

# Conference itSDFI 2020 – partnership levels and packages

## IT STRATEGY & DIGITAL TRANSFORMATION INTERNATIONAL CONFERENCE

**Conference topic:** “Digital Governance – disrupting traditional IT management models, digital transformation and its implications for IT governance ”

**Conference date:** 20 May 2020

**After conference Roundtable for invited guests:** 21<sup>st</sup> May 2020, 9-12

**Place:** CZE, Prague

**Expected audience:** >100 CIOs, IT managers, government, public sector, corporates, executives, city representatives, CIOs in large organizations.

Value for partners	Not to expect
Gaining visibility and reputation through high-quality conference for senior management	High number of low profile conference visitors
Networking and personal meetings with respected managers and directors	Distribution of marketing gadgets to visitors
Establishing ecosystem like connections and partnerships B2B, B2C	Meeting with unexperienced audience

**Conference web:** [www.itsdfi.com](http://www.itsdfi.com)

**twitter:** @itSDFI #itSDFI **LinkedIn:** itSDFI

**Organizer:** Q4IT s.r.o., Vystaviste 405/1, 603 00 Brno, Czech republic, VAT: CZ29304831, [www.q4it.eu](http://www.q4it.eu)

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### Conference partnership levels - packages:

#		Diamond	Gold	Silver	Bronze	Startup podium
1	User case study in main hall / presentation	yes *	yes *	5 min	1 min	1 min
2	Tickets included in package	6	4	3	2	1-2
3	Partner logo in Section	Diamond	Gold Sect.	Silver Sect.	Hall	Hall
4	Space for collateral material	Yes **	Yes **	Yes **	na	na
5	Table for propagation material - not available	na	na	na	na	na
6	Focus group workshop - not available	na	na	na	na	na
7	Start-ups podium presentation					3 min.
8	Rollups	4	3	2	1	-
9	Logo on conference program	yes	yes	yes	yes	no
10	Propagation over conference Twitter / LinkedIn	yes	yes	yes	yes	Yes
11	Discount on additional tickets/price per ticket	250 € 6.200 CZK	285 € 7.100 CZK	320 € 7.950 CZK	320 € 7.950 CZK	190 € 4.950 CZK
	<b>Price per package</b>	5.860 € 146.100 CZK	2.995 € 78.900 CZK	1.495 € 35.580 CZK	920 € 22.860 CZK	0
	<b>Breakfast partner</b>			<b>TBD</b>		
	<b>Conference dinner partner</b>			<b>TBD</b>		

**Normal ticket price:** 355 € / 8.860 CZK + VAT

\* Topic of presentation and content to be agreed before conference to ensure that it matches with conference vision and topic. Presentation in the form of user case (problem, solution, benefits, lessons learnt) is preferred.

\*\* Shared table for collateral material provided by conference organizers. No stands or extra tables for partners available as conference concept is not providing Expo part.

\*\* Startup community with focus on IT management, monitoring, security, governance, data analytics or any area of CIO / IT manager focus. Conference aim is to establish relationship between startup community and their potential customers which are IT managers from all kinds of organization. Organizers reserve right not to approve startup presentation if capacity is exceeded or startup focus is not in relevant to the conference audience.

\*\*\*\* Focus group workshop is meeting with conference audience to discuss specific management topic (ESM, Financial Management, Quality management, etc.). Number of participants depends on topic attractiveness. Group meeting is organized in smaller meeting rooms.

### Diamond partner

- 1 table for propagation materials including space for own monitor – priority area
- 4 x staff passes plus 1 x presenter passes
- Speaking session 20 minutes – user case study or topic needs to be approved by conference board
- Logo on all event communications
- Up to 4 x rollups within the sponsored session, 1 best place
- Logo on website home page
- Participation at roundtable to extend business reach, personal networking

### Gold partner

- Space for collateral material
- Allocated 20 minute speaking session conditioned by good case study if approved by conference board
- 3 x staff passes plus 1 presenter pass
- Logo on website home page
- 3 x rollup banners within the sponsored session
- Discount code for customer use – 20% discount for registrations
- Participation at roundtable to extend business reach, personal networking

### Silver partner

- Presentation 5 min
- Space for collateral material
- 3 x staff passes
- Logo on website home page
- Profile entry in all event materials
- 2 x pull up banners
- Discount code for customer use – 10% discount for registrations

### Bronze partner

- Presentation / invitation to meet 1 min.
- 2 x staff passes
- Logo on website home page
- Profile entry in all event materials
- 1 x pull up banners
- Discount code for customer use – 10% discount for registrations

Rollups will be dislocated by conference organizers in following order – Diamond, Gold, Silver, Bronze.

Due to limited space on front side (projection podium) which is about 6 banners we will place rollups in the order we received partnership confirmation, respecting partnership levels.

### Breakfast partner - na

- Organizers will invite conference on sponsored breakfast with partner logo

- 1-2 Rollups of breakfast partner
- Morning pre-conference presentation 8:20 – 8:50
- Price of partnership will be individually discussed – only one partnership available
- Details individually agreed

### **Dinner partner – available per request**

- Stylish restaurant dinner hosted by conference sponsor
- 1-2 Rollups
- Price of partnership will be individually discussed – only one partnership available
- Details individually agreed

### **Start-up and Innovation podium \*\***

Recommended focus: innovative tools for better IT management, proactive monitoring, improving customer satisfaction, using artificial intelligence for better incident resolution, advanced analytics of data, ways of improving customer satisfaction, services for service providers, new methods and management techniques. Conference motivation is establish connection between startup community and IT managers from all kinds of organizations.

- 1 min presentations
- Conference pass
- 1 x presentation on start-up podium : 1 x 3-5 minutes (start-up pitch)
- Additional tickets available at lower price

\*\* Startup podium participation is approved by conference board to ensure alignment with conference focus and relevance with IT Governance and IT management models and techniques general conference target audience