



THE BEST PRACTICE
COMMUNITY

A large, artistic image of a hand holding a bouquet of many glowing light bulbs. The background is a collage of business-related scenes, including a person at a laptop, a busy office, and a large crowd of people at a conference.

ITSMF

Annual Conference 2010

RENEWAL

October 26th 2010, NBC Nieuwegein

ITSMF Netherlands is organizing its 15th annual 2010 Conference on October the 26th. This year it is being held at NBC, Nieuwegein. Over the years, this event has grown into the largest vision and strategy conference in IT (service) management in the Netherlands with more than 800 attendees in 2009.

The ITSMF Annual Conference is a concept in the Dutch IT market and a great meeting point for IT professionals. We expect again this year over 800 attendees at our Conference. A strong and current program with interesting (inter)national speakers, compelling customer case studies, workshops, and extensive opportunities to network form the foundation for the success of the ITSMF Annual Conference.

MISSION

The mission of ITSMF Netherlands states: to facilitate members improving the IT services and the wide development of this professional field. In this mission the ITSMF Annual Conference plays an important role as content provider. A program committee consisting of a broad representation of ITSMF members, is responsible for programming the ITSMF Annual Conference. A scheme that guarantees a relevant program, in which issues raised by our members are addressed. Guiding the program are the three themes chosen by the Board of Directors of ITSMF for 2010:

- Management of the ICT supply chain
- The value of Service Management
- ITIL Light

New formula

ITSMF has adopted a new formula this year, which offers more possibilities for participants to communicate with each other. No longer a conference where participants coming in and walking out, but a community meeting where all members are invited to participate.

The conference takes place at, Tuesday October 26, and will end with a networking reception. Keywords for the ITSMF Annual Conference 2010 are:

- Focus on content: acclaimed speakers, compelling cases
- ITSMF as community
- Speaker slots followed by breakout sessions for in depth discussions
- To learn and to share
- To meet and to greet
- Interaction between breakout sessions and exhibition floor by means of a Twitter Café
- Vibrant exhibition floor with catering points, plenty of seats and the Twitter Café

Explanation of the program

During the introduction of the day, all speakers in the program will keep a short pitch about their subject. It will give the participants a representative picture of what is offered. The program is divided in three time lines and contains 12 slots total. Participants can choose one of the four subjects per timeslot.

After a compelling story (45 minutes) in the timeslot the break out sessions (4) take place led by skilled moderators. Participants will go in dialogue with each other and the moderator to get in depth with the chosen subject (also) using one of the three mentioned annual themes. For example, there is the question: "What is the influence of this story for the craft service management" or "What does this mean for the ideal design of the ICT supply chain?"

During the day there is plenty of room to switch between programs, exhibition floor and the planned breaks which gives everyone the opportunity to meet each other. The NBC in Nieuwegein is a well-equipped location with a beautiful spacious exhibition area and comfortable rooms.

At the end of the day the outcomes will be reviewed and follow-up meetings announced. Then it's time for the traditional networking reception, where traditionally everyone meets everyone!

Target group

The target group for the 15th Annual ITSMF Conference includes:

- Higher tactical and strategic management (CIOs, IT managers, IT auditors, IT line managers, project managers & information managers)
- And more: consultants, business managers, service managers, functional managers, etc.

The ITSMF Annual Conference: guarantees a large reach

This year again we expect over 800 attendees. Do you want to be sure of a large and effective reach? Then the annual conference of the ITSMF is the perfect place to present yourself!

PERFECT PLENARY SESSIONS, GREAT BREAK-OUT SESSIONS. A SUCCESSFUL ANNUAL CONFERENCE!

The ITSMF Annual Conference is the ideal networking environment for partners

The ITSMF Annual Conference offers extensive networking opportunities. The Exhibit Floor, with catering points and comfortable seats, is the central meeting place during both days. The networking reception offers ample opportunities to see and be seen. Exclusive lunch sessions, VIP arrangements, separate areas for lectures or informal meetings for exclusive invitees: the ITSMF Annual Conference offers its partners lots of room for customization of the partnership.

Customized Partnerships

Interested in sponsoring our conference? You can choose from three Partner options: Gold, Silver or Bronze packages. In addition, the exclusive Platinum status is available.

