this campaign as part of its marketing strategy. The number of free tickets is limited to 100. Applied rule: First come - First served! The maximum amount per company is 2 tickets.

BE PART OF THE EUROPEAN EXPP SUMMIT 2010

VENDOR SPEECHES

The numerous customer success stories have been well appreciated by the delegates of the European EXPP Summit. Meanwhile, this has become a USP to most of the delegates. Nevertheless, there is a huge demand for complementary presentations of solution and service providers. To fulfil this customer demand this year there will be the chance to book a limited number of speaking-slots in Stream C of the agenda.

Topics to be covered will vary from basic instruction about E-Invoicing related issues - to give "beginners" a better fundamental understanding of the customer success stories presented - up to topics of special interest such as:

- State-of-the-art offers today and tomorrow
- Market's various models
- How to successfully launch projects (define requirements, solution evaluation, implementation)
- How to come to a make-or-buy decision
- Successful implementation on issuer and recipient side
- Obstacles to be considered throughout the project
- Business case for using organisations
- Legal framework and its effects on projects
- Free entry in the Who's Who of E-Invoicing until end of 2010
- Two 2-Day Participant Package incl. evening event (worth EUR 1,500 each)

Please respect that we consider mainly applications with complementary speeches.

"It is THE E-Invoicing platform in Europe."

Pieter Breyne
PricewaterhouseCoopers

DINNER SPONSORING

You are looking for a very special and strictly limited kind to promote your company? Get the most out of our unique pan-european platform for E-Invoicing. Experts from all over Europe and even more are showing up. Present your company as a high-level product and service provider and generate future potential customers. All this is possible for you right now without even having to organise anything by yourself. Choose your favourite sponsoring package and benefit instantly from the following advantages:

- Two banners (size approx. 2 sqm) with your logo near the buffett stations during dinner
- Your logo on the menus laid out on each table
- Your logo and company portrait on the event website
- Free entry in the Who's Who of E-Invoicing until end of 2010
- Three 2-Day Participant Package incl. evening event (worth EUR 1,500 each)
- Chance to buy up to twelve Participant Packages with a reduction of one-third (EUR 1,000 instead of EUR 1,500)

GET TOGETHER IN MUNICH

Discuss and network during the dinner on the evening of day one. Get in contact with the E-Invoicing community, cultivate existing and form new relationships.

"A good opportunity to meet the E-Invoicing community."

Jyrki Poteri
Tieto



Oct 11th and 12th 2010
HILTON MUNICH PARK
MUNICH, GERMANY

YOUR CHANCES TO BE PART OF THE EUROPEAN EXPP SUMMIT 2010

PARTNER PACKAGE (10.900 EUR + local VAT)

- Preferred marketing and content partner
- Includes 6 square metres of display space
- Ready-to-use booth with your logo, tables, seats, partition walls, WLAN and power socket
- Four 2-Day Participant Packages incl. evening event (worth EUR 1,500 each)
- Additional free loyalty tickets for long-year partners
- Chance to buy an unlimited number of Participant Packages with a reduction of one-third (EUR 1,000 instead of EUR 1,500)
- Chance to suggest 1-2 of your customers as speakers presenting a success story
- 2 exclusive VIP invitations for the Partner's Dinner on October 10th
- Free entry in the Who's Who of E-Invoicing until end of 2010
- **NEW:** Individual booking code for the FREE100 promotion program as described on page 4.

BUSINESS PACKAGE (6.900 EUR + local VAT)

- Includes 6 square metres of display space
- Ready-to-use booth with your logo, tables, seats, partition walls, WLAN and power socket
- Three 2-Day Participant Packages incl. evening event (worth EUR 1,500 each)
- Chance to buy up to twelve Participant Packages with a reduction of one-third (EUR 1,000 instead of EUR 1,500)
- Chance to suggest 1 of your customers as speakers presenting a success story
- Free entry in the Who's Who of E-Invoicing until end of 2010
- **NEW:** Individual booking code for the FREE100 promotion program as described on page 4.

ECONOMY PACKAGE (3.900 EUR + local VAT)

- Includes 4 square metres of display space
- Ready-to-use booth with your logo, tables, seats, partition walls, WLAN and power socket
- One 2-Day Participant Package incl. evening event (worth EUR 1,500)
- Chance to buy up to two Participant Packages with a reduction of one-third (EUR 1,000 instead of EUR 1,500)
- Free entry in the Who's Who of E-Invoicing until end of 2010
- **NEW:** Individual booking code for the FREE100 promotion program as described on page 4.

VENDOR SPEECHES (8.900 EUR morning session on Oct. 11/ 7.900 EUR afternoon session on Oct. 11/ 6.900 EUR morning session on Oct. 12 + local VAT)

- Use the chance to benefit from a 30 minute Vendor Speech. Three different speaking-slots are available.
- Free entry in the Who's Who of E-Invoicing until end of 2010
- Two 2-Day Participant Packages incl. evening event (worth over EUR 1,500 each)

DINNER SPONSORING (10.900 EUR + local VAT)

- Two banners (size approx. 2 sqm) with your logo near the buffett stations during the dinner
- Your logo on the menus laid out on each table
- Your logo and company portrait on the event website
- Free entry in the Who's Who of E-Invoicing until end of 2010
- Three 2-Day Participant Packages incl. evening event (worth over EUR 1,500 each)
- Chance to buy up to twelve Participant Packages with a reduction of one-third (EUR 1000 instead of EUR 1500)

CONTACT FOR YOUR INQUIRIES

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