2018
IDC European Summits

Face to face thought leadership and networking with the leading decision makers in Europe

Face to face engagement platforms connecting you to key decision makers in Europe
2018 IDC European Summits

**European Utilities Summit**
- CMO
- CDO
- COO
- CFO
- Chief of Strategy,
- Head of E-Commerce
- Head of Multi-channel
- Head of Innovation
- Head of Transformation

**European Digital Summit**
- CMO
- CDO
- COO
- CFO
- Chief of Strategy,
- Head of E-Commerce
- Head of Multi-channel
- Head of Innovation
- Head of Transformation

**European Retail Summit**
- CIO and Head of IT
- CMO, CDO
- CFO, COO
- Chief Supply Chain
- VP of Omnichannel
- VP of eCommerce
- VP of Sales
- Head of Innovation/
  Customer Service
- Head of Merchandise Planning

**European CIO Summit**
- Attended exclusively by
  60-70 CIOs and Group
  CIOs from the leading
  countries across Europe

**European IOT Summit**
- CIO
- Head of IT/ VP of IT
- CEO
- CTO
- Chief Data Officer
- Plant/Building Heads
- Heads of:
  - Strategy
  - Innovation,
  - Supply chain
  - Product Development
  - Logistics
  - Customer service
  - R&D
  - Smart City Programs

**European CISO Summit**
- CISO
- Head of Information Security
- Heads of Compliance
- Global/Regional security
  heads
- Group Security Heads
- Head of Risk
- CIRO, CRO
- Chief Privacy officer
- Chief Data Protection Officer

**European Digital Summit**
- CMO
- CDO
- COO
- CFO
- Chief of Strategy,
- Head of E-Commerce
- Head of Multi-channel
- Head of Innovation
- Head of Transformation

**European Utilities Summit**
- CMO
- CDO
- COO
- CFO
- Chief of Strategy,
- Head of E-Commerce
- Head of Multi-channel
- Head of Innovation
- Head of Transformation

**Venue TBC**
- CISO
- Head of Information Security
- Heads of Compliance
- Global/Regional security
  heads
- Group Security Heads
- Head of Risk
- CIRO, CRO
- Chief Privacy officer
- Chief Data Protection Officer

**Spain - Malaga**
- 11-12 June 2018
- 50-60 delegates

**Portugal - Cascais**
- 25-26 June 2018
- 45-55 delegates

**France - Paris**
- 8-9 Oct 2018
- 45-55 delegates

**Belgium - Genval**
- 19-20 March 2018
- 45-55 delegates

**Portugal - Cascais**
- 16-18 Sept 2018
- 60-70 delegates

**Venue TBC**
- 19-20 Nov 2018
- 50-60 delegates
Summit Format

IDC Pan-European Executive Summits

Bring together insights and interactions on the biggest issues through keynote speeches, panel debates, and peer-to-peer networking.
Advisory Boards – Building great content with IDC

The IDC Summit teams work closely with a chosen panel of experts from the leading companies in Europe to put together a program that truly reflects the challenges and industry concerns in both the short, medium and long term. The Advisory Board continuously helps to review and mold our Summit programs, drawing on their wealth of experience to advise on current developments and innovations. Many of our advisory board members also speak and lead sessions at the event.

- Contribute to the content and topics, making sure that topics are relevant, compelling, and forward-looking
- Chair panels on key technologies and industry discussions
- Engage in high-level industry insight among peers at the Summit
Why Delegates Attend

A pan-European event where senior executives from across Europe can **meet**

Meet with peers to discuss common challenges and share experiences and best practices

The focus is on networking and discussion - not on exhibition

Leveraging IDC’s extensive research, the agenda is carefully tailored to align with the needs and expectations of each Summit audience

Delegates have access to local and global IDC analysts sharing market insight from research and surveys

Attendees can benchmark with other European markets and organisations

Through breakout workshops delegates can better understand technology, market challenges and potential solutions

The Summit offers a mix of end user case studies, interactive debate, and master classes over one and a half days
Partnership at IDC European Summits

Joining IDC's Pan-European Executive Summits enables partners to build brand recognition as a thought leader. The Summits provide a platform on which partners can demonstrate their insight and understanding of market, business and technology challenges and how to overcome them. The credibility built through the interactive sessions, networking and meetings over the 2 days supports the development of commercial relationships.

