

# Forrester's Services And Sourcing Forum EMEA 2009

Sourcing Effectively: Making The Right  
Short-Term And Long-Term Tradeoffs

October 22-23, 2009 • Millennium Gloucester Hotel • London

## Sponsorship Brochure

// An excellent opportunity to meet specialist  
suppliers, peers and colleagues. //

**Benoit Vossen, Purchasing Manager IT Goods and Services, Total Petrochemicals**

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**FORRESTER®**

# 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 Services And Sourcing Forum Different?

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

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

Voted the No.1 outsourcing research and data service firm in the fourth annual **The Black Book Of Outsourcing**, an annual measure of client satisfaction of the outsourcing industry.

Quality Research

## Role-Based

This Forum is designed for:

- Sourcing & Vendor Management Professionals
- Strategy Professionals
- CIO/ IT Leadership
- Applications Development & Program Management Professionals
- IT Infrastructure & Operations Professionals
- Enterprise Architecture Professionals
- Business Process & Applications Professionals

## 2008 Services And Sourcing Forum EMEA Speakers:

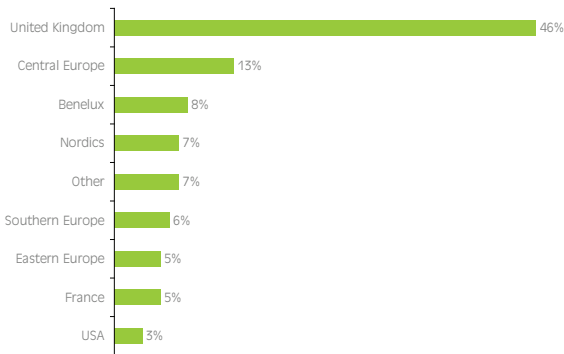
- Filippo Passerini, CIO, **Procter & Gamble**
- Gerry Pennell, CIO, **Co-operative Financial Services**
- Irvine Caplan, Special Projects Director, Procurement, **Royal Mail**
- Leandro Balbinot, Director – Global Technology Operations, & Vendor Management, **InBev**
- Sanjiv Somani, Managing Director, Group Offshoring, **UBS**
- Stephen Hayers, Vice President of Services Procurement, **BT**

2007 Services And Sourcing Forum EMEA Speakers from:

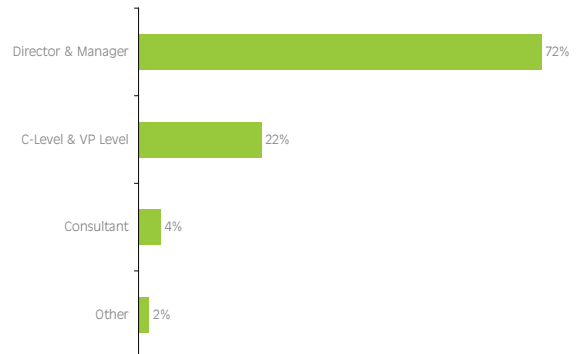
- TPI
- Wragge & Co
- Novartis
- ING
- Kimberly-Clark
- ABN AMRO
- Arcandor AG
- Swiss Re

# 2008 Attendee Demographics

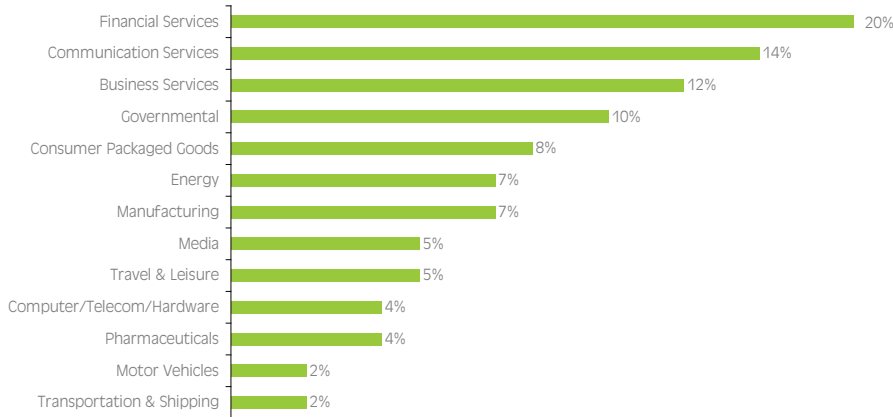
## Attendee Country



## Attendee Job Title



## End User Attendee Industry



## Award-Winning Client Service

Forrester was voted "2008 Analyst Firm of the Year" by the Institute of Industry Analyst Relations and ranked the number one overall analyst firm by the Knowledge Capital Group for the third consecutive year.

Sample of companies attending Services And Sourcing Forum EMEA 2008:



# 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	✓	✓	✓
Customized Digital Event Brochure (coordinated by Forrester to increase visibility and personally invite clients, colleagues, and prospects to the Forum using the discounted full-conference passes)	✓	✓	✓
PRICE	£12,000	£20,000	£30,000
Additional Visibility Sponsorship Available: Hospitality, special event, VIP dinner, lanyard sponsorship, VIP lunch, internet cafe, USB, bag, and seat drops.			Prices from: £3,000 - £25,000

## Attendee Feedback:

**"The Forum had good interesting content and was well organized with excellent speakers."**  
Rob Peters, Senior Procurement Consultant, **KPN Nederland**

**"A very high-quality event."**  
John Spiers, R&M DCT Portfolio Manager, **BP International**

**"A very good and inspiring conference with relevant content and competent speakers.  
Nice place and surroundings."**  
Claus Lemvigh, IT Infrastructure & Service Management, **Danske Bank**

**"Very relevant agenda, attendees and a worthwhile investment."**  
Ross Watson, Manager, IS Commercial Services, **Standard Life**

# Stand Out From The Crowd

## Visibility Opportunities

### VIP Lunch

- Meet key prospects selected by you for a face-to-face themed discussion in a private lunch setting

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### Hospitality in Showcase

- Visibility for a sponsor to host a themed Forum break
- 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

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### Cocktail Reception in the Technology Showcase

- Brand the Forum's 90-minute drinks reception in the Technology Showcase with d'oeuvres and hosted bar
- Recognition of sponsorship in the Event brochure and Event guide
- Logistics planned and managed by Forrester

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### Special Event

- Brand the Forum's three hour networking Event with buffet dinner and hosted bar
- Special Event description and one page ad in the Event Guide
- Customized invitation or welcome letter for attendees
- Lead station with badge scanners for lead retrieval
- Logistics planned and managed by Forrester

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### Internet Cafe

- Brand the internet station for added visibility at the Forum
- Ten 20-inch monitor Internet stations for Event attendees
- Sponsor logo and landing page on each terminal
- Sign with Sponsor logo at the Information Station
- Sponsor may supply branded mouse pads or mice for each station

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### Lanyard

- For added visibility, brand the lanyards with your logo, which will be worn by all attendees at the Forum