

# 2013 FORRESTER APAC EVENT SPONSORSHIPS

POWERFUL CONTENT • LEADING INDUSTRY SPEAKERS • THOUGHT-PROVOKING IDEAS

FORRESTER®



# 2013 FORRESTER APAC SPONSORSHIPS

BE VISIBLE. CREATE EXCITEMENT. GENERATE NEW BUSINESS.

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## 2013 APAC Sponsorship Packages

### PLATINUM SPONSORSHIP DELIVERABLES

Exhibit Space	4m by 2m
Executive Keynote Session	Main stage 30min keynote 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 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	Marketing material or promotional gift distributed in the general session room.
Registration Pack Insert	Corporate marketing piece included in the registration packet attendees receive upon check-in.
One-page Ad	One full-page, four-color advertisement in the onsite Event guide.
Conference Passes	5 Complimentary full conference passes for the sponsoring company or to extend to a client or prospect. Passes include session attendance, all Event functions, meals, documentation, and an opportunity to meet with a Forrester analyst. Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
Company Logo, URL, and Description	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
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	25-minute 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	Corporate marketing piece included in the registration packet attendees receive upon check-in.
Conference Passes	4 Complimentary full conference passes for the sponsoring company or to extend to a client or prospect. Passes include session attendance, all Event functions, meals, documentation, and an opportunity to meet with a Forrester analyst. Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
Company Logo, URL, and Description	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
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	2.5m by 1.5m
Conference Passes	2 Complimentary full conference passes for the sponsoring company or to extend to a client or prospect. Passes include session attendance, all Event functions, meals, documentation, and an opportunity to meet with a Forrester analyst. Unlimited full-conference passes at a discounted rate.
Sponsor Logo Branding	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
Company Logo, URL, and Description	Included in the Event onsite guide, Event website, and Event marketing campaigns where applicable.
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.

# Forrester's Forums For CIOs 2013 APAC

## WHO ATTENDS

CIOs, CTOs, or senior-most IT leaders at end user companies. CMOs and marketing professionals.

CIOs or CTOs at technology vendors with at least \$1 billion in annual revenue.

Chief architects or senior-most IT strategy leaders at end user companies.

Chief architects or senior most IT strategy leaders at technology vendors with at least \$1 billion in annual revenue.

## PREVIOUS ATTENDEE QUOTES

"Forrester analysts do an excellent job – complex issues explained and debated in simple terms."

- Dave K., CIO

"Well worth my time. Overall I enjoyed the day and learned a lot. I look forward to attending next year."

- Todd C., President

## EVENT OVERVIEW

Business decision-makers indicate technology as a key source of innovation and growth for their organizations. Today, these are common measures of success for a CIO. In order for CIOs to master tomorrow's business outcomes, they cannot simply acquire the right technologies. They must transform technology investments into business capabilities, at low cost, with minimum risk, and in the shortest possible time.

Many tech savvy business leaders are bypassing IT and acquiring technology to drive unique customer interactions, engage business partners, and allow employees to do their jobs more effectively. These differentiated business capabilities are complex. They require many tradeoffs, implementation choices, and organizational changes. Now is the time for CIOs to lead their organizations in developing efficient and resilient technologies and processes focused on business outcomes.

## THE FORRESTER EVENTS DIFFERENCE

Forrester Events deliver high-value exposure and sponsorship puts you right in the thick of the action. By leveraging a Forrester Event's senior-level decision-maker drawing power, sponsoring a Forrester Event can drive high ROI through:

**Leads:** Generate highly-qualified sales leads and selling opportunities.

**Branding:** Elevate company credibility through speaking opportunities and customer interaction.

**Networking:** Build relationships with other industry leaders, potential business partners and key Forrester analysts.

## 2012 SPONSORS

### PLATINUM

Business  
Services



THE  
POWER  
TO KNOW.

