

2012 FORRESTER APAC EVENT SPONSORSHIPS

POWERFUL CONTENT • LEADING INDUSTRY SPEAKERS • THOUGHT-PROVOKING IDEAS

FORRESTER®

“We have been very pleased with the organization and the content of Forrester’s events. The level of attendees was quite impressive and we had a lot of very interesting conversations at our exhibition stand and after our presentation. For sure, this event is worth attending as exhibitor and speaker”

Axel Haentjens, VP Marketing, Orange Business Services



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BE VISIBLE. CREATE EXCITEMENT. GENERATE NEW BUSINESS.

Sponsorship at Forrester Events gives you the industry exposure and mindshare you need to:

- Create an indelible impression.
- Reinforce your brand message.
- Grow your business.

THE FORRESTER EVENTS DIFFERENCE

Experience the Forrester difference and demonstrate your leadership position in the market. Sponsorship of Forrester Events is available only to an elite group of innovative vendors with products and services pertinent to the Event theme. Sponsorship availability is limited to ensure sponsors maximum exposure and level of engagement with attendees. Unlike most seminars, conferences, or trade shows, Forrester Events are limited to senior-level decision-makers.

THE FORRESTER EVENTS DIFFERENCE

Forrester Event sponsorship puts you right in the thick of the action. By leveraging an Event's significant drawing power, you are strategically positioned to:

- Elevate your credibility through speaking opportunities and customer interaction in your Showcase booth space.
- Generate highly-qualified sales leads and selling opportunities.
- Build relationships with other industry leaders and potential business partners.
- Gain insight into the challenges that businesses face and the technologies they turn to for solutions.
- Cultivate and strengthen your company's relationship with key Forrester analysts.

SPONSORSHIP LEVELS TO MEET YOUR NEEDS

Forrester will customize sponsorship packages according to your needs and business goals. To ensure that all sponsors are able to maximize their level of engagement, availability is limited. We offer the following sponsorship packages:

- Platinum sponsorships (include speaking opportunity).
- Gold sponsorships (include speaking opportunity).
- Silver sponsorships.
- Visibility sponsorships.
- Customized programs to meet your unique objectives.

APAC EVENTS CALENDAR 2012

Date & Location	Forum	Opportunities
September 6, 2012 Singapore	CIO Summit Singapore	Platinum Gold Silver
September 13, 2012 Sydney, Australia	CIO Summit Australia	Premier Platinum Gold Silver
September 26, 2012 New Delhi, India	CIO Summit India	Platinum Gold Silver
November 15, 2012 Shanghai, China	Marketing & Strategy APAC Summit	Platinum Gold Silver

CIO SUMMITS APAC

Singapore • Australia • India

FORRESTER®

Carol Ito
CIO Professional



About The CIO Forum

Today's CIOs are not just expected to be a technology manager, but a business manager. Many CIOs are being tasked with finding emerging business opportunities, driving growth, encouraging innovation and engaging the customers. This provides a tremendous opportunity for CIOs to step up and co-create and ultimately shape the future business vision. Collaborating with the business will not be enough – CIOs don't just provide the technology but jointly own the success and failure of business initiatives.

Some CIOs view this as a tremendous opportunity to provide real business value while others see it as a threat to status quo and fear losing control. Forrester's CIO Summit 2012 will help drive understanding of the opportunity and how to overcome the challenges in transitioning to this new role.

Forrester's CIO Summit 2012 is a one-day multi-location event, where CIOs, CTOs, and other thought leaders from around the world converge to expand their thinking, learn from one another, and find new ways to lead business innovation through the effective use of technology.

Key Issues That CIO Summits Will Address

- **Disruptive Technologies.** Collaborate and engage with employees, partners, and customers using social and mobile technologies and identify opportunities for agility, efficiency and growth through cloud technologies.
- **Organizational Models.** Develop new organizational models, processes, and skills designed to harness the talents of the technology innovators in your organization.
- **BT Governance.** Build governance capabilities to manage internal and external resources, decision structures and ensure strategy alignment while encouraging growth and innovation.
- **Strategic Planning.** Develop and execute alignment while encouraging growth and innovation.
- **Innovation.** Nurture and facilitate innovation through the enterprise.

