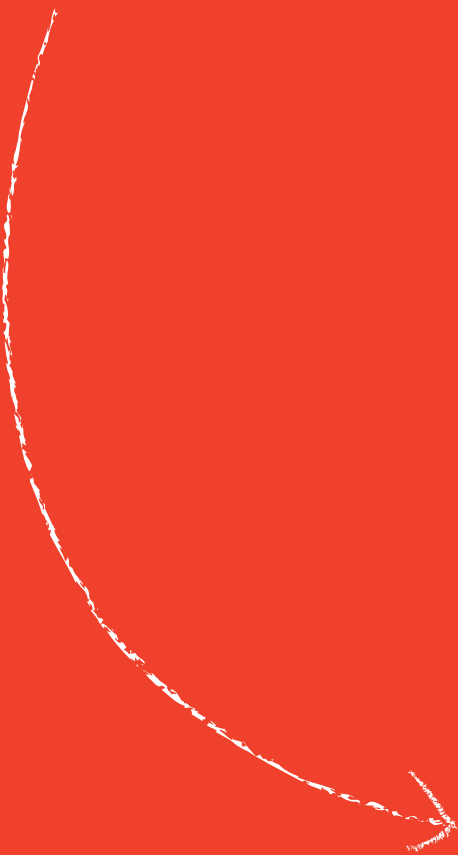


The only choice for
IT decision-makers



IT decisions 2010

23-24 June 2010
Pavilion, NEC, Birmingham

Simply the most time-effective
IT event this year

Each year, **IT Decisions** will identify up to ten of the most significant developments currently shaping corporate and public sector IT systems

RATIONALE

Time for a change...

The recent economic downturn has put corporate and government IT budgets under more pressure than at any time for the last two decades.

Management time is at a premium.
Training budgets have been slashed.
And **travel expenses** are under intense scrutiny.

Yet IT decision-makers in the UK are now faced with a myriad of small events, each claiming to address the only technology issue that matters and nearly all taking place in London.

The proliferation of single-focus events means that most IT departments would need to visit a different tradeshow, seminar or conference nearly **every month of the year** to stay fully apprised of the latest developments.

Until now.

Each year, **IT Decisions** will identify up to ten of the most significant developments currently shaping corporate and public sector IT systems – presenting independent perspectives on the latest innovations and showcasing the latest solutions via a single highly time-effective event.

Our tried-and-trusted combination of educational seminars, advice clinics, supplier briefings, demonstrations and informal meeting areas allows delegates to gather all the information they need to shape their IT investment strategy on an ongoing basis.



IT Decisions is able to stay 100% relevant every year, evolving with market needs to present independent viewpoints, practical advice and new innovations within a single, time-effective event

100% RELEVANT

The key trends without the hype

IT Decisions takes an unbiased view on developments affecting IT systems in the real world.

By changing its themes each year, **IT Decisions** is able to directly address the issues that IT departments really want to know about – without the need to evangelise about any particular technology or add to the hype that usually surrounds the ‘next big thing’.

In this way, **IT Decisions** is able to stay 100% relevant every year, evolving with market needs to present independent viewpoints, practical advice and new innovations within a single, time-effective event.

Key themes for 2010 include:

- Unified Communications & VOIP
- Virtualisation, Storage & Datacentre Optimisation
- Cloud Computing & Software-as-a-Service (SaaS)
- Telepresence, Messaging & Collaboration
- Secure Systems Development
- Green IT & Corporate Compliance



An integral programme of free educational seminars and supplier briefings delivers concise information about each of these major themes, divided into modular streams so that delegates can get an overall view of the market or focus more specifically on the issues that are affecting them most.

New developments that are just emerging at the time of the event are covered within a special **FastForward** stream, showcasing technologies that are yet unproven but may have a significant impact in the next 3-5 years.

FOCUSED AUDIENCE

Time is money



Entry is free of charge for pre-qualified delegates working in three types of organisation:

- A) Large and medium-sized businesses (FTSE 1,000 and upper mid-market)
- B) Central government departments, local authorities and other public sector bodies
- C) Larger voluntary organisations, charities and the Third Sector

IT Decisions is designed for senior IT specialists that value independent advice and face-to-face contact with suppliers as a key part of the buying process, providing an annual one-stop-shop for them to hear about all the most important developments in the market - without the cost and time required to attend multiple niche events throughout the year.