Atos

DIGITAL REALTY  
Data Center Solutions

### GOLD

Pitney Bowes  
Software

MICRO  
FOCUS

Vidyo

### SILVER

airwatch  
mobile device management

mega

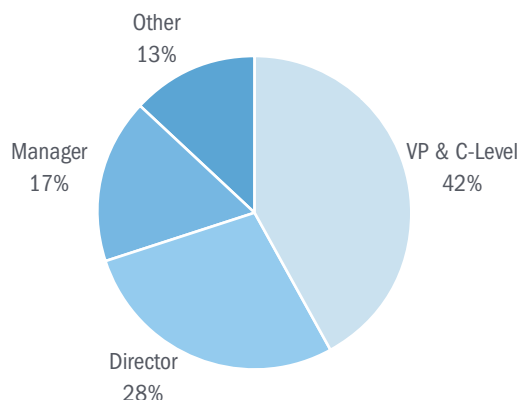
ORSYP

## ATTENDEE DEMOGRAPHICS

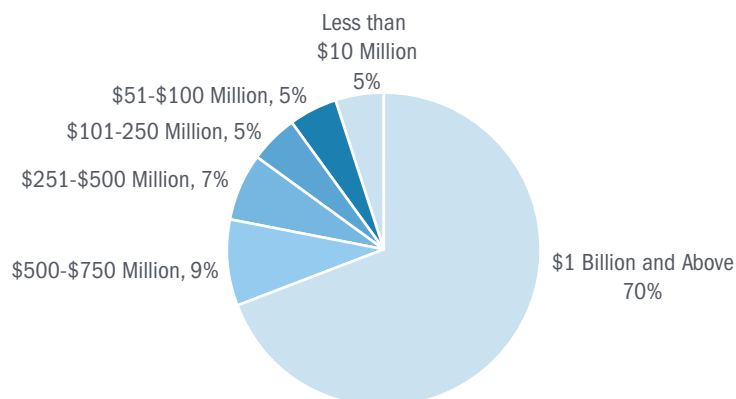
Forrester's CIO Summit APAC 2012

September 6, 2012 • Singapore

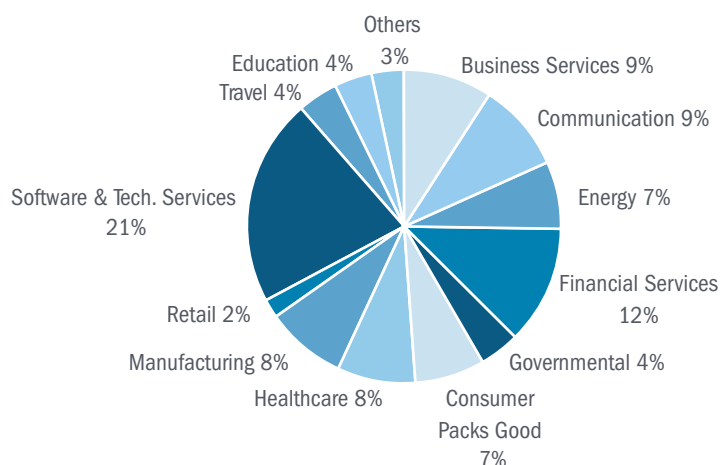
### ATTENDEE TITLE



### COMPANY REVENUE



### COMPANY INDUSTRY



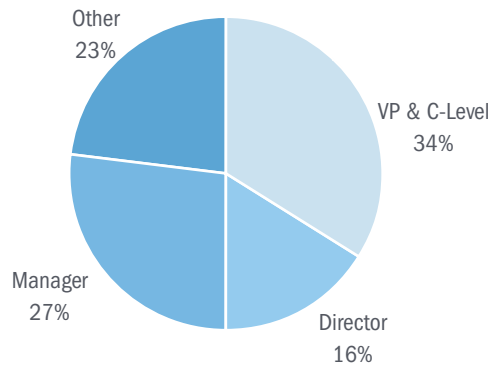
### Sample of Attending Companies

A\*STAR  
 Asia Pacific Breweries  
 BrightOil Petroleum  
 Citibank  
 Courts (Singapore) Pte Ltd  
 Credit Agricole CIB  
 Credit Suisse  
 DBS Bank  
 Deutsche Bank  
 ExxonMobil  
 Fraser And Neave  
 GE Healthcare  
 GlaxoSmithKline  
 Hermes South East Asia Pte Ltd  
 Keppel Offshore & Marine  
 Khoo Teck Puat Hospital  
 Marina Bay Sands  
 Motorola Mobility Singapore  
 Neptune Orient Lines  
 NTUC  
 OCBC Bank  
 Parkway Group Healthcare  
 Pokka Corporation  
 Roche Diagnostics Asia Pacific  
 RSA  
 Seagate Technology International  
 Singapore Airlines  
 Singapore Post  
 SMRT  
 Starhub  
 UBS AG  
 Unilever  
 United Oversea Bank

## ATTENDEE DEMOGRAPHICS

Forrester's CIO Summit APAC 2012  
September 13, 2012 • Sydney

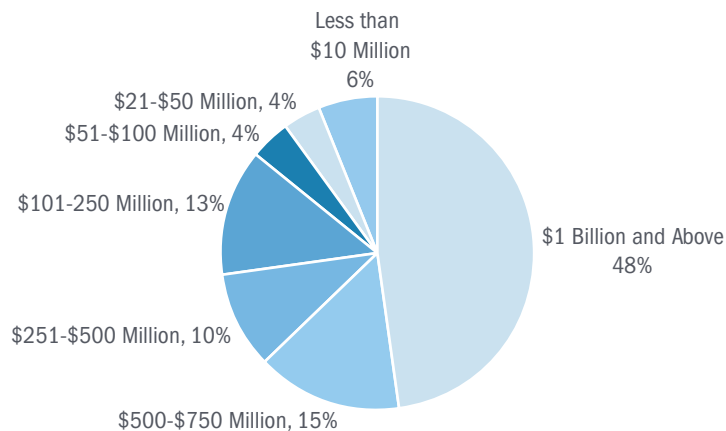
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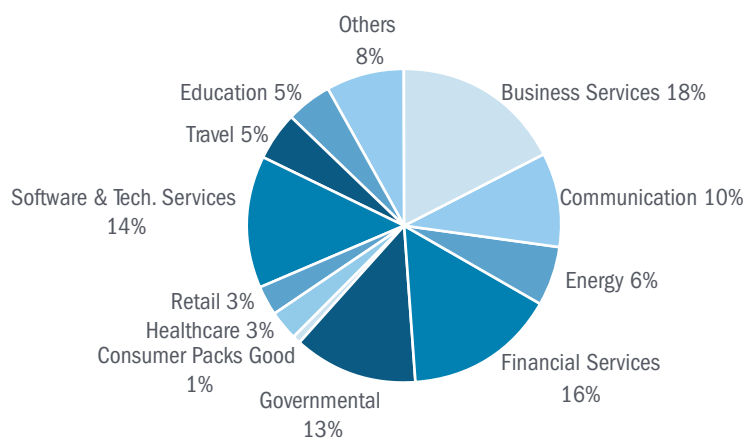
### Sample of Attending Companies

