



itSMF-konferansen 2011

HEAL THE WORLD - WITH ITIL

Probably the best itSMF conference in the world

Clarion Hotel Oslo Airport

22. og 23. mars 2011

Invitation to exhibitors and sponsors for the itSMF Conference 2011

“Heal the World - with ITIL”

itSMF Norway's annual conference, and the largest in the Nordic region for IT Service Management and ITIL, will be held at

Clarion Hotel Oslo Airport
Tuesday 22 and Wednesday 23 March 2011

More and more businesses are focusing on IT Service Management and basing their work processes on ITIL. Since 2003, the IT Service Management Forum (itSMF) in Norway has organised conferences with steadily growing attendance figures. The interest is enormous and we are expecting more than 400 participants!

As in 2010, the exhibition will be held in the Multiarena. We have taken note of feedback received from last year's exhibitors and sponsors, and the 2011 event will provide an even better and more convivial arena for our exhibitors! This year we will have a coffee bar in the centre of the exhibition area. Our exhibitors will be allocated space along the walls, and this will enable us to create a large central mingling area where we will set up high tables and bar stools (NB! see the diagram attached). We reserve the right to make changes to the placement of the stands. Here are some new features of the 2011 conference:

- Only two sponsorship levels
- Stand placement
- Stand sizes
- A quiz game with prizes (in order to find out all the answers, delegates must visit every stand)
- A Speaker's Corner for **sponsors** (an opportunity for sponsors to book time for short presentations during the coffee breaks)

This year's conference will have an eco-profile. For example, all course materials provided by itSMF will be printed on biodegradable materials, and we hope that our exhibitors and sponsors will also support our eco-profile.

The objective of the conference is to:

- facilitate the sharing of knowledge and experience
- create interest in IT Service Management
- provide good opportunities to establish new contacts

The target groups of the conference are all those who work in service-oriented businesses:

- IT directors, managers and decision-makers at all levels
- IT service providers from all industries, in both public and private sectors

- All those who believe that experience sharing and professional refreshers are essential to success
- All those with an interest in the fields of ITIL and IT Service Management

itSMF-11 offers a wide-ranging programme:

- Internationally renowned speakers
- Examples of experience sharing from many types of organisations
- Workshops
- A large exhibition – your best opportunity to learn about the potential of the tools and get assistance in introducing processes



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- A banquet, including presentation of awards for "ITSM Instructor of the Year", "Motivator of the Year", and "Service Management Company of the Year"
- The annual Midnight Concert

In 2011 we are offering two distinct sponsor packages: Main Sponsors and Partnership Sponsors. If the number of applicants for either of the sponsorship levels exceeds the limit, selection will be made by drawing lots, so that the allocation will be as fair as possible. The draw will be carried out by two impartial Board members. The selection of sponsors will take place at least 14 days after the invitation is published on itsmf.no.

Main sponsor (max. 2) – NOK 160,000

- Main sponsorship partner of itSMF at this year's conference. Our intention is that the Main Sponsor(s) will collaborate with itSMF to promote the best possible awareness of the Conference. Meetings will be held between itSMF and the Main Sponsor(s) to discuss strategy.
- The company's name and logo will be printed in the conference programme, on documents, and on the delegates' shopping net (this year, we will present all our delegates with a shopping net – instead of a PC case/rucksack).
- Company name and logo published on the conference website at itsmf.no.
- Stand measuring 2x6m (approx. 12 sq. m.)
- A half-page presentation and advertisement in an appropriate professional journal.
- A full-page entry in the Exhibitors' Guide.
- A brochure and/or gift in delegates' shopping nets.
- A group room for meetings and presentations for small groups of delegates.
- Company name and logo on delegates' name badges.
- Conference brochures and programmes for distribution to the sponsor's own contacts.
- A marketing campaign for advertising the conference in collaboration with itSMF.
- Company name and logo on roll-ups displayed around the conference arena and main auditorium.
- Special profiling during interviews with exhibitors.
- Enhanced visibility on information screens during the conference.
- Tickets for four exhibitor delegates staffing stands, together with two conference delegate tickets.
- A Speaker's Corner for **sponsors**. An opportunity for sponsors to book time for short presentations during the coffee breaks. The number of coffee breaks and time allocated are limited. The Main Sponsors will be given preference. The remaining places will be allocated among the Partnership Sponsors. If Partnership Sponsors request more speaking time than is available, places will be allocated by drawing lots.



