

“Counterfeiting is now a global threat to consumers, legitimate business and the world economy. The Anti-Counterfeiting Group is dedicated to fighting the trade in fakes and we are delighted to be supporting The Brand Protection Show”

Ruth Orchard,  
ACG Director-General



# THE BRAND PROTECTION SHOW

16 – 17 September 2009 Olympia, London

Anti-counterfeit • Online & Offline • IP Protection • Anti-paralleling

The first and only exhibition for brand protection and anti-counterfeit solution providers to meet brand owners and their advisers.

Partners



With the participation of  
**Hammersmith & Fulham Trading Standards Service**

**Counterfeiting and IP theft** are major and **growing problems** for businesses. Two factors have contributed to this growth; **the internet** and the rise of **Chinese manufacturing.**



## COUNTERFEITING FACTS

**800%** increase of counterfeit goods seized by the EU from 1999 to 2007.

**130** million counterfeit items seized in EU in 2006

**43,000** shipments of pirated products seized at the EU's frontiers in 2007, up from 37,000 successful cases the previous year.

**\$705** billion of counterfeit goods traded worldwide was estimated in 2006 by the WCO

**\$200** billion worth of counterfeit consumer goods traded internationally was estimated by OECD – some 2% of world GDP

**6-10%** of medicines are fake worldwide estimated by WHO

## ▶ THE LAUNCH

Historically, brand protection has been an issue for only the largest companies and the most expensive products. Today almost any brand can be physically counterfeited or compromised online but only the largest companies can afford dedicated brand protection teams, travelling the world attending conferences and keeping up to date with the latest brand protection developments.

That's why we created The Brand Protection Show. As an exhibition rather than a conference, it's a major, large-scale opportunity for brand and IP owners both big and small as well as their advisers to learn how to protect their brands and IP from counterfeiters, parallelers and cyber-criminals. Uniquely, the show brings together the online and offline brand protection worlds because brand owners see online and offline brand protection as two sides of the same coin.

## ▶ THE SHOW

Both an exhibition featuring approximately 100 exhibitors and a seminar programme of around 35 sessions offering case studies from leading brands as well as information and practical advice, the Brand Protection Show will be the must-attend event for anyone responsible for protecting a brand.

## ▶ THE VISITORS

Our target visitors include executives from brand owners with job functions including brand protection, marketing, legal, new product development, packaging, IT & web, technical, operations and corporate security.

They will work for both top 100 brand owners as well as smaller companies.

They will work in industries including pharmaceutical, tobacco, drinks, luxury goods, FMCG, electronics, consumables, automotive, clothing, software, entertainment, licensed goods, plus any brand with a major online presence.

We will also target product and service providers to brand owners including packaging and print, product and packaging design, marketing agencies and IP lawyers.

“30,000 packs of fake life saving drugs may have been consumed by NHS Patients”

BBC News  
3rd February 2009



“Man killed by exploding mobile phone. Police were investigating whether the phone and battery were counterfeit.”

The Times  
3rd February 2009



## WHY EXHIBIT

The Brand Protection Show is a unique marketing opportunity for any organisation offering brand and IP protection and anti-counterfeiting solutions to brand owners.

Staged at one of the UK's top venues and backed by a substantial and highly targeted marketing and press campaign, we expect around 2,000 visitors. The Brand Protection Show is a trade show rather than a conference meaning that we expect a busy exhibition floor throughout the two days, and that the vast majority of visitors will be attending free of charge.

Exhibitors will be able to educate, inform and sell to visitors keen to solve a problem and hungry for information.

## WHO WILL EXHIBIT?

Around 100 exhibitors are expected to participate in 2009 including:

- Physical brand protection solutions both covert and overt including:
  - inks
  - holograms
  - taggants
  - RFID
- Track and trace systems
- Online monitoring and protection services
- Analytic services and laboratories
- Investigators and enforcement
- IP lawyers
- Trademark agents
- Government agencies

## OTHER FEATURES

**Most of our partners including the Anti-Counterfeiting Group will be offering advice and information from their stands and Trading Standards will be showcasing seized counterfeit and illegal products.**

## MARKETING CAMPAIGN

**An extensive and carefully targeted marketing campaign will revolve around distributing both printed and electronic free advanced tickets to potential visitors. Using a combination of direct mail, PR, inserts and advertising we will communicate the show to relevant job functions across different industries and relevant industries across different job functions. We plan to use the following channels:**