Agenda For CIO Summits

Welcome & Solutions Showcase	
Forrester Keynote	
CIO Keynote	
Solutions Showcase & Networking Break	
Platinum Sponsor Keynote	
Forrester Keynote	
Solutions Showcase & Networking Lunch	
Gold Sponsor Track	Gold Sponsor Track
CIO Keynote	
Forrester Keynote	
Solutions Showcase & Networking Break	
Gold Sponsor Track	Gold Sponsor Track
CIO Keynote	
Forrester Keynote	
Solutions Showcase & Cocktail Reception	

Who Will Attend

- CIO/CTO
- IT Directors
- VP Technology/IT
- Head IT Strategy/Innovation

US/EMEA CIO Forum Sponsors



MARKETING & STRATEGY APAC SUMMIT

November 15, 2012 • Shanghai, China

FORRESTER®

Melissa Laken

CMO & Marketing Leadership Professional



To win in the next digital decade, marketing and strategy professionals working in APAC must extend customer obsession to all parts of the business – tying customer knowledge into product development, eBusiness/eCommerce, customer experience, and traditional/digital marketing in ways not previously possible – to deliver a single, personalized product, marketing, sales, and service experience for each customer the company chooses to serve. From the creative execution, to the development of rich content and products, to managing media budgets, to executing on sales and service objectives across customer touchpoints, and finally delivering highly personalized experiences, companies must merge customer knowledge and insight into the core processes of the company in order to provide the visible value demanded by consumers as they stand in a store, call customer service, check their mobile phone, and consume ads simultaneously.

Forrester's Marketing & Strategy APAC Summit 2012 will empower you, the marketing & strategy professional, with the knowledge required to achieve competitive advantage in the age of the customer. Turn up the heat from lukewarm experimentation to fully baked strategies that deliver results. At this event, you will hear case studies from marketing & strategy professionals who are leading their companies to success in the APAC region.

At this event, Forrester analysts and marketing & strategy executives will answer important questions about how eBusiness/eCommerce, customer experience, and traditional/digital marketing must adapt to survive and thrive in the age of the customer, including:

- What are the customer trends impacting marketing & strategy in APAC today?
- How do you build deep customer knowledge to drive competitive advantage?
- How should you organize to deliver marketing, sales and services across multiple touchpoints to APAC customers?
- What role should mobile and social play in your marketing & strategy efforts?
- How do you drive deep, personalized customer engagement at scale?
- Who should lead the movement to customer obsession?
- What role does technology play in customizing and synchronizing marketing, sales, and service efforts across channels?
- What are the best-practice measurement techniques?

Agenda For Forrester M&S Summit

Welcome & Solutions Showcase	
Forrester Keynote	
Keynote	
Solutions Showcase & Networking Break	
Platinum Sponsor Keynote	
Forrester Keynote	
Solutions Showcase & Networking Lunch	
Gold Sponsor Track	Gold Sponsor Track
Keynote	
Forrester Keynote	
Solutions Showcase & Networking Break	
Gold Sponsor Track	Gold Sponsor Track
Keynote	
Forrester Keynote	
Solutions Showcase & Cocktail Reception	

Who Will Attend

- Marketing Leadership Professionals
- Interactive Marketing Professionals
- Customer Experience Professionals
- Market Insights Professionals
- eBusiness & Channel Strategy Professionals
- Customer Intelligence Professionals
- Consumer Product Strategy Professionals

US/EMEA Marketing Forum Sponsors

"We signed one of the world's largest banks as a customer last week for a deal in the millions. We met them for the first time at last year's event. That's some great marketing ROI thanks to your event!"

Brian Mitchinson, VP Marketing, Blast Radius



CRITICAL MASS



Speed-Trap

Complete online customer insight



BLAST RADIUS



EMC® Consulting



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Platinum Sponsorship Deliverables

Exhibit Space	4m by 2m
Executive Keynote Sessions	Main stage 30mins Keynote speaking opportunity for senior client or executive (CEO/CIO/CTO/CMO) in main session room.
Leads From Session	Forrester will scan attendee badges as attendees enter the session. Sponsor will receive all captured leads at the end of the Event.
Keynote Literature Placement	Distribute marketing material or promotional gift on individual chairs in the general session room before the sponsoring keynote.
Registration Pack Insert	Include a corporate marketing piece in the registration packet, which all attendees receive upon check-in.
Conference Passes	<ul style="list-style-type: none"> · 5 full-conference passes for the sponsoring company delegates, clients and the speaker(s). · Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	· 70-word description in the On-site Event Guide and Event Web site
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.

Gold Sponsorship Deliverables

Exhibit Space	3m by 2m
Guest Executive Forum	25mins track speaking opportunity for a Forrester-approved, senior-level client or executive. This session can take place in the form of a case study presentation or a panel discussion that includes your clients.
Leads From Track Session	Forrester will scan attendee badges as attendees enter the session. Sponsor will receive all captured leads at the end of the Event.
Registration Pack Insert	Include a corporate marketing piece in the registration packet, which all attendees receive upon check-in.
Conference Passes	<ul style="list-style-type: none"> · 4 full-conference passes for the sponsoring company delegates, clients and speaker(s) · Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	50 word description in the On-Site Event Guide and Event Website.
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.

Silver Sponsorship Deliverables

Exhibit Space	2m by 2m
Conference Passes	<ul style="list-style-type: none"> · 2 full-conference passes for the sponsoring company. · Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	30 word description in the On-Site Event Guide and Event Website.
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.