



# GlobalPlatform Seminar Sponsorship Kit

## *‘Security in our Connected World’*

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**19 September 2018**  
**Beijing, China**

# About GlobalPlatform

- GlobalPlatform is a non-profit industry association driven by over 100 member companies. Members share a common goal to develop GlobalPlatform's specifications, which are today highly regarded as the international standard for enabling digital services and devices to be trusted and securely managed throughout their lifecycle.
- GlobalPlatform protects digital services by standardizing and certifying a security hardware/firmware combination, known as a secure component, which acts as an on-device trust anchor. This facilitates collaboration between service providers and device manufacturers, empowering them to ensure the right level of security within all devices to protect against threats.
- GlobalPlatform specifications also standardize the secure management of digital services and devices once deployed in the field. Altogether, GlobalPlatform enables convenient and secure digital service delivery to end users, while supporting privacy, regardless of market sector or device type. Devices secured by GlobalPlatform include connected cars, set top boxes, smart cards, smartphones, tablets, wearables, and other Internet-of-Things (IoT) devices.
- The technology's widespread global adoption delivers cost and time-to-market efficiencies to all. Market sectors adopting GlobalPlatform technology include automotive, healthcare, government and enterprise ID, payments, premium content, smart cities, smart home, telecoms, transportation, and utilities.
- GlobalPlatform's legacy of successful technical specification development is thanks to two decades of energetic and effective industry collaboration. Members influence the organization's output through participation in technical committees, working groups and strategic task forces. GlobalPlatform technology is developed in collaboration with numerous standards bodies and regional organizations across the world, to ensure continual relevance and timeliness.



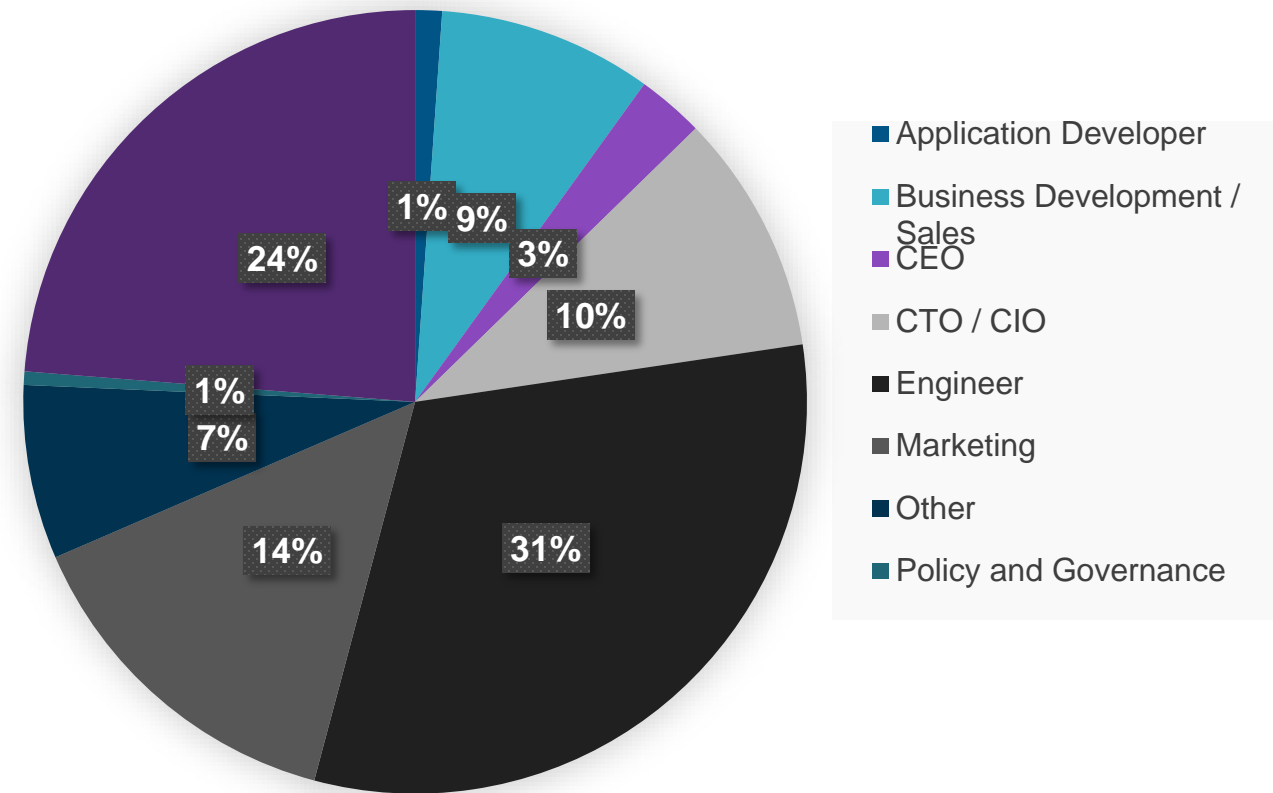


# GlobalPlatform is Member Driven



# Last Year's Seminar in Beijing was a Huge Success!

- Last year's event, hosted in Beijing, China, was our largest seminar to date, with over 200 delegates in attendance, from 85 companies representing 13 different countries.
- These delegates included CEOs, CTOs, CIOs, engineers, application developers, product/project managers, business development and marketing executives, as well as government agencies overseeing policy and governance.
- The Seminar provided a platform for influential industry players to network and discuss the key trends impacting secure digital service and device marketplace. Attendees included service and platform providers, software vendors, device manufacturers and mobile network operators.
- Our 2017 sponsors benefitted from exposure leading up to the event, at the event, and in program materials made available in both English and Chinese languages. Those sponsors included Platinum Sponsors ARM and DPLS Lab, Gold Sponsors Huawei, Imagination Technologies, FIME, Trustonic and Riscure, and Government Supporter CAICT.