The platinum package offers an exclusive opportunity. Private meeting room for guests, present an award in the name of your organisation, two slots in the program, 16 conference tickets, a journalist and photographer at your disposal, etc. The package will be further defined and customized in consultation with you.

With the Gold sponsor package you will have the opportunity to participate as a presenter in the conference program or sponsor a acclaimed speaker, and you will be entitled to a booth area of 12 m². The silver package entitles you to a booth of 6 m². Even with a bronze package you are represented on the exhibition floor, with a stand area of 4 m². All Sponsor packages benefit from promotional materials about the Conference. Your company logo will be on all promotional conference materials, as well as the special ITSMF Annual Conference website (www.itsmf.nl/jaarcongres2010).

Gold and Silver partners are also offered advertising space in the new ITSMF Magazine: Best Practice Quarterly Review.

GOOD TO GATHER ONCE A YEAR WITH YOUR COLLEAGUES AND EXCHANGE EXPERIENCES

Interested in being prominent during the the largest IT Service Management Conference in the Netherlands? Don't wait any longer, and assure yourself of the best locations and opportunities!

You can contact the office of ITSMF Netherlands at: +31 (0) 318 488 455 or via info@itsmf.nl.

ITSMF ANNUAL CONFERENCE 2010

Sponsor item	Gold	Silver	Bronze	Price*
PROGRAM				
Name connected to program session	x			
1 contactperson for the program	x			
EXHIBIT FLOOR				
Booth on Exhibit Floor 12m ²	x			
Booth on Exhibit Floor of 6 m ²		x		
Booth on Exhibit Floor 4m ²			x	
1 contactperson on the Exhibit Floor	x	x	x	
1 contactperson during set-up and tear-down on the Exhibit Floor	x	x	x	
TICKETS				
16 full conference tickets	x			
8 full conference tickets		x		
4 full conference tickets			x	
2 booth personnel tickets	x	x		
Extra tickets are available for € 150,00	x	x	x	
MARKETING MEDIA				
Press Release Head Sponsor	x			
Company synopsis on Conference website	x			
2 whitepapers on Conference website	x			
1 whitepapers on Conference website		x	x	
Newsletter mailing	x	x		
Advertisement in the Conference Special: Best Practice Quarterly Review (value of € 1.600,-) /1 A4 (submitted by october 11, 2010)	x			
Advertisement in Conference Special: Best Practice Quarterly Review (value of € 800,-) 1/2 A4 (submitted by october 11, 2010)		x		
4 page advertorial in Program Book (submitted by September 27, 2010)	x			
2 page advertorial in Program Book (submitted by September 27, 2010)		x		
Logo on communication materials (excl. banners)	x	x		
Logo projectie op locatie (carrousel)	x			
Logo on Banners	x			
Vlag op congreslocatie	x			
Logo & link on the ITSME Conference Website	x	x	x	
1 folder in the Conference Bag	x	x		
EXTRA SPONSOR POSSIBILITIES				
Extra folder in conference Bag	x	x		€ 250
Extra gadget in conference Bag	x	x		€ 250
Print on Conference Bag	x	x		€ 600
Print on Keycards	x			€ 1.250
Advertisement in Program Book (submitted by September 27, 2010)	x	x		€ 450
Advertisement in the Conference Special: Best Practice Quarterly Review 1/1 A4 (at a reduced rate)	x	x	x	€ 1.000
Twitter Café	x	x		i.o.
Sponsoring networking reception Social Event	x	x		i.o.
Sponsoring movie of the congres	x	x		i.o.
Sponsoring of other arrangements or items	x	x		i.o.
EXTRA SPONSORSERVICE **				
Overview and list of Participants prior to Conference (after approval by participants)	x	x		
Overview and list of Participants prior to Conference incl. no shows will be sent after the Conference (after approval by participants)	x	x	x	
Results of evaluation by Conference participants	x	x	x	
RATES SPONSORSHIPS				
	ITSMF Annual conference			
Sponsorship ***	Members	Non members		
Platinum	€ 15.000			
Gold	€ 8.950	€ 9.850		
Silver	€ 5.750	€ 6.325		
Bronze	€ 3.500	€ 3.850		

* The above rates include a 10% discount for members of ITSME NL compared to the rates for non-members.

** Provision of personal data shall comply with the Data Protection Act (WBP).

*** The platinum sponsorship is available exclusively to members of ITSME and only available for a sponsor.

All costs are excluding VAT