The first **IT Decisions** event in June 2010 is aiming to attract an influential audience of 1,500+ senior IT decision-makers from the corporate and public sectors:

- Chief Information Officers (CIOs)
- IT / MIS Directors
- Heads of ICT
- IT Managers
- Datacentre & Network Managers
- System Architects / Analysts
- Project / Team Leaders
- PLUS other IT leaders and policy-makers

Cross-industry targeting covers all of the UK's key sectors:

- Financial Services
- Professional Services
- Retail / Wholesale
- Logistics / Distribution
- Manufacturing / Production
- Pharmaceuticals
- Travel / Leisure
- Media / Marketing
- IT / Telecoms
- Education / Training
- Charity / Not-for-Profit
- Healthcare
- Government / Public Sector

TRACK RECORD

Independent advice from industry specialists

For the last decade, Revolution has been one of the UK's leading providers of seminar-based technology events, delivered by a customer-oriented team of thoroughbred event professionals.

Over the past ten years, we have organised more than 200 focused events for the IT sector, building a unique database of nearly 120,000 IT decision-makers in the process.

Our independent position allows us to work with a wide range of industry partners and speakers to deliver high-value content and expertise across every area of the fast-moving IT sector.

- Datamonitor
- Ovum
- Forrester
- AMR Research
- Butler Group
- Hackett Group
- OASIS
- VirtualizeIT
- Climate Savers Computing
- BCS - The Chartered Institute for IT
- Association for Enterprise Content Management (AIIM)
- European Association for e-Identity & Security (EEMA)
- PricewaterhouseCoopers
- KMPG
- Ernst & Young
- PA Consulting
- Accenture
- IBM Global Business Services

We also have strong connections with major government departments such as the Cabinet Office, the Department of Communities & Local Government (CLG), IDeA (Improvement & Development Agency) and the LGA (Local Government Association), long-standing partnerships with influential professional bodies such as the Chartered Institute of Purchasing & Supply (CIPS) and ongoing relationships with nearly all of the key publications in the IT market.

This breadth and depth of industry knowledge and is your guarantee that **IT Decisions** will deliver exactly what it says on the tin: **senior IT professionals with real decision-making power.**

LEAD GENERATION



The only event you need to attend this year

IT Decisions is designed to provide a single high-value sales opportunity for suppliers of IT hardware, software and services – dramatically reducing the need for you to participate in multiple events throughout the year, whether you have multiple full-service offerings or just a single innovative solution.

Key benefits include:

- Face-to-face lead generation with pre-qualified delegates
- 100% focused audience of 1,500+ senior IT decision-makers
- Emphasis on real-world solutions and investment decisions
- Reduces the need to attend additional events throughout the year
- No need to align with one specific area of IT
- Perfect opportunity to present full range of solutions & capabilities
- Complete turnkey sponsor packages (detailed below)

Turnkey sponsorship packages

Our fully-inclusive exhibition / networking packages make IT Decisions both highly cost-effective and incredibly low maintenance. There is no additional furniture, power or lighting to order and we even print your graphics for you - minimising the time and resource required prior to the event so that you can concentrate on refining your key messages and generating sales leads on the day.

There are a wide range of standard packages available, to suit all budgets and objectives - but please let us know if you require a more bespoke approach.