There are a range of partnerships available to suit every budget and participation level; full details and pricing are available for each summit on request to Helena Chappell, Sales Director: European Events hchappell@idc.com

Partnership at an IDC European Summit will enable sponsors to:

- Engage with a captive audience of IT leaders and LOB heads
- Take part in facilitated on-site introductions and 1:1 meetings
- Market your brand to the right decision makers and influencers
- Demonstrate your company’s thought leadership and promote new products and services
- Generate leads with buyers of technologies/services
Partnership at IDC European Summits

Driving thought leadership and commercial relationship with leading decision makers in Europe

The following slides provide an overview of the partnership levels and pricing available for IDC European Summits.
### Partnership Deliverables

#### Speaking Opportunities
- Thought leadership plenary session
- Breakout Roundtable discussion
- Breakout Workshop session
- Participation in a Panel discussion
- Participation in the Innovation challenge

#### Direct 1-1 Interaction
- Facilitated on-site private meetings (20' each)
- Facilitated 1-1 introductions

#### Content & Delivery Support
- Sponsorship of the gala dinner (by number of table)

#### Go to market material
- IDC executive brief
- Access to the results of the pre-event Survey
- Opportunity to include a question within the IDC pre-event survey

#### Additional Brand Exposure
- Sponsorship of Buffet Lunch
- Partner logo on promotional material and website
- Company profile on Summit website

#### Social Media Support
- Items of content (social media and blogging)
- Present pieces of downloadable content in the summit knowledge center
- Twitter feeds linked with the summit

#### Other benefits
- Complimentary tickets for senior executives
- List of attendees before and after the event
- A post-event feedback report

#### Total Investment
- Platinum (1 only): €50,000
- Gold (4 only): €38,000
- Silver (3 only): €22,000
# Digital Transformation Summit Partnerships

<table>
<thead>
<tr>
<th>Partnership Deliverables</th>
<th>Diamond (1 only)</th>
<th>Platinum (2 only)</th>
<th>Gold (3 only)</th>
<th>DX Experience</th>
<th>Silver (2 only)</th>
<th>Innovation Lab</th>
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<tbody>
<tr>
<td><strong>Speaking Opportunities</strong></td>
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<td>Thought leadership plenary session</td>
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<td>Client end user seat in plenary panel discussion</td>
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<td>Partner seat in plenary panel discussion</td>
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<tr>
<td><strong>Direct 1-1 Interaction</strong></td>
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<td>Facilitated on-site private meetings (20’ each)</td>
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<td>Intros onsite</td>
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<tr>
<td>1.5m x 1.5m area with plasma, power and high-end furniture for demo</td>
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<td><strong>Content &amp; Delivery Support</strong></td>
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<td><strong>Go to market material</strong></td>
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<td>Access to the results of the pre-event Survey</td>
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<td>Opportunity to include a question within the IDC pre-event survey</td>
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<tr>
<td><strong>Additional Brand Exposure</strong></td>
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<tr>
<td>Sponsorship of Buffet Lunch</td>
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<tr>
<td>Sponsorship of Gala Dinner Champagne Reception</td>
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<tr>
<td>Sponsorship of Catamaran Sailing Experience (see for details next slide)</td>
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<td>-</td>
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<tr>
<td>Company logo &amp; profile on promotional material and website</td>
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<td>✓</td>
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<td><strong>Social Media Support</strong></td>
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<td>Present pieces of downloadable content in the summit knowledge center</td>
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<td>Twitter feeds linked with the summit</td>
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<tr>
<td><strong>Other benefits</strong></td>
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<tr>
<td>Complimentary tickets for senior executives</td>
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<tr>
<td>List of attendees before and after the event</td>
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<tr>
<td>A post-event feedback report</td>
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<tr>
<td><strong>Total Investment</strong></td>
<td>€70,000</td>
<td>€50,000</td>
<td>€35,000</td>
<td>€25,000</td>
<td>€20,000</td>
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</table>
## Partnership Deliverables

