BUSINESS PROPOSAL

C-level, invitation-only audience | Top companies represented | Thought-leadership event

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BUSINESS PROPOSAL

Introduction
- Becoming Digital Native
- Key Topics
- Audience & Format

Event
- Strategy Check & Lead Generation
- Expert Club
- When & Where
- Benefits Matrix
Becoming Digital Native:
Multiplying Innovation in the DX Economy

With ten years of tracking the 3rd Platform era and a collective 53 years of studying and analyzing the global IT industry, IDC has witnessed a number of transformative phases in the market, but none more so than the massive changes anticipated between 2018 and 2021. During this period, transformation initiatives will shift into overdrive as businesses’ understanding of digitalization matures, leading to the development of a full-scaled DX economy. This is the time when lines are drawn in the sand, separating industry laggards from digital natives that are able to harness the power of technology to trigger innovation and accelerate their business growth. IDC's Predictions 2018 plays a critical role in determining the direction of your organization's three-year strategic plan.
Critical Drivers

- **Accelerating DX**: Technology-Centric Transformation Altering Business & Society
- **Pace of Change**: Technology & Sustainable Change at the Speed of Digital Business
- **DX Delta**: Leaders and Disruptors Widen Performance Gap
- **Human vs. Machine**: The Impact of AI and Automation
- **Global Volatility**: Political, Social, and Economic Disturbance
- **Sense, Compute, Actuate**: The New Data-Centric Paradigm
- **Platform Disruption**: Unleashing Digital Innovation’s Power for Scale
- **Cyber Threats**: Theft, Ransom, Cyberattack on the Rise
- **Empowering the Material World**: Revolutionized Processes Expand Technology Reach
- **Shifting Economics**: Changing Value Structures and the Rise of Digital Capital
- **The Future Workforce**: Global Demand for Digital Talent
- **Innovation Impasse**: Legacy Systems Constraining Transformation
AUDIENCE & FORMAT

KEY TECHNOLOGIES TO WATCH IN 2018-2021

INDEPENDENT THOUGHT-LEADERSHIP PLATFORM
BEST PRACTICES FROM THE MOST TECH-SAVVY INDUSTRIES

70+
STRATEGIC BUDGET HOLDERS
TECHNOLOGY EXECUTIVES & DECISION MAKERS

KEYNOTES
PANEL DISCUSSIONS
NETWORKING
1-2-1 MEETINGS

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STRATEGY CHECK & LEAD GENERATION

Position your brand among visionary leaders

THOUGHT-LEADERSHIP & STRATEGY SUMMIT

- Meet with your target audience to present your vision & discuss their strategy
- High-level networking with strategists & technology decision-makers
- Sharing your perspective in strategic hands-on breakout sessions
- Deep-dive into your target audience's challenges in group discussions on the topic of your choice

PRE-EVENT LEAD QUALIFICATION & ON-SITE LEAD GENERATION

- Wish list of invitees included in delegate acquisition campaign
- IDC recommendations for attendee-partner matchmaking
- Pre-qualified introductory 1-2-1 meetings
- Attendee list
OUR EXPERT CLUB

**STEVEN FRANTZEN**
Senior Vice President, EMEA Region, MD CEMA Region, IDC

**JAN SIROKY**
Regional Vice President, CEE, Austria & Israel Region, CEMA Consulting, IDC

**EWA ZBOROWSKA**
Research Manager, IT Services IDC Poland and Baltics

**ZOLTAN KOMAROMI**
Associate Vice President/Co-Head Research, IDC CEE

**RAINER KALTENBRUNNER**
Country Manager, IDC Austria
By 2020, 60% of the CIOs that have crossed the digital divide will prevail in C-Suite turmoil and competition to become digital business leaders for their enterprises. Do you know how to partner with the digital business leader of tomorrow?