- Partner organisations such as the Anti-Counterfeiting Group, Business Action to Stop Counterfeiting and Piracy, International Chamber of Commerce Counterfeiting Intelligence Bureau, European Communities Trademark Association, ICANN, Brand Protection Council.
- Media partners including Managing IP, Product & Image Security, Authentication News, Tobacco World, Packaging Europe.
- Trade associations such as the Institute of Marketing, the Packaging Society, International Trademark Association, ...
- Industry associations such as ABPI (pharmaceuticals), SMMT (automotive), ICCE (printer cartridges), LIMA (licensed goods), Scotch Whisky Association, Walpole Group (luxury), British Brands Group, FACT (films)...
- Trade magazines covering relevant functions: marketing, legal and IP, product design, new media, packaging...
- Trade magazines covering relevant industries: pharmaceuticals, luxury, FMCG, entertainment, automotive, electronics, licensed goods, fashion, drinks, tobacco...
- Targeted online communities

Our PR team will work closely with exhibitors and seminar speakers to develop and place articles and features promoting the show and its exhibitors.

## THE SEMINAR PROGRAMME

**The Brand Protection Show's seminar programme is critical to attracting visitors. It will focus on practical advice and real-life case studies of similar quality to the conference circuit but at only a nominal charge. We plan for 35 sessions covering topics such as:**

- Several separate case study seminars across a variety of industries including pharmaceuticals, luxury goods... – “How brand x introduced a successful anti-counterfeiting strategy”.
- A guide to brand protection (presented by the Anti-Counterfeiting Group).
- Calling in the investigators. How to choose and use an investigator.
- Enforcement - how to close down the counterfeiters once you've found them.
- Track and Trace – how to make traceability part of your brand protection strategy.
- Online brand protection - defending your brand on the worldwide web.
- How to get consumers to stop buying fakes without trashing your brand.
- Designing brand protection into your product and packaging.
- What can (and can't) be done to control parallel imports and diversions?
- Building an internal business case for brand protection investment.
- Managing your brand on eBay and the other auction sites.
- Patents, copyrights, trademarks and registered designs. A guide to IP protection around the world.
- Who are the counterfeiters and how do they operate?
- Doing business in China - managing the risks.
- Working with Trading Standards and other enforcement agencies.
- Keeping counterfeits out of the supply chain.
- New top level domains (gTLD) – protecting your brand (presented by ICANN).
- How to control your licencess and subcontractors.

## COST OF EXHIBITING

### THE COST

#### SPACE ONLY

**£360 per square metre + VAT**

#### SHELL SCHEME

**£400 per square metre + VAT**

Shell scheme does not include furniture or power  
A small number of sponsorship opportunities are available.

### THE ORGANISERS AND OUR PARTNERS

The Brand Protection Show is organised by Palace Gate Events Ltd, part of the Palace Gate Communications Group, organisers of The Allergy & Gluten Free Show which has run successfully at Olympia every year since 2004. The senior team behind Palace Gate has more than 20 years experience in the exhibitions industry and has launched and managed more than 35 trade and consumer shows in the UK, Europe and Hong Kong.

#### The Brand Protection Show runs in partnership with:

Anti-Counterfeiting Group (ACG)

Business Action to Stop

Counterfeiting and Piracy (BASCAP)

International Chamber of

Commerce Counterfeiting

Intelligence Bureau (ICC-CIB)

European Community

Trademark Association

Internet Corporation for Assigned

Names and Numbers (ICANN)

Brand Protection Council

Managing IP

Tobacco World

Product and Image Security Magazine

Authentication News

Packaging Europe

#### With the participation of

Hammersmith & Fulham Trading

Standards Service

### CONTACT DETAILS

For more information and an up to date floorplan please contact:

The Brand Protection Show

Palace Gate Events Ltd

310 Riverbank House

1 Putney Bridge Approach

London SW6 3JD

UK

Tel: +44 (0) 20 7751 0008

Email: [sales@brandprotectionshow.com](mailto:sales@brandprotectionshow.com)

Web: [www.brandprotectionshow.com](http://www.brandprotectionshow.com)

Palace Gate Events Ltd • Registered in England 6789650



“Stores recall fake toothpaste. Sainsbury’s writes to 17,000 customers as it and Boots sell counterfeit Colgate”

The Guardian,  
24th December 2008

“30,000 packs of fake life saving drugs may have been consumed by NHS Patients”

BBC News,  
3rd February 2009

“Man killed by exploding mobile phone. Police were investigating whether the phone and battery were counterfeit.”

The Times  
3rd February 2009

“Shure in counterfeit raids. 8,500 bogus earphones seized at Chinese warehouse”

Musical Instrument Professional,  
2nd February 2009