

Forrester's Enterprise Architecture Forum EMEA 2009

Elevating Architecture

February 26-27, 2009 • Hilton Tower Bridge • London



Sponsorship Brochure

Be Visible. Create Excitement. Generate
New Business. Sponsor A Forrester Event.

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FORRESTER®

Forum Theme

In 2009, Forrester Research is launching its new Enterprise Architecture Forum in EMEA following its sell-out success in 2007 and 2008 in the US.

Forrester's Enterprise Architecture Forum EMEA 2009 will show attendees how their EA program can build their digital business with the technologies and architecture practices that drive innovation and create business value. Between 150 and 180 senior enterprise architecture decision-makers will attend, looking for advice on improving their EA program. Key issues this forum will address:

- **EA best practices.** We'll provide advice on critical success factors such as communicating the value of EA, aligning business and technology planning, EA team organization, architect training and certification, and many other topics that EA must get right to succeed.
- **Hot topics in EA.** Issues such as innovation, service-oriented architecture (SOA), business process management (BPM), event processing, and business architecture are top-of-mind issues for enterprise architects. This is the only event of its kind to weave all of these concepts together
- **Application architecture and software infrastructure.** Our top analysts will discuss the latest trends in the technologies that can make your applications what they need to be: agile, functionally robust, easy to integrate, and able to leverage Web 2.0 communities.

Who Will Attend The Enterprise Architecture Forum EMEA 2009?

A sponsorship at this Forrester Forum ensures that you increase your profile among the right people – prospects with real purchasing power:

- Enterprise Architecture and Solutions VPs/Directors/Managers
- IT Procurement and Sourcing Directors/Managers
- CIOs, CTOs, and CEOs
- IT, Applications, and Strategy Managers/Directors
- Infrastructure, Operations, and Systems VPs/Directors/Managers
- Business analysts, consultants, and other influencers

Sponsorship Opportunities

Sponsoring this Forum ensures your company high-level exposure to senior enterprise architecture executives and the opportunity to showcase your brand as a leading provider in the IT architecture and infrastructure market. This Forum is your platform to:

- Make contact with more than 150 senior enterprise architecture decision-makers.
- Generate top-level sales leads and selling opportunities.
- Enhance your position with a speaker presentation.
- Build relationships with other industry leaders and potential business partners.
- Strengthen your company's relationship with key Forrester analysts.

2008 US Sponsors

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Experience The Difference

Why A Forrester Event?

Forrester Events deliver new ideas, convictions, strategies, and tactics that directly affect how you do business. No other event will offer a more impressive roster of keynote speakers, quality attendees, and compelling content.

More than 80% of attendees are director-level, or above, representing some of the largest organizations in the world. This is your chance to take home fresh ideas and best practices from Forrester analysts and industry speakers, learn from your peers, and make new contacts in your industry.

What Makes Forrester's Enterprise Architecture Forum Different?

It is a must-attend event for enterprise architecture executives charged with choosing, planning, and implementing technologies and systems that will help them gain and maintain their competitive advantage.

Attendees will uncover key trends and fine the tools they will need to enable their personal and organizational development.

Forrester's Enterprise Architecture Forum 2009 will present pragmatic insights and strategies based on data-driven research, surveys, and vendor evaluations featured in Forrester Waves™.

Quality Research

Role-Based

This Forum is designed for:

- Enterprise Architecture
- Application Development & Program Management
- Information & Knowledge Management
- CIO/IT Leadership
- IT Infrastructure & Operations

Venue

Hilton Tower Bridge



Forrester Forums, average attendee country breakdown:

United Kingdom	38%
Germany	21%
France	16%
BeNeLux	10%
Nordics	8%
Southern Europe	7%

