

# Fujitsu Forum 2014

November 19–20  
ICM Munich

Sponsoring Flyer

FUJITSU

## Human Centric Innovation

shaping tomorrow with you



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**CLAUS-PETER UNTERBERGER**  
EXECUTIVE VICE PRESIDENT MARKETING  
INTERNATIONAL BUSINESS, FUJITSU

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## Join the Fujitsu Forum 2014 as a valued Sponsor to reach over 11,000 top ICT decision-makers who decide on global investments worth millions.

This November, over 11,000 ICT experts and opinion-leaders will be traveling to Munich for this important event. In total, they represent over 3,000 enterprises from more than 80 countries around the globe.

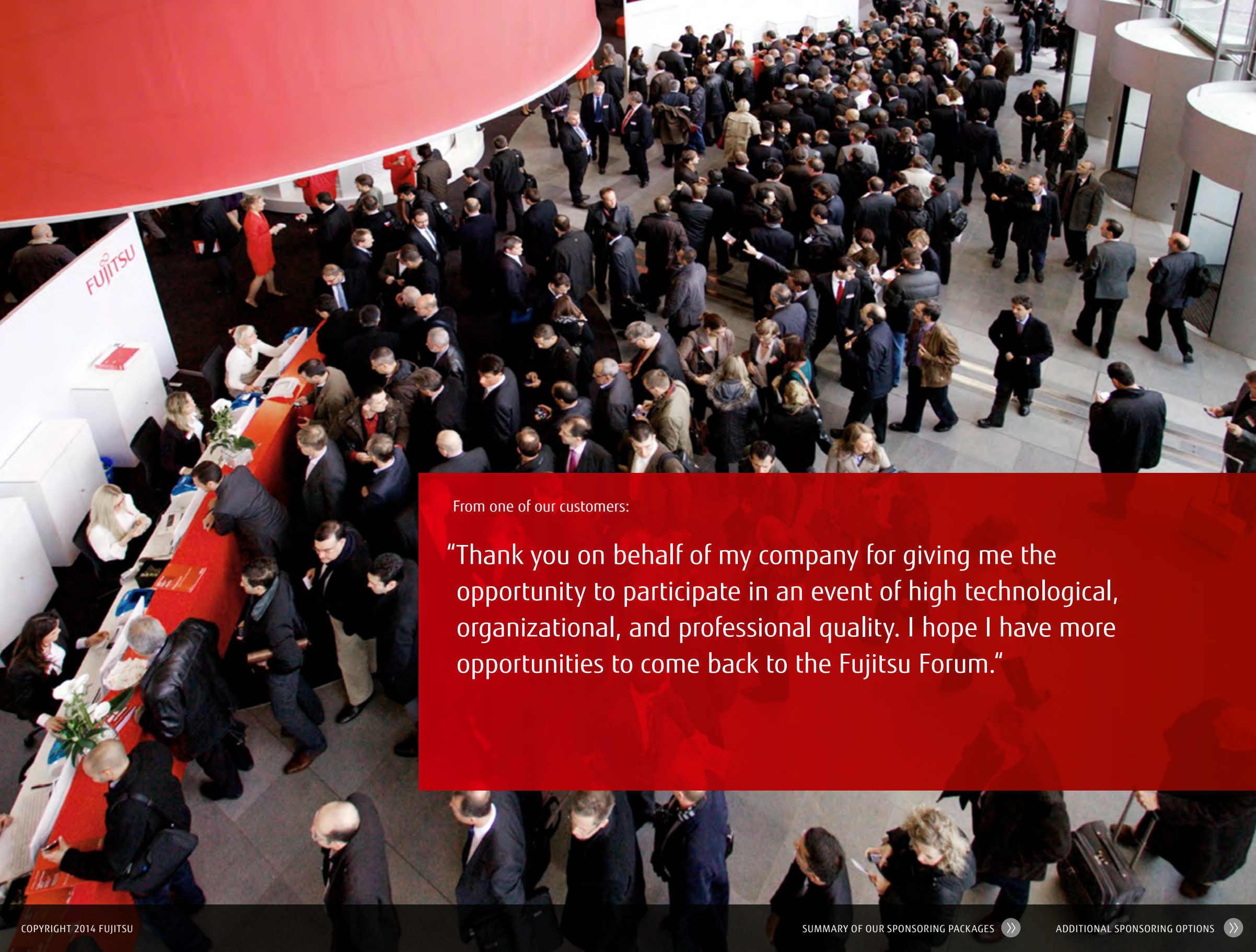
The Fujitsu Forum is designed to enable us to strengthen the relationships we share with our partners and to demonstrate thought leadership leveraged from our advanced technologies and solutions.