### Speaking Opportunities
- Thought leadership plenary session: 45’
- Breakout Workshop session: 45’
- Partner seat in plenary panel discussion
- Participation in the Innovation challenge: ✓

### Direct 1-1 interaction
- Facilitated on-site private meetings (20’ each)
- Facilitated 1-1 introductions
- Sponsorship of the gala dinner (by number of table)
- 1.5m x 1m area with plasma, power and high-end furniture for demo

### Content & Delivery Support
- Bullet proofing session: ✓

### Go to market material
- IDC executive brief: ✓
- Access to the results of the pre-event Survey: ✓
- Opportunity to include a question within the IDC pre-event survey

### Additional Brand Exposure
- Sponsorship of Buffet Lunch: Day 1 & Day 2
- Partner logo on promotional material and website: ✓
- Company profile on Summit website: ✓

### Social Media Support
- Items of content (social media and blogging): ✓
- Pieces of downloadable content in the summit knowledge center: ✓
- Twitter feeds linked with the summit: ✓

### Other benefits
- Complimentary tickets for senior executives
- List of attendees before and after the event
- A post-event feedback report

### Total Investment
- **Platinum** (1 only): €50,000
- **Gold** (3 only): €35,000
- **Silver** (3 only): €20,000
- **Networking** (1 only): €12,000
- **Innovation Lab**: €7,000
# CIO Summit Partnerships

*(NB these are 2017 partnership details, there may be minor changes for 2018 edition)*

<table>
<thead>
<tr>
<th>Partnership Delivrables</th>
<th>Diamond x1</th>
<th>Platinum x3</th>
<th>Gold x2</th>
<th>CIO Experience x1</th>
<th>Silver x2</th>
<th>Networking x1</th>
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<tr>
<td>Pre-event reception — meet and greet with analysts and those CIOs arriving evening before</td>
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<td>Thought-leadership plenary session incl. Q&amp;A, panel discussion, and CIO case study</td>
<td>40 minutes</td>
<td>30 minutes</td>
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<tr>
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<tr>
<td>Become part of one roundtable discussion/challenge group with pre-registered CIOs</td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Direct one-to-one meetings</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Twitter feeds</td>
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<tr>
<td>Sponsorship of Buffet Lunch — Day 2</td>
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<tr>
<td>Sponsorship of Gala Dinner Champagne Reception</td>
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<tr>
<td>Exclusive Sponsorship of the IDC CIO Summit Experience Program</td>
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<td>Exclusive Sponsorship of the “Open Bar Networking Event”</td>
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<td>Partner logo on promotional material and website</td>
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<tr>
<td>Company profile and speaker profiles on summit website</td>
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<td>3</td>
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**Total Investment**

€ 75,000

€ 58,000

€ 40,000

€ 28,000

€ 20,000

€ 12,000
CISO Summit Partnerships  
*(NB these are 2017 partnership details, there may be minor changes for 2018 edition)*

<table>
<thead>
<tr>
<th>Partnership Deliverables</th>
<th>Diamond (1 only)</th>
<th>Platinum (2 available)</th>
<th>Gold (3 available)</th>
<th>Silver (2 available)</th>
<th>Bronze (1 only)</th>
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<tr>
<td>Thought-leadership plenary session incl. Q&amp;A, panel discussion, and end user case study</td>
<td>40 minutes</td>
<td>30 minutes</td>
<td></td>
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<tr>
<td>IDC will create an infographic around Summit theme for external marketing use of the partner</td>
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<td>✓</td>
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<tr>
<td>Partner seat on plenary panel discussion</td>
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<tr>
<td>Client seat on a plenary panel discussion</td>
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<td>✓</td>
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<td>Pre-arranged one-to-one meetings (20’ each). Plus on site introductions</td>
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<td>4</td>
<td>3</td>
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<td>Intros on site</td>
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<tr>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Branding at Buffet Lunch</td>
<td>Day 1</td>
<td>Day 2</td>
<td></td>
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<tr>
<td>Branding at Gala Dinner Champagne Reception</td>
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<tr>
<td>Sponsorship of open bar networking post gala dinner &amp; creation of company branded cocktail</td>
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<td></td>
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<td>✓</td>
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<tr>
<td>Company profile, logo and speaker profiles on all promotional materials, summit website and summit mobile App</td>
<td>✓</td>
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<td>1/2</td>
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<td>Complimentary tickets for senior partner executives</td>
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<td>Access to the list of attendees before (job title/company only) and after (full details) the Summit with contact details (respecting local privacy laws)</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| Total Investment                                                                        | €70,000          | €50,000                | €35,000            | €20,000              | €12,000         |
## IoT Summit Partnerships