Amalgamated Holdings Ltd  
AstraZeneca  
Attorney-General's Department  
Australian Defence Force Academy  
Australian Government  
Australian Taxation Office  
Chubb Australia  
Commonwealth Bank of Australia  
Corporate Express Australia Pty Limited  
David Jones Limited  
Department of Human Services  
Endeavour Energy  
Federal Court of Australia  
Fedex  
George Weston Foods  
Infigen Energy  
ING Direct  
Lloyds International  
Macquarie Bank  
MetLife Insurance Limited  
National Australia Bank Ltd.  
Nexon Asia Pacific  
NSW Department of Premier and Cabinet  
Papuan Oil Search Ltd  
QBE Insurance Group Limited  
Sydney Airport Corporation  
Sydney Ferries  
Sydney Water  
The National E-Health Transition Authority Limited  
Tourism Australia  
UBank  
University of Sydney  
Victoria Department of Human Services

### COMPANY REVENUE



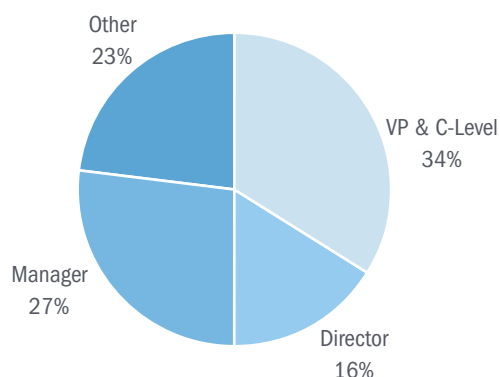
### COMPANY INDUSTRY



## ATTENDEE DEMOGRAPHICS

Forrester's CIO Summit APAC 2012  
September 26, 2012 • New Delhi

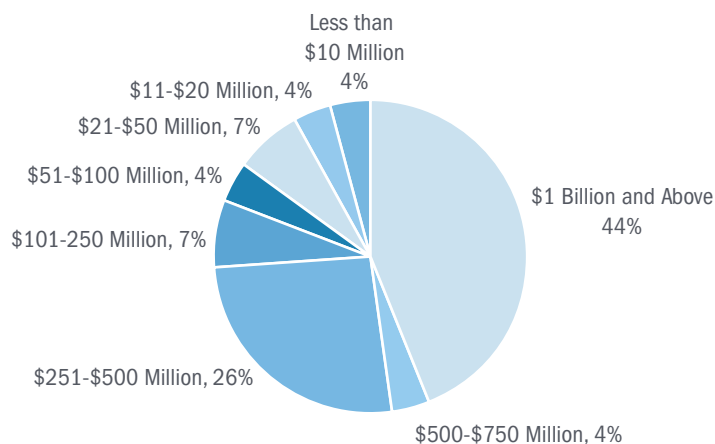
### ATTENDEE TITLE



### Sample of Attending Companies

Air India Ltd  
Akzo Nobel India Ltd (ICI India Ltd)  
Bharti Airtel Limited  
Blackberrys Clothing  
Cairn India  
Carrefour India Retail  
Carrier Midea India  
Center for Railways Information Systems  
Engineering Projects (India) Limited  
FOOD CORPORATION OF INDIA  
GE Capital India  
GlaxoSmithKline Consumer Healthcare Ltd  
Hero MotoCorp  
Indian Oil Corporation Limited  
Jubilant Life Science  
Lanco Infratech Limited  
Luminous Power  
Maruti Suzuki India  
Max Healthcare  
ORBIS FINANCIAL CORPORATION LTD  
PI Industries Limited  
Premier Inn India Pvt. Ltd  
Sarovar Hotels  
Starwood Hotels And Resorts  
Steel Authority of India Limited  
Su-Kam Power Systems Ltd  
Tata Steel Limited  
The Imperial  
The Oberoi Group (EIH Limited)  
United Health Group Info Services  
Videocon Telecommunications Ltd  
Vishal Retail

### COMPANY REVENUE



### COMPANY INDUSTRY