Sponsorship Packages 2009

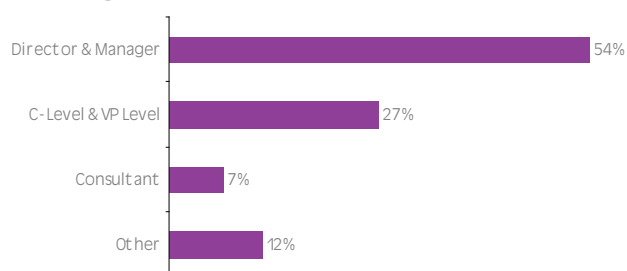
Deliverables	Silver	Gold	Platinum
Keynote speech			✓
30-minute track session speech		✓	
Collateral placement on seats		✓	✓
Exhibition space	width: 2.5 m depth: 2 m height: 2 m	4 m 2 m 2 m	5 m 2 m 2 m
Registration pack insert		✓	✓
One corporate advert in On-Site Guide (1 page, full colour)			✓
Number of Conference passes (20% discount offered on further passes)	3	7	10
Sponsor logo branding (On-Site Guide, event Web site, event marketing materials, and applicable campaigns)	✓	✓	✓
Company profile and URL in On-Site Guide and on event Web site	✓	✓	✓
Cooperative email program (coordinated by Forrester to increase visibility and personally invite clients, colleagues, and prospects to the Forum using the discounted full-conference pass)	✓	✓	✓
PRICE	£10,000	£18,000	£28,000
Additional Visibility Sponsorship Available: Hospitality, special event, VIP dinner, lanyard sponsorship, VIP lunch, internet cafe, USB, bag, and seat drops.			Prices from: £3,000 - £20,000

General Forrester Forum Attendee Information

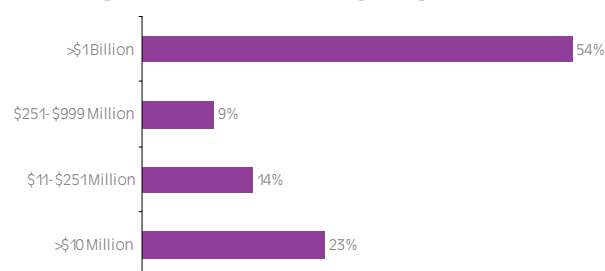
At a Forrester Forum, you can expect to meet attendees from leading organizations, including:

• Air France • American Express • BMW • Barclays • BP • BT • Capgemini • Cognis • Deloitte • Diageo • Emirates • GlaxoSmithKline • HP • HSBC • IKEA • KLM • Lloyds TSB • Nokia • Nordea • Novartis • Pepsi • Philips • PriceWaterHouseCoopers • Prudential • Reuters • Royal Mail • Shell • Standard Life • Superdrug • The Body Shop • T-Mobile • TNT Post • Total • Unilever • VISA • Volvo and many more....

Average Attendee Job Title



Average Attendee Company Revenue



Stand Out From The Crowd

Visibility Opportunities

VIP Lunch

- Available on Day 1 and 2 of the Event
- 1 hour lunch with full lunch
- Sign with sponsor logo during the VIP Lunch

Hospitality in Showcase

- Visibility for a sponsor to host a themed break station during A.M. break, lunch, P.M. break and general lunch
- Sponsor is responsible for all food and beverage costs
- Forrester will assist with planning and logistics
- Themed break will be noted in the Event agenda

Cocktail Reception in the Technology Showcase

- 90-minute reception in the Technology showcase with passed hors d'oeuvres and hosted bar
- Recognition in the Event brochure and Event guide
- Sign with sponsor logo during the reception
- Logistics planned and managed by Forrester

Additional Exclusive Branding Available

- Customize theme, decoration, and entertainment
- Logo branded Event enhancements

Special Event

- Exclusive visibility
- Three hour networking Event with buffet dinner and hosted bar
- Special Event description one page ad in the Event Guide
- Customized invitation or welcome letter for attendees
- Logistics planned and managed by Forrester

Additional Exclusive Branding Available

- Customize theme, decoration, and entertainment
- Logo branded Event enhancements

Event Bag

- Exclusive visibility
- Sponsor logo on the front of the bag

Internet Cafe

- Exclusive visibility
- Four 20-inch monitor Internet stations for Event attendees
- Sponsor logo on each terminal
- Sign with Sponsor logo at the Information Station
- Sponsor may supply branded mouse pads or mice at each station

Lanyard

- Exclusive visibility
- Sponsor logo on the lanyards to be worn by all attendees

Water Station

- Exclusive visibility
- Water bottles with customized labels including sponsoring company logo

Hotel Room Drop

- Exclusive visibility for each night. Available on two nights for each Event.