### Partnership Deliverables

<table>
<thead>
<tr>
<th>Speaking Opportunities</th>
<th>Partnership</th>
<th>Networking</th>
<th>Innovation Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Platinum</td>
<td>Gold</td>
<td>Silver</td>
</tr>
</tbody>
</table>
| Thought leadership plenary session | 45'        | 45'        | -              | -  
| Breakout Workshop session | ✓          | ✓          | -              | -  
| Partner seat in plenary panel discussion | ✓          | ✓          | -              | -  
| Participation in the Innovation challenge | ✓          | ✓          | -              | -  
| Direct 1-1 interaction | Partnership | Networking | Innovation Lab |
|                        | Platinum    | Gold       | Silver         |  
| Facilitated on-site private meetings (20' each) | 6 ongoing | 4 ongoing | 2 ongoing | 1 ongoing |
| Facilitated 1-1 introductions | -          | -          | -              | -  
| Sponsorship of the gala dinner (by number of table) | 1.5m x 1.7m area with plasma, power and high-end furniture for demo | - | - | -  
| Content & Delivery Support |  
|                        | Platinum    | Gold       | Silver         |  
| Bullet proofing session | ✓          | ✓          | ✓              | -  
| Go to market material |  
|                        | Platinum    | Gold       | Silver         |  
| IDC executive brief | 3-4 pages | -          | -              | -  
| Access to the results of the pre-event Survey | ✓          | ✓          | ✓              | -  
| Opportunity to include a question within the IDC pre-event survey | ✓          | ✓          | ✓              | -  
| Additional Brand Exposure |  
|                        | Platinum    | Gold       | Silver         |  
| Sponsorship of Buffet Lunch | ✓          | ✓          | ✓              | -  
| Partner logo on promotional material and website | ✓          | ✓          | ✓              | -  
| Company profile on Summit website | ✓          | ✓          | ✓              | -  
| Social Media Support |  
|                        | Platinum    | Gold       | Silver         |  
| Items of content (social media and blogging) | ✓          | ✓          | ✓              | ✓  
| Pieces of downloadable content in the summit knowledge center | ✓          | ✓          | ✓              | ✓  
| Twitter feeds linked with the summit | ✓          | ✓          | ✓              | ✓  
| Other benefits |  
|                        | Platinum    | Gold       | Silver         |  
| Complimentary tickets for senior executives | 4          | 3          | 2              | 2  
| List of attendees before and after the event | ✓          | ✓          | ✓              | ✓  
| A post-event feedback report | ✓          | ✓          | ✓              | ✓  
| Total Investment |  
| Platinum | €50,000 | €35,000 | €20,000 | €12,000 | €7,000 |
Integrate the Summit into Buyer Journey campaigns

**AWARENESS**
- Plan your follow up process before the Summit
- Pre-brief your sales team and agree SLAs for follow up engagement
- Identify content assets to use to continue them on the buyer journey

**EDUCATE**
- Take advantage of all touch points (break outs, networking etc)
- Take notes and make a personal connections.
- Ensure your sales team is on standby ready to follow up in a timely manner

**BUSINESS CASE**
- Brief sales team on event experience
- Executive Handover
- Set the timescale for follow ups
- Share content assets for the sales team
- Record & track opportunities, tag in CRM
- Monthly Reviews to track opportunities

**FINAL SELECTION**
- Video assets - Infographic - Lead Forensics etc.
- Executive Briefs - White Paper - Maturity Model - Case Studies - Interactive Tools - ROI Tools - Dynamic/Interactive Papers

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Brand awareness/Education

Engagement, demand generation & Pipeline Acceleration

Pipeline growth and Nurture campaign
For individual Summit proposals, Agendas and sponsorship details please contact:

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