# Building on this Success for 2018!

## Seminar to Focus on the Industry's Biggest Concern

### *'Security in our Connected World'*

This year's seminar will again take place in Beijing, China, on 19 September, but with an expanded mission. This year we will bring together both Trusted Execution Environment (TEE) and Secure Element (SE) technologies, and their associated business and technical use cases, to explore more deeply the need for Security in our Connected World.

## Timely and Relevant Seminar Topics:

- **Industrial IoT** (including industrial controls, proximity security, smart grids, smart factory, health and medical equipment, intelligent transport systems, internal automotive critical systems, etc.)
- **Consumer IoT** (including smart phones and tablets, wearables, products in smart homes, smart automobile, etc.)
- **Identification and authentication** (including biometrics, derived credentials, mobile identification, healthcare, physical/logical access control and enterprise services)
- **Device trust** (including Root of Trust, secure boot, attestation, FOTA, remote update, key injection, etc.,)
- **Payment and value added services** (including third party payment schemes, ticketing, gifting, etc.)
- **Premium content protection and digital rights management (DRM)** (across platforms including smartphone, tablet, set top boxes, smart TVs, etc.)
- **Certification** (including key learnings from all stakeholders – product and solution providers, laboratories, etc.)

# Event Week: Plenty of activity to draw delegates to the Seminar!

## SEPTEMBER 2018

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
17	18	19	20
TEE Training		Sponsor Supported GlobalPlatform Annual Seminar	Technical Committee Workshop

- TEE Training – 2 day instructor-led session for up to 15 students
- **Annual Seminar – ballroom arranged to host 200-250 delegates**
- Technical Committee Workshop
  - Hosted by leaders from the Trusted Platform Services (TPS), Secure Element (SE), and Trusted Execution Environment (TEE) Committees
  - More intimate setting for up to 50 delegates





# Significant Time Allowed for Sponsor Demonstrations

Attendees want time to learn about real world solutions and services that will help them be successful in the marketplace. That is why we allow for dedicated demonstration periods within our program. Those dedicated periods include time during:

Coffee and Tea Breaks  
*Registration and Welcome  
Morning and Afternoon*

Extended  
Lunch  
Period

Post Seminar  
Networking  
Reception



# GlobalPlatform 2018 Seminar Sponsorship Fees

(Note: same structure as 2017)

Benefits	Platinum Sponsor US\$10,000	Gold Sponsor US\$7,500	Silver Sponsor US\$5,000
<b>Pre-event</b>			
Tickets to the event	20	10	5
List of registered attendees	✓	✓	✓
Your logo displayed on GlobalPlatform website and in event promotion emails	Large logo	Medium logo	Small logo
<b>During the event</b>			
Your company logo displayed on signage and welcome slides	Large logo	Medium logo	Small logo
Color ad in the seminar booklet	Full page ad	Half page ad	Quarter page ad
Recognition from the podium	✓	✓	✓
Opportunity to give brief welcome address to all delegates	✓		
Exhibitor's table and sign provided to demo and showcase products during the event breaks and cocktail reception	✓	✓	
Acknowledged as co-sponsor	Cocktails Co-sponsor	Lunch Co-sponsor	Breakfast Co-sponsor
<b>Post-event</b>			
Your company will be mentioned in post event communications and GlobalPlatform social media platforms (Twitter, LinkedIn, Facebook, WeChat)	✓	✓	✓
A demo video will be made during the event and posted on one of GlobalPlatform's video channels (YouTube or YouKu)	✓	✓	

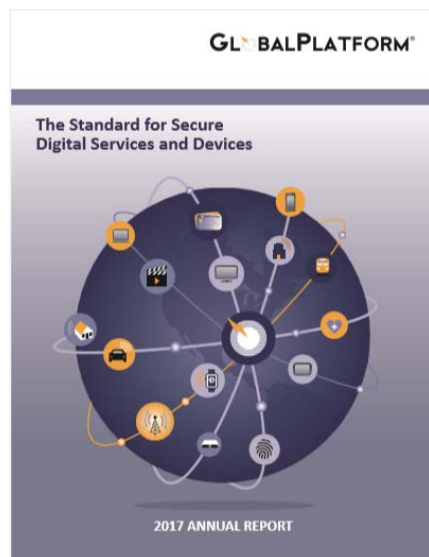


# We look forward to your participation in Beijing this September!



# Sponsorship Agreement

For questions or to obtain a sponsorship agreement, please contact: [secretariat@globalplatform.org](mailto:secretariat@globalplatform.org)



View our 2017 Annual Report:

[http://globalplatform.org/documents/globalPlatform\\_Annual\\_Report\\_2017\\_Final.pdf](http://globalplatform.org/documents/globalPlatform_Annual_Report_2017_Final.pdf)



Visit us:

[www.globalplatform.org](http://www.globalplatform.org)

The image features decorative blue curved shapes in the corners. A dark blue shape is in the top-left corner, and a teal shape is in the bottom-right corner. They appear to be parts of a larger circular or arc-like design.

**Thank You!**

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