



## **Mission imPossible** **Today's IT challenges – tomorrow's business success**

### **Invitation to exhibitors and sponsors at the itSMF Conference 2020**

**Perhaps Scandinavia's largest conference for IT Service Management will be held at the Clarion Hotel Oslo Airport on Tuesday 3 and Wednesday 4 March 2020.**

**This is an invitation to organisations to be exhibitors and sponsors at the itSMF Conference 2020. Next year's conference will be the 18th in succession and, following a period of falling attendances, we are pleased to report that the trend of recent years has been reversed. Delegate numbers at the 2019 conference were greater than in 2018, and feedback from delegates indicated that it was regarded as one of the best itSMF conferences ever. Our aim in 2020 is to continue this trend, both in terms of quality and attendance.**

**In terms of content** we will be following the same trend as during the last conference and maintaining our focus on the interplay between IT service providers and businesses, and on how we can work together to meet our shared future wealth generation challenges. We want a programme full of stories from IT users and practical approaches as to how IT can help businesses succeed.

We want our exhibitors and sponsors to benefit from the investments they make in the conference by facilitating effective visibility and opportunities for interaction and dialogue between exhibitors and delegates. Experience from previous conferences indicates that delegates want to see exhibitors who are active, enthusiastic and with something real to present or demonstrate. As a rule, exhibitors that actively involve delegates score highest in post-conference delegate surveys.

Our aim is that the **exhibition area** shall be attractive to both exhibitors and delegates for mingling and networking – providing great opportunities to mix with potential partners and suppliers. 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.

In 2020 we also want to launch an **Open Spaces concept** where delegates can get together to discuss different topics, perhaps linked to a specific presentation with the speaker present. Naturally, suppliers will also be welcome to participate here, allowing them to demonstrate their skills and



expertise while at the same time contributing to the debate and building networks. We will be sending details about this closer to the conference date.

**The Exhibitor Quiz** is a game played on sheets of paper distributed to all delegates. Each exhibitor sends itSMF a question with four possible responses. Participants in the quiz have to visit each exhibitor stand to find the possible answers. All partnership sponsors and exhibitors are encouraged to submit a prize. At the end of the conference winners will be drawn from among the delegates.

#### **New in 2020!**

Exhibitor package: In 2020 we have chosen to dispense with the Main Sponsor concept. The main differences to the exhibitor packages include the number of complementary delegates, stand space area and visibility/publicity. The packages will also provide exhibitors with opportunities for better visibility based on their level of activity in the exhibition area.

Customer organisations: Experience from the 2019 conference indicated that delegates noticed and appreciated the presence of customer organisation stands, that is, exhibitors that were not primarily taking part simply to offer their systems or services. So for 2020 we are sending an open invitation for a limited number of customer organisations, enabling them to promote their own activities as exhibitors in the exhibition area.

#### **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

For the 2020 conference, we are offering three distinct sponsor packages: Partnership Sponsors, Exhibitors and Customer Organisations.

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



Partnership Sponsor – NOK 40,000 (supplier members) or NOK 45,000 (non-members)

#### Supplier organisations

- Display of company logo on the conference website at [itsmfkonferansen.no](http://itsmfkonferansen.no).
- A stand measuring approx. 2x3 m (approx. 6 sq. m).
- Partnership Sponsors will have shared access to group meeting rooms.
- Visibility on information screens during the conference. Two PowerPoint slides with optional content (loop displays on screens during the conference)
- Three delegate entitlements to attend the conference and staff a stand, excluding conference banquet and accommodation.
- 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.
- Advertising of the stand in itSMF's newsletter and on social media (Once per channel)
- Exhibitor Quiz

Exhibitor – NOK 20,000 (supplier members) or NOK 25,000 (non-members)

#### Supplier organisations

- Display of company logo on the conference website at [itsmfkonferansen.no](http://itsmfkonferansen.no).
- A stand measuring approx. 2x2m (approx. 4 sq. m.).
- Visibility on information screens during the conference. A PowerPoint slide with optional content (loop displays on screens during the conference)
- Two delegate entitlements to attend the conference and staff a stand, excluding conference banquet and accommodation.
- 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 Quiz



Customer organisations – NOK 10,000 (supplier members) or NOK 15,000 (non-members)

Customer organisations (non-commercial suppliers of ITSM-related products and services)

- Display of company logo on the conference website at [itsmfkonferansen.no](http://itsmfkonferansen.no).
- A stand measuring approx. 2x2m (approx. 4 sq. m.) without partition walls. (Will be allocated stand space after partnership sponsors and other exhibitors)
- One delegate entitlement to attend the conference and staff a stand, excluding conference banquet and accommodation.
- 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 Quiz

The following can be purchased in addition:

- Reserved table at the conference banquet: NOK 2,000 per table
- Larger stand space:
  - 2 sq. m.: NOK 5,000
  - 4 sq. m.: NOK 10,000
- Space in the centre of the exhibition area, e.g., for a sofa/sofa suite/office accessories:
  - 4 sq. m.: NOK 5,000 (limited space)
  - 6 sq. m.: NOK 10,000 (limited space)
- Roll-up on the main platform (NOK 5,000 per day) (Note! Limited space)
- Roll-up on the main platform (NOK 2,500 per day) (Note! Limited space)
- Sponsor the Keynote presentation (in consultation with the programme committee)
- Sponsor all or part of the conference banquet

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 41 38 97 70

Kind regards

itSMF Norway

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