Use this unique opportunity to showcase your portfolio to global ICT decision-makers. Raise awareness of your business and expand your network of professional contacts. There is no event like the Fujitsu Forum where you can be so confident in reaching your target audience so directly. This is why the Fujitsu Forum has grown in success and popularity from year to year.

We intend to continue this success in 2014 with you as our sponsor. Leverage from our Forum to drive business growth and help shape the success of your business in the future. Shaping tomorrow with you.

### We look forward to hosting you in Munich!





FUJITSU

From one of our customers:

"Thank you on behalf of my company for giving me the opportunity to participate in an event of high technological, organizational, and professional quality. I hope I have more opportunities to come back to the Fujitsu Forum."



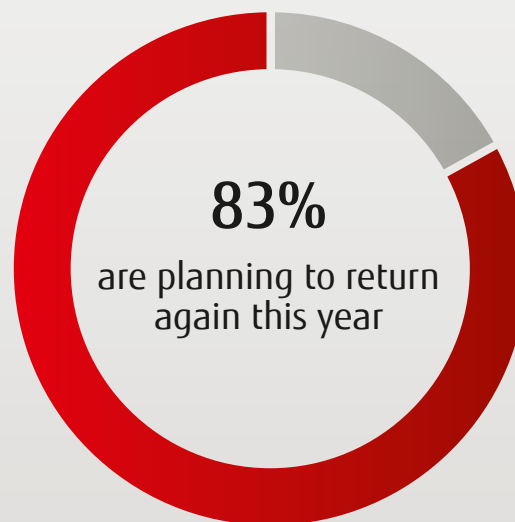
# Fujitsu Forum 2014

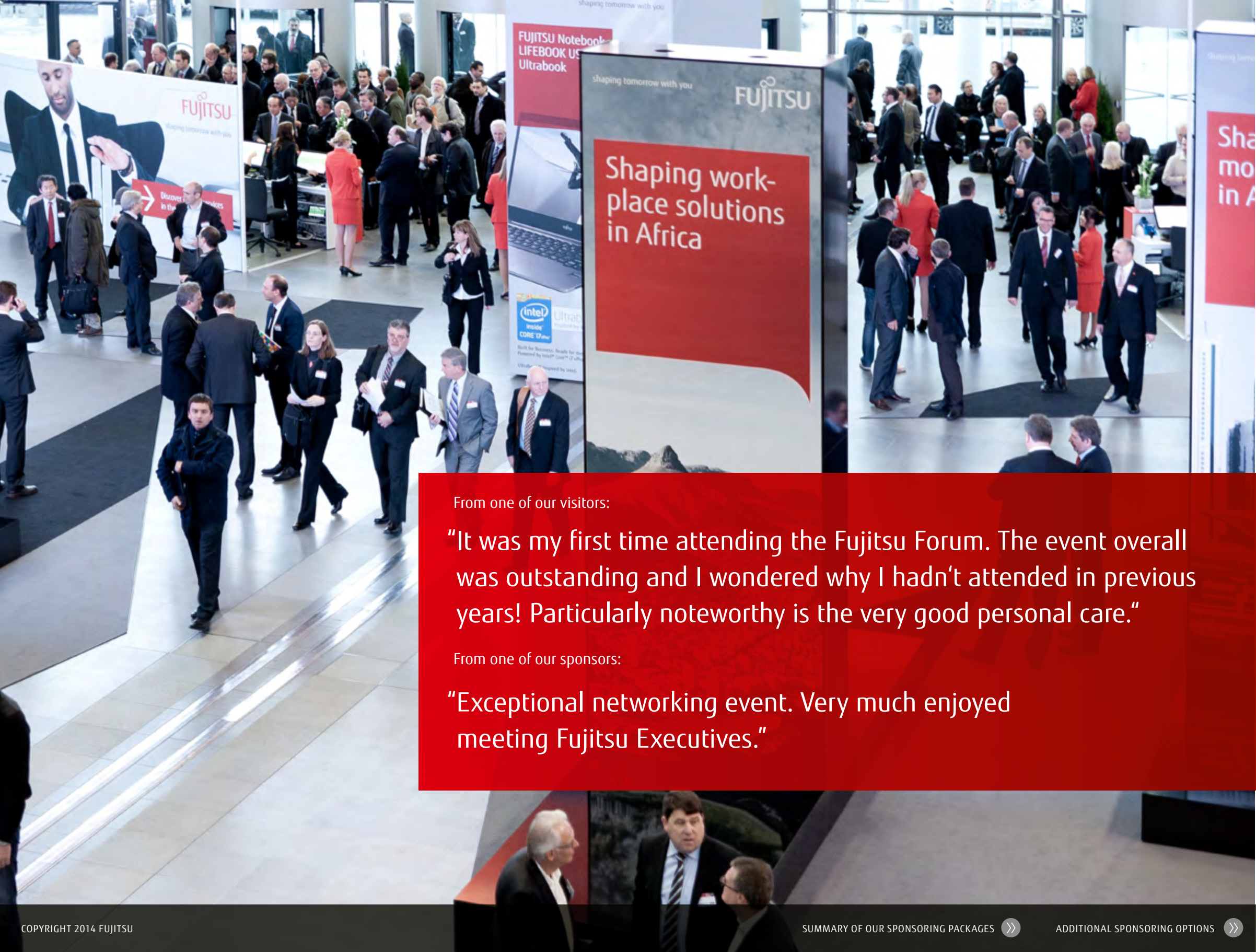
