



# The 2013 European Cloud Computing Conference

Sponsorship & Exhibition Prospectus

7th March 2013 / Central Brussels

Forum  
europe 

[www.forum-europe.com](http://www.forum-europe.com) / [www.cloud-conference.eu](http://www.cloud-conference.eu)

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**PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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# The 2013 European Cloud Computing Conference

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## Details of last year's event

**The 2012 European Cloud Computing Conference**  
**Making the Transition from Cloud Friendly to Cloud Active**  
 21st March 2012 / The Hotel . Central Brussels

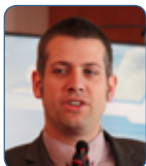
Partners: The power to do more, Systems,

Platinum sponsors:

Organised by:

Bringing together over 220 delegates, The 2012 European Cloud Computing Conference offered delegates the opportunity to debate how to implement a well defined European Cloud Computing Strategy. It examined the numerous opportunities offered by the Cloud; discussed the issues related to the technology from policy, business, technology and user perspectives; and highlighted the need for a EU Cloud policy and regulatory framework. The conference provided the unique opportunity to look into the necessity of standardisation to guarantee interoperability between Cloud providers in order to create a competitive European market for Cloud services and to "make Europe not just Cloud-Friendly but Cloud Active". Participants included representatives of the EU and national governments, along with stakeholders from the telecom sector, and several member of the Press. More details and event photos can be found via the conference website: [www.cloud-conference.eu](http://www.cloud-conference.eu)

### Key speakers included:



**Carl-Christian Buhr**  
 Member of Vice-President Kroes cabinet, Responsible for Cloud Computing Strategy  
 European Commission



**William E. Kennard**  
 US Ambassador to the EU  
 US Mission to the EU

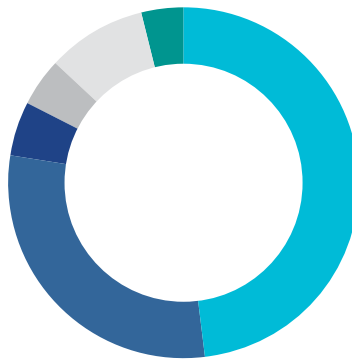


**Pilar del Castillo Vera**  
 Member  
 European Parliament



**Ricky Santos**  
 Vice-President,  
 Global Cloud Solutions  
 Dell

### 2012 Audience Breakdown



A total of 223 delegates participated to the 2012 edition of the conference

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# The 2013 European Cloud Computing Conference

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## Sponsorship of this conference

### Sponsorship of a Forum Europe event

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully target the key decision makers in Europe. We can offer you a wide range of packages ranging from the high level platinum package, which offers maximum exposure for your company both leading up to and during the event and includes an exclusive speaking position for a company representative; down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

Furthermore, sponsorship at this event is not simply a stand alone, one-off marketing opportunity, but can offer you the chance to become involved on a regular basis in a pivotal and talked about industry event, and increase your exposure amongst both existing stakeholders and new market entrants throughout this dynamic and exciting sector. Over time, these events develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it.

### Why sponsor a Forum Europe event?

- The chance to promote your organisation to delegates including European Institutions, key policy makers and decision-makers, C-Level executives, national government officials, trade associations and many others.
- The opportunity to strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key markets.
- Interact with delegates face to face during the numerous networking opportunities.
- Benefit significantly from a highly sought after platform to share your view to a keenly interested, relevant and, above all, influential audience.



There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.

For more information on sponsorship or exhibiting please download the sponsorship brochure at [www.cloud-conference.eu](http://www.cloud-conference.eu) or contact **Anne-Lise Simon** on: [anne-lise.simon@forum-europe.com](mailto:anne-lise.simon@forum-europe.com) or on +44 2920 783 023.

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# The 2013 European Cloud Computing Conference

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## Sponsorship Packages

### Platinum Package: €8,500

Becoming a Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.

- Speaking position for company representative
- Full page advert in conference programme
- 5 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters

### Gold Package: €6,500

- Half page advert in conference programme
- 3 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

### Silver Package: €4,500

- Quarter page advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters

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# The 2013 European Cloud Computing Conference

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## Catering Packages

### Exclusive Sponsorship of VIP & Speaker Dinner: €5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary conference delegate places

### Exclusive Sponsorship of Lunch: €3,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

### Exclusive Sponsorship of Cocktail Reception: €3,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (ie. not the main conference)

### Exclusive Sponsorship of Refreshments (3 per day): €2,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions) Other promotional items are also welcome.
- Full page advert in programme
- 1 complimentary delegate place

**In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.**

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# The 2013 European Cloud Computing Conference

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## Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



### Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



### Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



### Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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# The 2013 European Cloud Computing Conference

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## Product Opportunities



### Conference Badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



### Conference Proceedings

€1245

All delegates receive the conference proceedings on high quality CDs, printed with your company's logo and a short advert (either text/PDF or moving image, in which case size must be agreed beforehand).

These are made available, if possible, before the event. However it is best practice to deliver them after the event to all delegates to ensure all the presentations that are available are loaded to the CDs.

These CDs, in addition to being distributed to all delegates as part of the conference package, will also be made available for purchase to non-attendees post event.

This high value option reaches all delegates and is the most valued information and reference point beyond the event itself, this option is only available to selected organisations and it is recommended that you contact Anne-Lise Simon to discuss this high value, high exposure option.

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Anne-Lise Simon.

We look forward to discussing the positive and high value promotion of your organisation.

### Forum Europe

**2 - 4 Second Floor, High Street Arcade Chambers,**

**Cardiff, CF10 1BE. UK**

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**f: +44 (0) 2920 020 432**

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# The 2013 European Cloud Computing Conference

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## Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor  Gold Sponsor  Silver Sponsor

I am interested in the following Catering Packages (please tick box):

Lunch  Pre-Conference Dinner  Refreshments (Both Days)

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards  Data Sticks  Conference Pens & Pads

Insert in Delegate Packs  Conference Badges  Conference Proceedings

### 7th March 2013 . Central Brussels

Company:

Address:

Name of contact:

Contact Tel. Number:  Contact Email:

Signature:  Date:

### Please Faxback to +44 (0) 2920 020 432

Please contact Anne-Lise Simon to discuss all opportunities listed in this brochure.

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# The 2013 European Cloud Computing Conference

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## Exhibit at Cloud Computing 2013

Stand Size: 2.5m x 3m / Cost: €1500



Be recognised as an important sector leader with an exclusive exhibition space during this year's European Cloud Computing Conference.

### This 1 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

### As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website ([www.cloud-conference.eu](http://www.cloud-conference.eu)) along with contact details and a link to your homepage
- A special discounted rate of €250 for an advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

### Exhibition details:

All stand areas are sized at **2.5m x 3m** and the ceiling height in the room is **3m**. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately **1.8m x 1m** included in the price.

Exhibitors are invited to prepare their stand between **14.00** and **17.00** the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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# The 2013 European Cloud Computing Conference

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## Exhibition Space Reservation Form

**Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation**

Organisation Name:

Contact Person:

Address:

Postcode:  City:

Country:

Tel:  Fax:  Email:

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

**(max 50 words):**

Please select the number and size of stand space below.

**If you have any queries over this, please contact Anne-Lise Simon on +44 (0) 2920 783 023.**

I would like to reserve (please indicate number)  large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number)  delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

### Payment schedule

**An invoice for the full amount will be issued upon receipt of this booking form.**

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

### Cancellation Policy

**Cancellations must be made in writing.**

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. No-shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 2013 European Cloud Computing Conference, 7th March 2013, Central Brussels and accepts the terms and conditions stated above.

Signature

Date

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