



itSMF-conference
4.-6. march 2019

THE SHOW MUST GO ON

- FROM TECHNOLOGY
TO BUSINESS VALUE

Invitation to exhibitors and sponsors at the itSMF Conference 2019

**“The Show Must Go On” –
from technology to business value**

Scandinavia's largest conference for IT Service Management and ITIL will be held at the Clarion Hotel Oslo Airport on Tuesday 5 and Wednesday 6 March 2019

Next year, itSMF Norway will be arranging its 17th conference, and a lot is happening in the world of ITSM. A new version of the ITIL has been announced, and will be launched during Q1 2019. The very foundation of ITSM's practices is being updated, and this will be one of the main areas of focus at the conference. We already know that the new version will focus on how ITIL will draw on Lean, Agile and DevOps in order to adapt to a business world that places ever greater demands on IT services and their delivery. The conference will also include presentations on digitalisation, security, the Internet of Things, SIAM, VeriSM and much more. We are organising a programme and conference that will appeal to decision-makers, managers and practitioners – a discussion forum about how future IT services will generate optimal value for businesses.

We want an exhibition area that will appeal to conference delegates, offering opportunities for mingling, networking and the chance to interact with potential new business partners and providers. A key to the exhibition's success is the popular barista bar with its standing height tables and bar stools, located in the centre of the exhibition area. Offering free premium coffee, it attracts a large number of delegates to the exhibition area during each break.

Feedback from previous conferences indicates that the most popular exhibitors are those who have the opportunity to engage interactively with delegates. So we are encouraging our exhibitors to plan their stand layouts with a view to ensuring that delegates get the best practical benefit from visiting their stands. (Alternatively an entertaining experience.)

The conference target group includes all those working in businesses that make use of IT services:

- Executive and middle managers, decision-makers and others whose business it is to get value from IT
- Key personnel from IT operations and service development
- IT service providers from both the public and private sectors
- All those interested in developing their IT Service Management skills
- All those who want to meet like-minded people and share experiences



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For the 2019 conference, we are offering two distinct sponsor packages: Main Sponsors and Partnership Sponsors. You can also participate simply as an Exhibitor. We have a total of 27 sponsor and exhibitor slots.

Allocation of Partnership Sponsor and Exhibitor packages is made on a first-come first-served registration basis.

The registration deadline for Main Sponsors is 12 December.

Main Sponsor (max. 2) – NOK 125,000

The same conditions will apply to Main Sponsors at the 2019 conference as in previous years. Those wishing to be Main Sponsors should submit a 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 a brief description to laila@itsmf.no

The deadline for registration as a Main Sponsor is Wednesday 12 December! Main Sponsor applicants will be notified by Wednesday 19 December if they have been selected.

Being a Main Sponsor entitles you to:

- display your company logo on the conference website at itsmfkonferansen.no.
- a stand measuring 2x6m (approx. 12 sq. m.).
- an exclusive group room for meetings and presentations for small groups of delegates.
- have your company logo displayed on delegates' name badges.
- participate in a marketing campaign promoting the conference in collaboration with itSMF.
- have your company logo on exclusive roll-ups displayed around the conference arena and main auditorium.
- enhanced visibility on information screens during the conference.
- tickets for three exhibitor delegates staffing the stand, together with two conference delegate tickets (not including accommodation and banquet).
- Two reserved tables at the conference banquet on 6 March. There are ten places at each table.
- the list of delegates, including names, company affiliation and position, as appropriate. Please note that this only applies to delegates who have given their prior consent to inclusion on the list.

As a Main Sponsor you become a main collaborative partner of itSMF at the 2019 conference. This means that the Main Sponsor(s) will work together with itSMF to promote the best possible awareness of the conference. Meetings will be held between itSMF and the Main Sponsor(s) to discuss this in more detail.



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Partnership Sponsor – NOK 45,000

- Display of company logo on the conference website at itsmfkonferansen.no.
- A stand measuring approx. 2x3 m (approx. 6 sq. m).
- Company logo displayed on the itSMF website at itsmf.no.
- Partnership Sponsors have shared access to two 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 the stand, together with one conference delegate ticket (not including accommodation and banquet).
- One reserved table at the conference banquet on 6 March. There are ten places at each table.
- The list of delegates, including names, company affiliation and position, as appropriate. Please note that this only applies to delegates who have given their prior consent to inclusion on the list.

Exhibitor – NOK 25,000 (supplier members) or NOK 30,000 (non-supplier members)

- Display of company logo on the conference website at itsmfkonferansen.no.
- A stand measuring approx. 2x2m (approx. 4 sq. m.).
- Tickets for two exhibitor participants per stand.
- The list of delegates, including names, company affiliation and position, as appropriate. Please note that this only applies to delegates who have given their prior consent to inclusion on the list.

The following can be purchased in addition:

- Reserved table at the conference banquet: NOK 10,000 per table
- Group room for meetings with customers: NOK 5,000 per day

All prices are exclusive of VAT.

To receive a contract, please contact itSMF Norway: E-mail: laila@itsmf.no
Tel.: +47 41 38 97 70

Yours sincerely

itSMF Norway

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