## Success breeds success

The facts speak for themselves. Nine out of ten participants said that the event is the most relevant of its kind in the industry. Over half of them had already attended former Forum events, and eight out of ten said they would be returning once again this year.

Much of the buzz surrounding the event is via word of mouth. Social media coverage of the Fujitsu Forum 2013 was also 60% up on past years, supplementing our own marketing drives to reach a potential audience totaling well over six million.

Take advantage of this world-class event to address your key target audience of ICT decision-makers, opinion leaders, and key multipliers. The Fujitsu Forum 2014 allows you to showcase your business in front of those who ultimately decide on investments worth millions in over 3,000 enterprises and over 80 countries.





From one of our visitors:

"It was my first time attending the Fujitsu Forum. The event overall was outstanding and I wondered why I hadn't attended in previous years! Particularly noteworthy is the very good personal care."

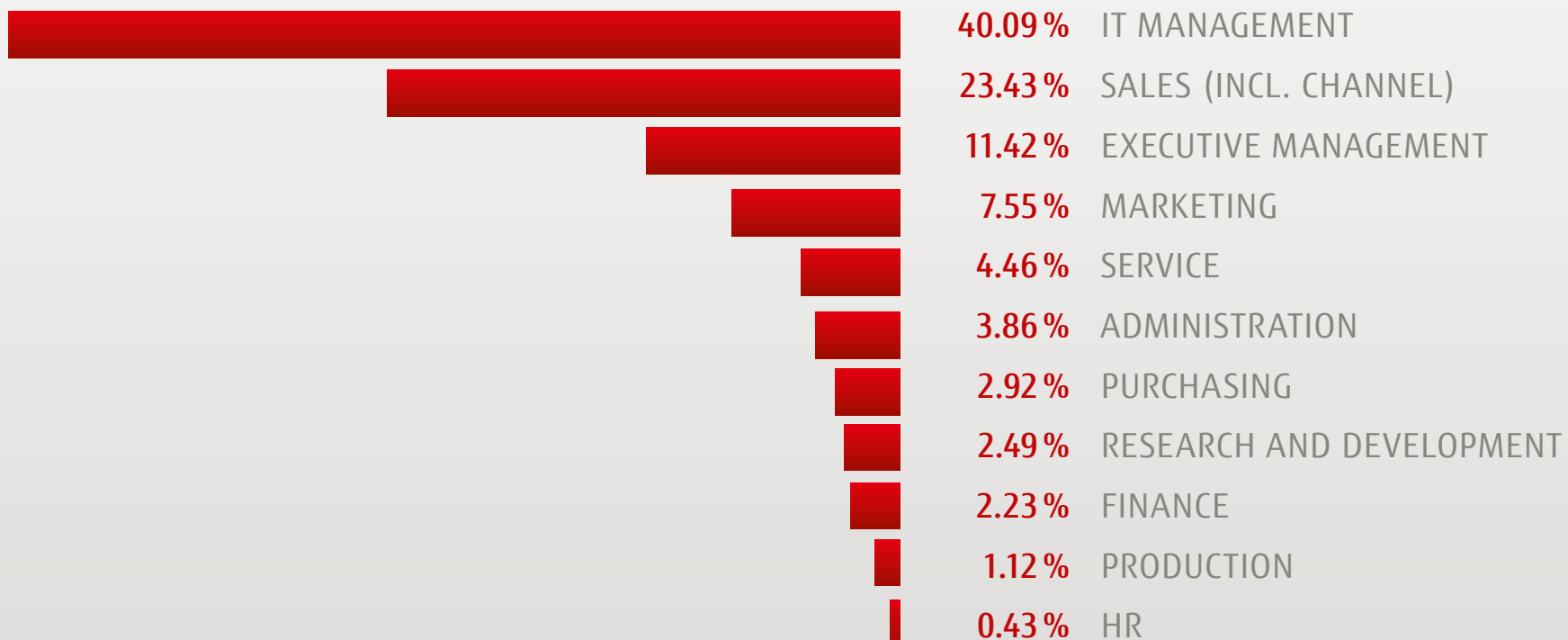
From one of our sponsors:

