



Invitation to exhibitors and sponsors at the itSMF Conference 2014

"ITIL – Tell me more, tell me more"

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
Wednesday 12 and Thursday 13 March 2014**

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 this year we are expecting more than 500 participants. In recent years, the conference has been fully booked!

The exhibition is the conference's natural network-building arena. Stands for exhibitors are located around the outer walls of the spacious hall, providing a large mingling area in the centre. This year, as previously, we will set up a Barista Bar in the centre of the exhibition area containing high tables and bar stools. As a result, a large number of participants will gravitate towards the exhibition area during breaks.

The conference target groups comprise all those who work in service-oriented businesses:

- IT directors, managers and decision-makers at all levels
- Key personnel from both the IT and commercial organisations of companies
- 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

In our 2014 conference we are offering two distinct sponsor packages: Main Sponsors and Partnership Sponsors. You will also have an opportunity to participate simply as an exhibitor. We have a total of 27 sponsor and exhibitor slots. **We are usually fully booked, so don't delay in sending your registration! Allocation of Partner Sponsor and Exhibitor packages is made on a first-come first-served registration basis. For the Main Sponsor package, the registration deadline is Monday 15 October (see the conditions below).**

Main sponsor (maximum 2) – NOK 170,000

For the 2014 itSMF Conference we will use the same criteria for Main Sponsors as last year. Those wishing to be Main Sponsors should submit a creative description of how they would like to see the technical fields of IT Service Management and ITIL promoted. How can we expand social interaction in the exhibition area? How can we promote the total experience of the exhibition area? Send your brief description to itsmf@itsmf.no.

*The deadline for registration as a Main Sponsor is **Tuesday 15 October!** Main Sponsor applicants will be notified by **Friday 18 October** if they have been selected.*



- Main Sponsor 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.
- Company logo printed on the cover of the conference programme, on documents, thermo cups and participants' shopping bags.
- Company logo published on the conference website at itsmf.no.
- A stand measuring 2x6 m (approx. 12 sq. m)
- A half-page presentation and advertisement in a relevant professional journal.
- A full-page entry in the conference programme.
- A brochure and/or gift included in delegates' shopping bags.
- A group room for meetings and presentations for small groups of delegates.
- Company logo on delegates' name badges.
- A marketing campaign for advertising the conference in collaboration with itSMF.
- Company logo on exclusive conference roll-ups displayed around the conference arena and main auditorium.
- Special profiling during interviews with exhibitors.
- Extra visibility on information screens during the conference.
- Tickets for four exhibitor delegates staffing stands, together with two conference delegate tickets.
- **Top management track:** One free ticket for use by the Main Sponsor, as well as two tickets which the Main Sponsor can give away. NB! Persons taking part must be from top management.
- The opportunity to hold a 20-minute presentation during the "Supplier Track".
- List of participants

Partner Sponsor (maximum 10) – NOK 55,000

- Company logo printed in the conference programme and other documents.
- Company logo published on the conference website at itsmf.no.
- A stand measuring approx. 2x4 m (approx. 8 sq. m).
- A half-page entry in the conference programme.
- A simple brochure included in delegates' shopping bags.
- Company logo published on the conference website at itsmf.no.
- Partner Sponsors have shared access to two group rooms. 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, including dinner and accommodation.
- 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 Partner Sponsors wish to sponsor a reception drink, a Sponsor will be chosen by drawing lots.
- The opportunity to hold a 20-minute presentation during the "Supplier Track".
- List of participants

Exhibitor (maximum 15) – NOK 25,000 (supplier members) or NOK 30,000 (non-members)

- A stand measuring approx. 2x2 m (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 of these two at the conference are included in the price, but accommodation and dinner are not included and must be booked separately, as required).
- Logo and short presentation in the conference programme.
- List of participants

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 45,000 for members (NOK 50,000 for non-members).

All prices are exclusive of VAT.

To receive a contract, please contact itSMF Norge:

E-mail: silje@itsmf.no

Tel.: (+47) 22 98 26 95

Yours sincerely,

itSMF Norge

E-mail: silje@itsmf.no

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