

**FREE 100**  
Attractive end-user  
incentive program

**EXPP®**

**8th Edition**

**Sponsoring Opportunities 2012**

# **E-Invoicing / E-Billing**

**Show your solution and service offering in this fast growing market**



### **Last years' sponsors include**

- |                       |                     |
|-----------------------|---------------------|
| ..... Atos Worldline  | ..... Esker         |
| ..... Basware         | ..... Evenex        |
| ..... B2Boost         | ..... Fundtech      |
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| ..... Bundesdruckerei | ..... Pagero        |
| ..... Cegecim         | ..... Tieto         |
| ..... Certipost       | ..... and many more |

**Meet the decision makers of large and small companies.  
Book your sponsoring package at this leading congress now!**

- ..... The main event of the year on E-Invoicing
- ..... Over 350 end-users, E-Invoicing, E-Billing and E-Documents specialists
- ..... Delegates coming from more than 35 different countries
- ..... More than 25 leading solution and service providers in the exhibition area

**E-Invoicing**

**E-Billing**

**Electronic Bill Presentment  
& Payment**

**Electronic Invoice Presentment  
& Payment**

**Electronic Statement Presentment**

**Electronic eXchange**

**September 24th and 25th, 2012**

**Hilton Berlin**

**Berlin, Germany**



Dear Colleague

With more than 350 E-Invoicing experts and practitioners from all continents visiting the parallel presentation streams and an exhibition area with 27 leading solution and service providers, the 7th EXPP Summit, held in Barcelona in September 2011 was a huge success.

For 2012, it is our intention to continue to grow significantly on the end-user side. That is why we send a strong signal to the market by prolonging our FREE100 promotion program. 100 end-users fulfilling certain criteria can benefit from a free participant ticket.

Finding Germany with an accelerating market development the 8th EXPP Summit will be held in Berlin, September 24th and 25th, 2012.

The 2012 EXPP Summit will reward participants with an exclusive series of success stories from numerous industries in various countries. 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 EXPP Summit 2012, please send your suggestion to [expp12@billentis.com](mailto:expp12@billentis.com) by March 2012.

The EXPP Summit offers participants lots of opportunities for networking. As in the years before, you will have the chance to make new business contacts and meet potential customers throughout the congress, and especially during the dinner on the evening of day one.

The 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 March 2012 using the online booking form. Please also consider furthermore opportunities such as vendor speeches and dinner sponsoring.

If you require any further information about the EXPP Summit 2012, please don't hesitate to contact me.

I look forward to meeting you in Berlin.

Kind regards

Bruno Koch  
Chairman and Founder  
EXPP Summit

# NEXT STOP: BERLIN, GERMANY



## TOPICS COVERED AT THE 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 EXPP Summit gives participants the chance to inform themselves firsthand about the latest technological developments and offerings. As a sponsor 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.

Your company portrait and logo will be included on the EXPP Summit 2012 website: [www.expp-summit.com](http://www.expp-summit.com)

So that you can inform your own customers and partners in advance of your presence at the Summit, we will provide you with the congress program as PDF, press releases and several marketing materials.

## GET TOGETHER IN BERLIN

The recently renovated Hilton Berlin hotel is one of the most stylish hotels to stay in Berlin. Conveniently located in the city centre, Hilton Berlin is at the heart of it all, in the historic Gendarmenmarkt, the most beautiful square in Berlin.