<table>
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<tr>
<th>CITY</th>
<th>EVENT/ACTIVITY</th>
<th>DATE</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>BUDAPEST</td>
<td>Morning Briefing &amp; Brunch</td>
<td>Jan 31, 2018</td>
<td>Palace of Arts, Glass Hall</td>
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<td>VIENNA</td>
<td>Afternoon Briefing &amp; Cocktail Reception</td>
<td>Feb 15, 2018</td>
<td>Ritz Carlton</td>
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<td>WARSAW</td>
<td>Full Day Conference &amp; Cocktail Reception</td>
<td>Mar 22, 2018</td>
<td>Double Tree by Hilton</td>
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BUDAPEST – Partner’s Benefits & Preliminary Agenda

Preliminary Agenda

8:30  Registration & Buffet Breakfast

9:00  IDC Welcome Address
      Gábor Fauszt, Country Manager, IDC Hungary

9:05  Current Situation of The Hungarian Economy, Outlook for 2018
      Dávid Németh, Chief Economist, K&H Bank

9:35  IDC Predictions 2018
      Zoltán Komáromi, Associate Vice President, Co-Head Research, CEE Region, IDC

10:00 Strategic Partner Keynote I

10:15 Strategic Partner Keynote II

10:30 Panel Discussion

11:00 Closing Remarks

Strategic| Silver | Attendee Fee
---|---|---
€ 5,000 (max 2) | € 2,500 | € 750

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<td>Private Brunch</td>
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<td>Social media posts</td>
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VIENNA – Partner’s Benefits & Preliminary Agenda

Preliminary Agenda

16:00  Registration & Welcome Coffee
16:30  IDC Opening Keynote
16:50  External Keynote
17:10  Strategic Partner Keynote
17:30  Panel Discussion
18:00  Break & 1-2-1 Meetings
18:35  External Speaker
18:50  CIO Case Study
19:00  Gold Partner Lightning Talk
19:10  CIO Case Study
19:20  Gold Partner Lightning Talk
19:30  Panel Discussion
20:00  Networking Dinner & Meetings

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WARSAW – Partner’s Benefits & Preliminary Agenda

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<td>Private Lunch</td>
<td>Yes</td>
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<td>Company video shown during the breaks</td>
<td>Yes</td>
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<td>Personalized VIP invitations to prospective end user participants specified by Partner</td>
<td>50</td>
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<td>Introductory meetings with select delegates (1-2-1 meetings)</td>
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<td>Branding (banner) at registration area</td>
<td>Yes</td>
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<td>Yes</td>
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<td>Use of full list of attendees, post event report</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Partner’s company logo in materials prior to the event</td>
<td>Yes</td>
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<td>Company logo and 50-word profile in the conference application</td>
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<td>Bullet proofing session with Analyst</td>
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<td>Online access to conference proceedings</td>
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Preliminary Agenda:

- 8:30 Registration
- 9:00 IDC Welcome Address
- 9:15 Predictions 2018 Keynote presentations & Panel Discussion
- 10:15 Premium Partner Keynotes
- 11:15 Coffee Break
- 12:00 Break-out Sessions I & II Gold Partner Keynotes
- 13:30 Closing & Lunch
JOIN THE VISIONARIES!

DALIBOR SIDLO
AVP Sales CEMA
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TERRY MATTHEOYIANNI
Regional Director, CIO and Custom Events Series, CEE & IDC Branch Manager Greece
tmattheoyianni@idc.com

IDC PREDICTIONS 2018

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This agreement relates to the non-exclusive partnership for the one-day conferences entitled “IDC Predictions 2018”, which are organized by the IDC CEMA Conference Group (“the Organizer”) and which will take place throughout 2017.

- The Organizer is solely responsible for the proper organization of the event and for the execution of this agreement. The Organizer is not liable for damage caused by circumstances beyond the scope of this agreement, including delays, interruptions, defects, and poor handling of the event due to force majeure and errors arising from insufficient, incomplete, incorrect, or inaccurate data/information provided by the Partner. The Organizer is not liable for any damage, including theft, deterioration, damage, or loss of property, or for personal injury that occurs within the exhibition area used by the Partner.

- It will be the responsibility of the Organizer to show the Partner's logo on its Web pages that promote the conferences and to organize a direct link to the Partner's homepage. The Partner will undertake to promote the conference on its homepage and organize a link from this homepage to the IDC conference page.

- The placement of any logos or marketing materials for the Partner's local distributors, representatives, or implementation partners with or in addition to the Partner's logo on any materials relating to the event, is subject to an additional fee of EUR 1,500 per logo. Individual items may include, but are not limited to, logos, banners, stickers, pamphlets, brochures, Web banners, fact sheets, fliers, desktop items (e.g., pens, mugs, notebooks, and calendars), t-shirts, pins, and badges.