"Exceptional networking event. Very much enjoyed meeting Fujitsu Executives."

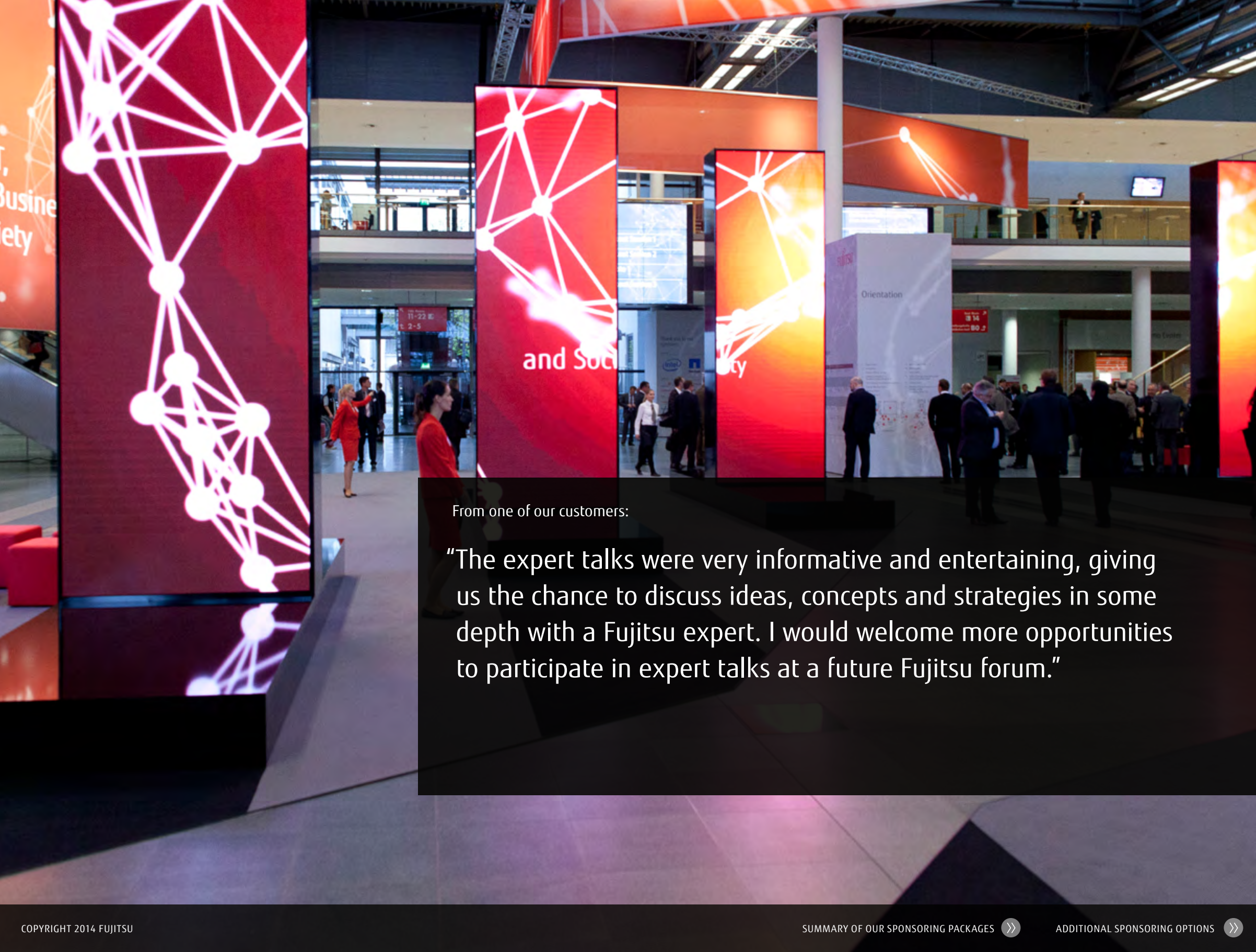
# All the right contacts, all in one place!