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Partnership Sponsors (max. 10) – NOK 50,000

- Company name and logo printed in the Conference Programme and other documents.
- Company logo published on the conference website at itsmf.no.
- Stand measuring approx. 2x4m (approx 8 sq. m.).
- A half-page entry in the Exhibitors' Guide.
- A single brochure in delegates' shopping nets.
- Company name and logo on the conference homepage at itsmf.no
- Conference brochures and programmes for distribution to the sponsor's own contacts.
- 4 group rooms will be made available to Partnership Sponsors. These can be booked on application to the itSMF secretariat.
- Visibility on information screens during the conference.
- Tickets for two exhibitor delegates staffing stands, together with one conference delegate ticket.
- An opportunity to sponsor a reception drink prior to the banquet. The sponsor will cover the cost price. Details will be agreed at a later date. If several Partnership Sponsors wish to sponsor a reception drink, the sponsor concerned will be chosen by drawing lots.
- A Speaker's Corner for **sponsors**. An opportunity for sponsors to book time for short presentations during the coffee breaks. The number of coffee breaks and time allocated are limited. The Main Sponsors will be given preference. The remaining places will be allocated among the Partnership Sponsors. If Partnership Sponsors request more speaking time than is available, places will be allocated by drawing lots.

Exhibitor - NOK 20,000 (members)

- Stand measuring approx. 2x2m (approx 4 sq. m.).
- Company logo published on the conference website at itsmf.no.
- Tickets for two exhibitor delegates staffing a stand (tickets for attendance at the conference, accommodation and banquet are not included and must be booked separately, as required).
- Logo and short presentation in the Exhibitor's Guide.



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We are pleased to invite you and your company to participate actively at the 2011 itSMF Conference

The conference has more than 30 exhibitors' stands available.

We are usually over-booked, so don't delay in sending your registration!

Sponsors are given preference for exhibition space.

Prices, excluding VAT:

Type	Number available	Description	Price for itSMF Supplier Members	Price for others
Main Sponsor	2	Approx. 6 metres wide and 2 metres deep (approx. 12 sq. m.)	NOK 160,000	
Partnership Sponsor	10	Approx. 4 metres wide and 2 metres deep (approx. 8 sq. m.)	NOK 50,000	
Exhibitor	23	Approx. 2 metres wide and 2 metres deep (approx. 4 sq. m.)	NOK 20,000	NOK 23,000

For those exhibitors who require a larger stand, it will be possible to purchase two stands which can be merged as a single unit (i.e. approx. 4 metres wide and 2 metres deep, totalling approx. 8 sq. m.). The price will then be NOK 40,000 for members (NOK 46,000 for non-members).

Exhibitor stands will be allocated on a first come, first served basis from approx. 15 February 2011. Sponsors will have preference when it comes to exhibitor stand space. If there are more exhibitors than there is space available, allocation will be made by drawing lots among the non-sponsor companies. The draw will be carried out by two impartial Board members.



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Registration Form for Exhibitors

NB! If your company wishes to be a sponsor, you should contact Caroline Schicht (caroline@itsmf.no) who will then send you a sponsor contract.

Company (it is important that you write the name in the form that will appear on your stand's name plate)	
Invoice address	
Postal code	
City, Country	
Telephone	
Telefax	
Mobile phone	
E-mail	
Contact representative	
Comments	
Signature	

Please return your signed registration form to caroline@itsmf.no. Please also send the company logo (in high-resolution format) that you would like us to use on the website and in the printed programme.

Yours sincerely,

itSMF Norge

E-mail: itsmf@itsmf.no

Website: <http://www.itsmf.no/>

itSMF Norge, Møllergaten 24, 0179 OSLO

E-mail: itsmf@itsmf.no, Website: <http://www.itsmf.no/>



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Additional information for exhibitors and sponsors

The conference organiser will arrange the erection of stand walls. The following services are also included in the rental price:

- Standard stand walls on two or three sides
- Name plate on the stand frontage
- Electrical power (one 500W power socket and one row of lights)
- Coffee and tea when served in the exhibition hall
- Entry to the opening address for stand personnel. Exhibitors wishing to attend other talks must register as conference delegates.
- Interested and focused visitors! Conference delegates are often budget managers or key personnel in decision-making positions.
- Publicity before and after the conference, for example on itSMF Norway's website.

Additional equipment at the exhibition

If they so wish, exhibitors may order additional equipment or services for their stands directly from Norwegian Promotion Group (NPG). These may include additional electrical power or lighting, interior decorations, furniture, flowers or plants, brochure racks, graphic decoration, telephone lines, etc. NPG will invoice the individual exhibitor for such additional services. Further information is available at www.npgmesse.no. Orders should be sent to katrin@npgmesse.no.

Additional services related to the conference

Exhibitors and sponsors will have the opportunity to book additional services and participation at the conference at a reduced price. These additional services must be booked by 15 January 2011. After that date prices will be as for ordinary participants, and only if space is available. The offer will apply for a maximum of two persons for exhibitors, and four for sponsors. The prices will be determined during November. The additional services in question are:

- Participation at the conference: Exhibitors may attend as ordinary delegates at the conference, including accommodation (22 – 23 March) in a single room with breakfast included, and a ticket to the banquet:
- Accommodation and banquet: Single room with breakfast included, and ticket to the banquet.
- Banquet only, Wednesday evening:
- Accommodation for an additional night (21 – 22 March) in a single room with breakfast included.
- Tickets for stand personnel additional to those included in the package.