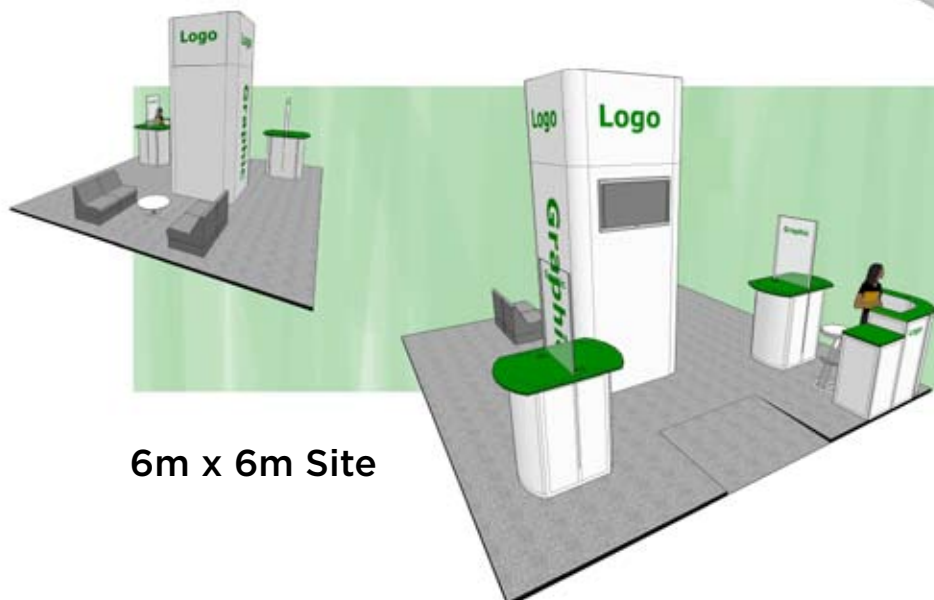
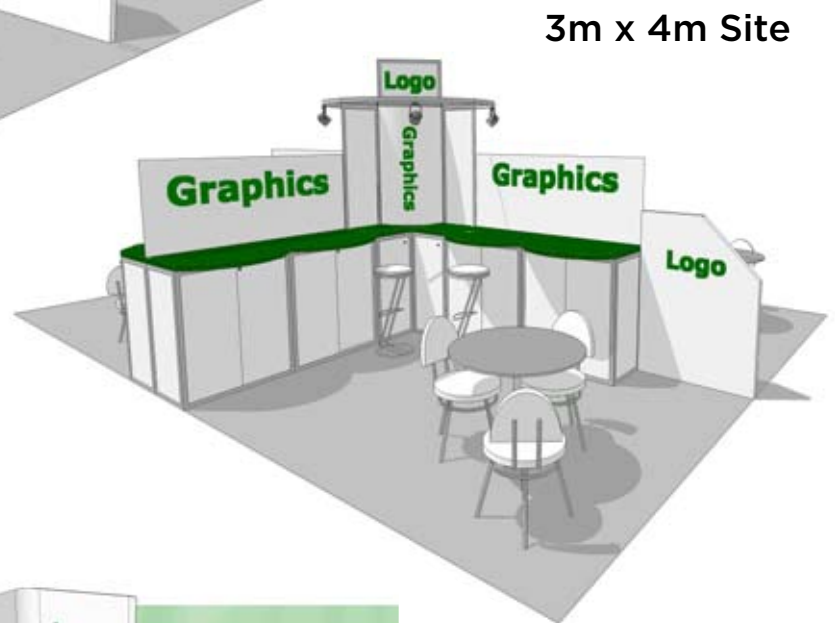
Package	Size	Aspect	Total
A	3m x 2m	2 open sides	£ 3,950.00
B	3m x 3m	2 open sides	£ 5,250.00
C	3m x 4m	2 open sides	£ 6,750.00
D	3m x 6m	3 open sides	£ 9,750.00
E	4m x 6m	3 open sides	£ 14,750.00
F	6m x 6m	Island site	£ 19,750.00
G	6m x 8m	Island site	£ 28,750.00

All packages include:

- Floor space
- Modular stand system
- Carpets
- Power sockets & lighting
- Counters & furniture
- Internet access
- Graphics panels

Plus plasma displays on packages E, F & G

Typical exhibition / meeting packages:



ADDITIONAL OPPORTUNITIES

Play your part in the educational programme

IT Decisions sponsors can purchase dedicated briefing slots to add on to any package, positioning themselves as an integral part of the free seminar programme.

Each briefing is 30 minutes in a fully equipped break-out room in the appropriate stream. Delegates select their preferred sessions in advance, creating their own tailored programme.

1 x Briefing Session	£ 1,750.00
2 x Briefing Sessions	£ 2,950.00

Additional sponsorship opportunities

Delegate email (5 available)	£ 1,500.00
Website banner ad (3 available)	£ 1,500.00
Event Guide Advertising from	£ 1,000.00
Delegate bag (supplied by sponsor)	£ 1,500.00
Insert in delegate bag (up to A4 4pp)	£ 1,000.00
Entrance panel (500mm square)	£ 950.00
Delegate Pens (supplied by sponsor)	£ 950.00
Lanyards (supplied by sponsor)	£ 1,250.00
Catering Area	£ P.O.A.
Registration Sponsorship	£ 1,500.00
Hanging Banners	£ 1,250.00

Please note all prices quoted are subject to VAT at the prevailing rate.

To secure your preferred package or discuss sponsorship options, please contact:

Sara Clark
Group Event Director
DDI: +44 (0)1892-820934
Email: sara@revolution-events.com

Contact Details

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Revolution Events is one of the UK's leading providers of innovative business forums, with an excellent track record in delivering high quality educational events for domestic and international markets. Since 1999, we have organised more than 200 highly focused business events within a diverse range of markets, with particular strengths in emerging technologies, procurement & supply chain issues and new developments in the public sector. You can find out more at www.revolution-events.com

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