As you are no doubt aware, the Fujitsu Forum is the largest and most significant ICT industry event for management in Europe. The proven conference program appeals to representatives from enterprises of all sizes, including many of the world's largest corporations. In fact, last year one third of the visitors came from businesses having more than 1,000 employees, with 13 percent representing enterprises employing more than 30,000 people.

Moreover, the overwhelming majority of visitors to the Fujitsu Forum come from top decision-maker tiers, as the following graph clearly shows:







From one of our customers:

"The expert talks were very informative and entertaining, giving us the chance to discuss ideas, concepts and strategies in some depth with a Fujitsu expert. I would welcome more opportunities to participate in expert talks at a future Fujitsu forum."

# In collaboration with you

## Partnership of tomorrows world

With the support of our partners and guest speakers, the Fujitsu Forum hosts a variety of keynote speeches and breakout sessions, investigating everything from the latest in leading-edge technology to key market trends in our industry. Meanwhile the Forum's exhibition hall is a hive of activity as customers experience first-hand the benefits that Fujitsu and our partners – including you – can deliver.

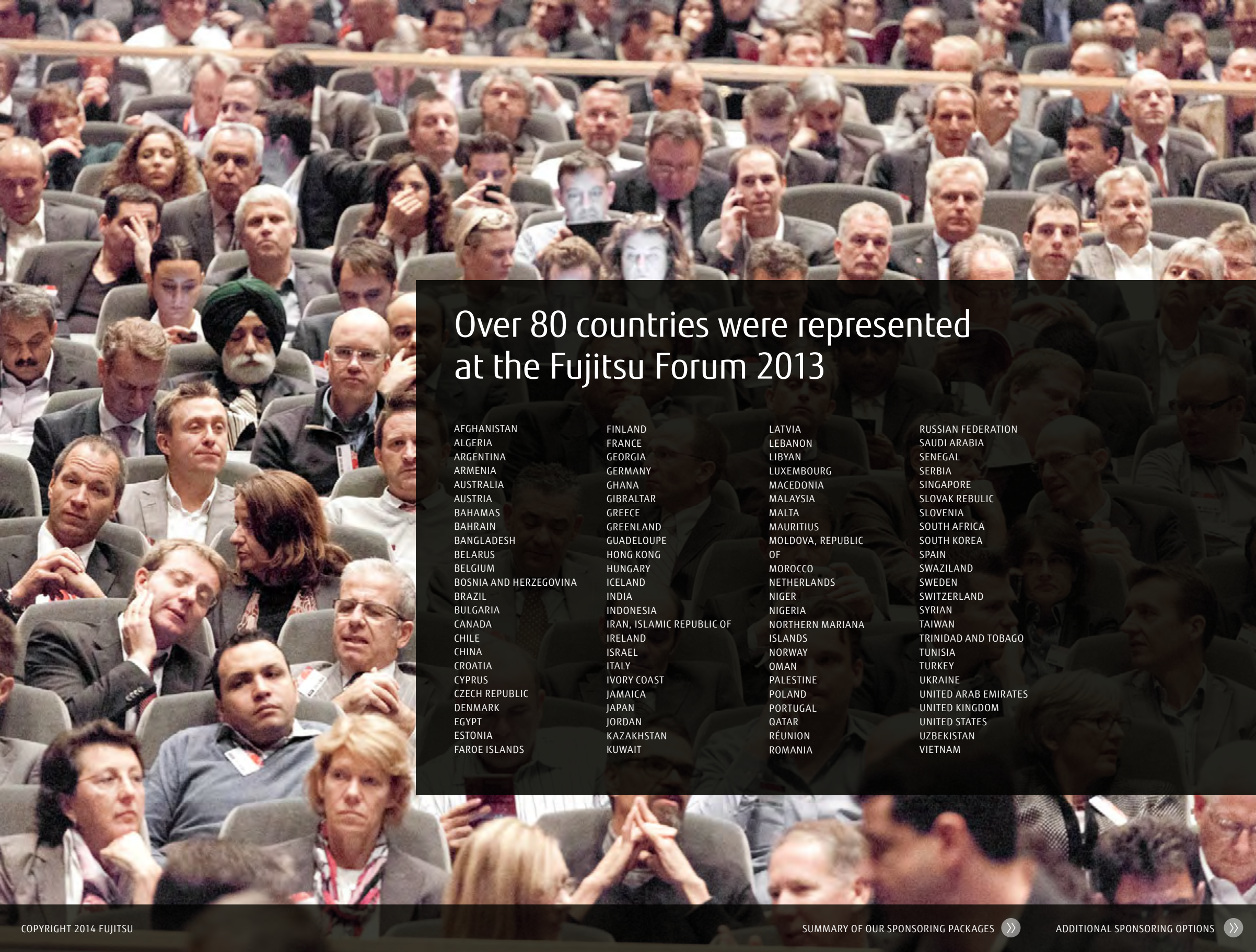
By the end of the Fujitsu Forum 2013, 100% of visitors surveyed considered that their attendance had been worthwhile. Furthermore, on a scale ranging from one to 10, the average visitor satisfaction with the overall event was 8.5 out of 10.

