



## Invitation to exhibitors and sponsors at the itSMF Conference 2017

### “IT is forever”

itSMF Norway’s annual conference, and the largest in the Nordic region for IT Service Management and ITIL, will be held at the  
**Clarion Hotel Oslo Airport**  
**on Tuesday 7 and Wednesday 8 March 2017**

More and more businesses are investing in IT Service Management. Since 2003, the IT Service Management Forum (itSMF) in Norway has organised conferences with steadily growing attendance figures. Interest is enormous and we are expecting more than 500 participants.

The exhibition is the conference’s natural network-building arena. Exhibitors will be allocated stands along the outer walls of a spacious venue, giving us a large mingling area in the centre. This year we will be offering delegates a separate Barista Bar in the centre of the exhibition area, featuring bar tables and stools to help attract a large number of delegates into the exhibition area during breaks.

#### **The conference target groups comprise all those who work in service-oriented businesses:**

- Executives and middle managers
- Key personnel in corporate IT and business activities
- IT service providers from all industries, including both the public and private sectors
- All those who agree that experience sharing and professional refreshers are essential to success
- Anyone with an interest in the field of IT Service Management

For the 2017 conference, we are offering two distinct sponsor packages: Main Sponsors and Partnership Sponsors. You will also have the opportunity to participate simply as an Exhibitor. We have a total of 27 sponsor and exhibitor slots.

**We are usually fully booked, so don’t delay in sending your registration! Allocation of Partnership Sponsor and Exhibitor packages is made on a first-come first-served registration basis. For the Main Sponsor package, the registration deadline is Monday 10 October 2016 (see the conditions below).**



## **Main Sponsor (max. 2) – NOK 150,000**

The same conditions will apply to Main Sponsors at the 2017 conference as in previous years. Those wishing to be Main Sponsors should submit a creative description of how they would like to see the field of IT Service Management promoted. How can we promote better social interaction in the exhibition area? How can we enhance our delegates' total experience of the exhibition area? Send your brief description to [itsmf@itsmf.no](mailto:itsmf@itsmf.no).

***The deadline for registration as a Main Sponsor is Monday 10 October!***

*Main Sponsor applicants will be notified by Friday 14 October as to whether they have been selected.*

- Main Sponsor partner of itSMF at this year's conference. Our intention is that the Main Sponsor(s) will work with itSMF to promote the best possible awareness of the conference. Meetings will be held between itSMF and the Main Sponsor(s) to discuss strategy.
- Company logo printed on the front cover of the conference programme.
- Company logo published on the conference website at [itsmf.no](http://itsmf.no).
- A stand measuring 2x6m (approx. 12 sq. m.).
- A full-page entry in the conference programme.
- A group room for meetings and presentations for small groups of delegates.
- Company logo on delegates' name badges.
- A marketing campaign advertising the conference in collaboration with itSMF.
- Company logo on exclusive roll-ups displayed around the conference arena and main auditorium.
- Special profiling during interviews with exhibitors.
- Enhanced visibility on information screens during the conference.
- Tickets for four exhibitor delegates staffing stands, together with two conference delegate tickets.
- The opportunity to hold a 20-minute presentation during the "Supplier Track".
- List of participants
- Two reserved tables at the conference banquet on 7 March. There will be places for ten persons at each table.

## **Partnership Sponsor (max. 10) – NOK 55,000**

- Company logo printed in the conference programme and other documents.
- Company logo published on the conference website at [itsmf.no](http://itsmf.no).
- A stand measuring approx. 2x4m (approx. 8 sq. m.).
- A half-page entry in the conference programme.
- Company logo published on the conference website at [itsmf.no](http://itsmf.no).
- Partnership Sponsors have shared access to 2 group rooms. These can be booked on application to the itSMF secretariat.
- Visibility on information screens during the conference.
- Tickets for two exhibitor delegates staffing stands, together with one conference delegate ticket, which includes banquet and accommodation.



- An opportunity to sponsor a reception drink prior to the banquet. The sponsor will cover the cost price. Details will be agreed at a later date. If several Partnership Sponsors wish to sponsor a reception drink, the Sponsor in question will be chosen by drawing lots.
- The opportunity to hold a 20-minute presentation during the "Supplier Track".
- List of participants
- One reserved table at the conference banquet on 7 March, with places for ten persons.

## **Exhibitor (max. 15) – NOK 25,000 (supplier members) or NOK 30,000 (non-members)**

- A stand measuring approx. 2x2m (approx. 4 sq. m.).
- Company logo published on the conference website at [itsmf.no](http://itsmf.no).
- Tickets for two exhibitor delegates staffing a stand (price includes tickets for attendance at the conference for both delegates; however, accommodation and banquet are not included and must be booked separately if required).
- Logo and short presentation in the conference programme.
- List of participants

### **All prices are exclusive of VAT.**

To receive a contract, please contact itSMF Norway:

E-mail: [itsmf@itsmf.no](mailto:itsmf@itsmf.no)

Tel.: +47 91 90 20 48

Kind regards

**itSMF Norway**

E-mail: [itsmf@itsmf.no](mailto:itsmf@itsmf.no)

Website: <http://www.itsmf.no/>