- The Organizer reserves the right to coordinate requests for meeting space from Partners in accordance with the limits of the overall space available, partnership level, and date of partnership purchase. It is understood that all costs relating to transport, utility connections, setting up of the hospitality space, and other services are to be borne directly by the Partner. The meeting space must be ready 30 minutes before the start of registration on the day of the event.

- Strategic, Platinum, and Gold Partners are required to appoint a top executive as a speaker — preferably an executive responsible for the country in which the event takes place. In order to ensure the integrity of the agenda and as a matter of respect for the efforts of all the Partners, the Organizer reserves the right to reject the speaker nominated by the Partner if the nominee's rank is unsuitable for the conference. If the Partner is unable to provide a suitable speaker, the speaking slot will be forfeited and no refund will be made.

- The Organizer will have the right to move the Partner's speaking slot, if it is necessary to ensure the smooth and logical flow of the agenda.
TERMS AND CONDITIONS 2/3

- It is the Partner’s responsibility to arrange (in a sufficient period of time before the conference) all the necessary visas and other official documentation necessary to enter the country in which the event is being held. The Partner is also responsible for dealing with customs authorities in the case of transporting marketing materials (such as banners and pop ups) for the conference. Upon request, the Organizer will provide contacts for agencies that can assist with the necessary administration.

- Any additional services, including hosting, translation of materials for conference purposes, transportation of materials to the event, etc. may be charged at an additional cost. The local IDC conference manager will have the final say on applicable fees.

- Local IDC conference management will have the final say on the fees applicable for IT vendors and end-user attendees.

- Each Partner will be authorized to publicize its partnership with the event in any way that it sees fit, providing that all publicity fully and clearly respects the image of the event, its Organizers, and the image of other Partners.

- All Partners can make suggestions concerning the organization of the event as they see fit, but the Organizer reserves its inalienable right to determine the program, content, and management of the event in order to ensure its absolute objectivity and impartiality.

- If the Partnership Agreement is signed less than four weeks prior to the event, the Organizer does not guarantee that the Partner will receive all the benefits offered for the specified partnership level, such as delivering attendees from Partner’s wish-list, or benefits tied to third-party deadlines (e.g. printed advertisements).

- The Organizer holds no responsibility for not delivering some or all of one-to-one meetings with selected event attendees if the required information are not provided by the Partner before the deadline set by the Organizer or if Partner representatives are not at the agreed place at the time of the meeting(s).

- All Partners with speaking or moderation benefits are required to provide the conference Content Committee with the presentation title and a synopsis of the presentation at least four weeks before the conference.

- Partners’ speakers and/or discussion moderators are obliged to provide requested feedback to the Organizer’s Content Committee and attend dedicated conference calls to align the content of the presentations and panel discussions.

- The Partner will submit a draft of its presentation to the Organizer’s Conference Content Committee at least two weeks prior to the event. The Partner agrees to follow the advice of the Committee related to the content and style of the presentation. The final presentation will be delivered to the Organizer no less than three days before the event.
The Partner's speaker hereby agrees not to quote data from any of IDC's competitors in their presentations if IDC has the appropriate data available. The Partner should, therefore, submit the Partner's presentations to the Organizer at least two weeks prior to the conference and outline the required data. Should the required data be unavailable through IDC, the Partner will be allowed to quote other sources. The Organizer has the right to reject any slide quoting data from an IDC competitor and not to show such slides at the conference.

In the event of a change in the date of the event, the Organizer shall send written notification to the Partners. The event may be postponed or canceled in the case of force majeure. Partners shall not be entitled to any refund of the amount paid in case of a change of date or a postponement. In the case of cancellation, the partnership level and fee will be transferred to another event on IDC's calendar of the Partner's choosing.

Due to the limited number of partnerships available, IDC is unable to accept cancellations. Upon signing the contract, the Partner will be liable for the full amount due.

All terms, conditions, and prices are strictly confidential.

An invoice will be issued upon receipt of an order. Payment is due within five days of the date of issuance.