**Let's build on this success together.**

Degree of satisfaction (2013)







## Over 80 countries were represented at the Fujitsu Forum 2013

AFGHANISTAN  
ALGERIA  
ARGENTINA  
ARMENIA  
AUSTRALIA  
AUSTRIA  
BAHAMAS  
BAHRAIN  
BANGLADESH  
BELARUS  
BELGIUM  
BOSNIA AND HERZEGOVINA  
BRAZIL  
BULGARIA  
CANADA  
CHILE  
CHINA  
CROATIA  
CYPRUS  
CZECH REPUBLIC  
DENMARK  
EGYPT  
ESTONIA  
FAROE ISLANDS

FINLAND  
FRANCE  
GEORGIA  
GERMANY  
GHANA  
GIBRALTAR  
GREECE  
GREENLAND  
GUADELOUPE  
HONG KONG  
HUNGARY  
ICELAND  
INDIA  
INDONESIA  
IRAN, ISLAMIC REPUBLIC OF  
IRELAND  
ISRAEL  
ITALY  
IVORY COAST  
JAMAICA  
JAPAN  
JORDAN  
KAZAKHSTAN  
KUWAIT

LATVIA  
LEBANON  
LIBYAN  
LUXEMBOURG  
MACEDONIA  
MALAYSIA  
MALTA  
MAURITIUS  
MOLDOVA, REPUBLIC  
OF  
MOROCCO  
NETHERLANDS  
NIGER  
NIGERIA  
NORTHERN MARIANA  
ISLANDS  
NORWAY  
OMAN  
PALESTINE  
POLAND  
PORTUGAL  
QATAR  
RÉUNION  
ROMANIA

RUSSIAN FEDERATION  
SAUDI ARABIA  
SENEGAL  
SERBIA  
SINGAPORE  
SLOVAK REPUBLIC  
SLOVENIA  
SOUTH AFRICA  
SOUTH KOREA  
SPAIN  
SWAZILAND  
SWEDEN  
SWITZERLAND  
SYRIAN  
TAIWAN  
TRINIDAD AND TOBAGO  
TUNISIA  
TURKEY  
UKRAINE  
UNITED ARAB EMIRATES  
UNITED KINGDOM  
UNITED STATES  
UZBEKISTAN  
VIETNAM



# Facts and figures

## Date

19 – 20 November 2014

## Location

International Congress  
Center Munich (ICM)  
Neue Messe  
Am Messesee  
D-81829 Munich

## Over 11,000 Visitors

- › IT executives and specialists
- › Procurement and purchasing
- › Decision-makers for IT technologies, solutions and services
- › Entrepreneurs, board members and
- › CEOs with IT responsibility, CIOs
- › Fujitsu channel partners
- › Technology partners

## Exhibitors

- › Fujitsu and renowned technology leaders
- › System houses
- › Value Added Resellers
- › Independent Software Vendors
- › Distributors
- › Sales partners
- › IT consultants and service providers
- › Providers of products, solutions and services that complement the Fujitsu portfolio





One of our Sponsors:

"The organization was absolutely perfect. The atmosphere was great, just right for productive discussions with customers and prospects."