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



## 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, Arabesque Group W.L.L., Armasuisse, 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., Bank of Slovenia, Bankservice JSC, Barclays Bank, BASF AG, Bayer AG, Beiersdorf Shared Services GmbH, Belastingdienst Rivierenland, Belgacom s.a., Belgian Post International, Bonduelle S.A., BP Refining & Marketing, 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 sporitelna, a.s., Chamber of Commerce and Industry of Slovenia, Chess Information Technology B.V., Cleo Communications, Commercial Bank of Kuwait, Credit Suisse Leasing, Croatian Post Inc., 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, EA Europe, EastNets, EDITEL CZ a.s., ENERCON GmbH, Entreprise des Postes et Télécommunications, ETH Zürich, Euro Banking Association, Eurobits Technologies S.L., European Central Bank, European Commission, 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, IATA, Iden Grosshandelshaus GmbH, Indicum Solutions, Information Systems Impact S.A., ING Commercial Finance B.V., Intel, Istanbul Bilgi Üniversitesi, Istituto Centrale delle Banche Popolari Italiane S.p.A., John Deere & Company AG, Johnson & Johnson, JPMorgan Chase Bank, 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, Linde Gas, Lyreco Italia, Magyar Telekom, MAN Nutzfahrzeuge AG, Marathon Oil, Matáv, MaxCredible Nederland, Media-Saturn Holding, Merckle GmbH, Metro Cash & Carry International, Metso Corporation, MGP Metro Group Account Processing GmbH, Microsoft Corporation, Migros-Genossenschafts-Bund, Millennium bcp, Millipore MIHC bv, Ministerio de Industria Turismo y Comercio, MTU Aero Engines, Nalco, Namco Bandai Partners, National Bank of Greece, National Bank of Kuwait, Nestlé, Nordea Bank AB, North West Wales NHS Trust, Novartis Pharma AG, NXP, Orange Communications SA, Overtoom International Nederland B.V., OyezStraker Office Supplies, Philips International B.V., Philip Morris International, Pierburg GmbH, Piraeus Bank, Post Danmark A/S, Post of Latvia, PricewaterhouseCoopers Tax Consultants, Prinzhorn Holding, 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, Servicio de Impuestos Internos (Chile), Shell International, Siemens AG, SIBS Processos, SKB Kontur, Smurfit Kappa GmbH, SOFID S.p.A., Solvay SA, SOMFY, State Treasury (Finish Government), Statoil ASA, Stora Enso Oyi, Stralfors AB, Sunrise TDC Switzerland AG, Swedbank AB, S.W.I.F.T. scr.l., Swiss Government, Swiss Interbank Clearing AG, Swisscom, Syngenta International AG, Sygnity SA, Taxcom, Telefonica O2 CZ, Telepost, Telenor ASA, Telema AS, Tenneco, The Austrian Federal Economic Chamber, ThyssenKrupp Steel AG, TIE International BV, TNT Divisional Head Office Express, TRW Automotive Aftermarket, UBS AG, 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, Wilh. Layher GmbH & Co. KG, Wolseley plc., Würth Finance International B.V., YET - Your Electronic Transactions Lda

**Participants of recent EXPP Summits came from over 40 different countries!**

**‘The main event of the year on E-Invoicing.’  
Doina-Gabriela Cristea, Transfond, Romania**

# HOW TO BENEFIT FROM THE EXPP SUMMIT 2012

## SPONSOR WITH PARTNER PACKAGE

As a sponsor with a Partner package, you profit from an exclusive presence within and on behalf of the EXPP Summit 2012. 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 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, 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 EXPP Summit
- ..... Partners having very actively supported the previous EXPP 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

## SPONSOR WITH EXHIBITION BOOTH

(Applies for Partner, Business and Economy Package)

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 EXPP Summit 2012.

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, including logo, tables, seats, partition walls, WLAN and power socket. 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. Additionally you can 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 an 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

## VENDOR SPEECHES

The numerous customer success stories have been well appreciated by the delegates of the 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 there will be the chance to book a limited number of speaking-slots (30 minutes). 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

Please respect that we consider mainly applications with complementary speeches.

## DINNER EVENT

You are looking for a very special and strictly limited kind to promote your company? Then our dinner package might be your favourite choice. Present your company as a high-level product and service provider at the evening dinner.



# SPONSORING PACKAGES

## YOUR CHANCE TO BE PART OF THE EXPP SUMMIT

	Partner	Business	Economy	Vendor Speech	Dinner
Who's Who of E-Invoicing	✓	✓	✓	✓	✓
FREE100 promotion program	✓	✓	✓	✓	✓
Ready-to-use booth	6 sqm	6 sqm	4 sqm	-	-
Free tickets	4	3	1	3	3
Half price tickets to buy	unlimited	12	2	-	12
Loyalty tickets	✓	-	-	-	-
Speaker Suggestions	1-2 customer	1 customer	-	own speaker	-
Partners' dinner	✓	-	-	-	-
Promoting evening dinner	-	-	-	-	✓
Your investment	<b>10.900 EUR</b> + local VAT	<b>6.900 EUR</b> + local VAT	<b>3.900 EUR</b> + local VAT	<b>6.900 - 8.900 EUR</b> + local VAT	<b>10.900 EUR</b> + local VAT

## PLEASE MAKE YOUR BOOKING ONLINE

[www.expp-summit.com/sponsoring](http://www.expp-summit.com/sponsoring)

## CONTACT FOR YOUR INQUIRIES

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### PROLONGED - FREE100 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 EXPP Summit before
- Coming from organizations with more than 200 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

Consultants, application and service providers of E-Invoicing and related solutions are not entitled to use such free tickets. The distribution of the free tickets follows a mix of countries which is determined by the organiser of the EXPP Summit. All sponsors are entitled to promote this offering to potential delegates starting from now until latest September 9th and refer to [www.expp-summit.com/registernow\\_100.htm](http://www.expp-summit.com/registernow_100.htm). The 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.

**'That is the world cup of electronic invoicing.'**

Sergio Chaverri Cerdas, Signature South Consulting, Costa Rica

**'If you are involved with E-Invoicing, you must attend EXPP!'**

Timothy P. Gannon, INTTRA