


Conference itSDFI 2020 – partnership levels and packages

CIO 2020 “we learn from stories” conference for digital era CIO 	8 October 2020 CZE / BRNO Quality Hotel Brno Exhibition Centre
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IT STRATEGY & DIGITAL TRANSFORMATION INTERNATIONAL CONFERENCE

Conference topic: “CIO 2020 – we learn from stories”

Conference date: 8 October 2020

Place: CZE, Brno

Expected audience: >40 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	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

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

Organizer: Q4IT s.r.o., Vystaviste 405/1, 603 00 Brno, Czech republic, VAT: CZ29304831, www.q4it.eu

Sponsorship details and inquires: Jonathan Boyd, jonathan.boyd@q4it.eu or info@itsdfi.com

General contact: info@itsdfi.com

Conference manager: Petra Partyšová, petra.partysova@q4it.eu

Conference program director: Zdeněk Kvapil, zdenek.kvapil@q4it.eu

Conference partnership levels - packages:

#		Gold	Silver
1	User case study in main hall / presentation	yes *	yes *
2	Tickets included in package	5	3
3	Partner logo in Section	Gold	Silver
4	Space for collateral material	Yes **	Yes **
5	Rollups	4	2
6	Logo on conference program	yes	yes
7	Propagation over conference Twitter / LinkedIn	yes	yes
8	Discount on additional tickets/price per ticket	-20%	-20%
	Price per package	3.120 € 78.100 CZK	1.580 € 39.450 CZK

Normal ticket price: 4.460 CZK + VAT / 175€

Document is targeted as recommended partnership levels for prospect conference partners. Partnership is targeted to organizations matching with long term conference vision and does not implicate availability to every applicant.

* 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.

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.

Gold partner

- individual agreement
- banners
- web, social media promotion
- personal networking

Silver partner

- individual agreement
- banners
- web, social media promotion
- personal networking