# Summary of our Sponsoring Packages

## In advance of the event ...

	Silver	Gold	Platinum
■ Logo placement on printed invitations	–	■	■
■ Provision of printed invitations for mailing purposes	150	500	spec. quantity
■ Content for sponsor's own invitations	■	■	■
■ Individual banner ads (in compliance with our guidelines) on the Fujitsu Forum Internet site	–	–	■
■ Logo placement on the Internet home page of the Fujitsu Forum, logo size depends on the sponsoring package	–	■	■
■ Presentation of your solution and placement of your logo* on the Internet site, size depends on the sponsoring package	■	■	■
■ Virtual event booth on the website with business information, logo, videos and/or presentations	–	–	■

## During the event ...

■ Logo placement* on partner signage at event venue	–	■	■
■ 45-minute joint breakout session jointly with Fujitsu	–	–	■
■ One exhibit space including event furniture	■	–	–
■ Booth at a central location including event furniture (two units)	–	■	–
■ Booth at a first-class location including event furniture (four units)	–	–	■
■ Exhibit signage for your product/solution	one	two	four
■ Notebook or PC with flat screen, keyboard and mouse	one	two	four
■ Storage space	–	■	■
■ Use of the information counter and integration in the conference information system	■	■	■
■ Lead acquisition tool at exhibits	■	■	■
■ Sponsor-specific queries for lead acquisition	–	–	■
■ Placement of company flags outdoors at the event site	–	–	■
■ Access to conference and exhibition for an unlimited number of sponsor's customers	■	■	■
■ Access to catering/bar areas for employees and customers	■	■	■
■ Content amplification through Fujitsu's social media channels with 80,000 fans (Blog, Twitter, Facebook, LinkedIn)	one piece of content	two pieces of content	three pieces of content

## After the event ...

■ Logo placement on thank-you e-mails for visitors	–	–	■
■ Logo placement on event review pages in the Fujitsu Internet	■	■	■
■ Download pages with breakout session videos of sponsors	–	–	■

<b>Price</b>	<b>€ 10,000</b>	<b>€ 35,000</b>	<b>€ 75,000</b>
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\* Logo placement or branding always as co-branding with Fujitsu logo



# Additional Sponsoring options

Some sponsoring options are still available for the leading IT vendor event in Europe. Find out which opportunities fit your marketing objectives best and make your decision soon, because our sponsoring options are offered on a first come, first served basis.

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## **Branded Coffee Trolley**

Freshly made coffee specialities to be offered to all guests. The coffee trolley is branded with your logo.

**€ 10,000**

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## **Marzipan Creative**

The Marzipan Sculptor will create eatable art with your logo as giveaways for your customers.

**€ 10,000**

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## **Branded Juice Bar**

Host the juice bar in the demo area exclusively. The bar with freshly squeezed juices will be branded with your logo. Your logo will also be placed on the menu cards. Your creativity is needed for selecting the juice names on the menu.

**€ 15,000**

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## **Branding on a Cocktail Bar**

An exclusive option with a high level of visibility.

Logo placement on bar furniture, on shirts/blouses worn by service personnel, on beverage lists and the option of naming a cocktail after your company.

**€ 20,000**

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## **Social Media Facebook Wall (photo shoot and contest)**

Visitors will be photographed during the event, with partner logo included in the pictures. One photo as souvenir handed out. The pictures will be uploaded to the Fujitsu Forum facebook page and visitors who link themselves to their picture will be included in the prize drawing. Partners can provide prizes. Promoters will wear your logo on their shirts.

**€ 20,000**

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## **Fujitsu Newsletter to all registrants**

Your Logo will be placed within the Fujitsu newsletter in the September and/or October issue to all pre-registrations.

**€ 1,000 per issue**

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# Additional Sponsoring options

## **Branding in the Golf Coaching Zone (3 x 5m)**

**€ 8,000**

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## **Branding on a pretzel cart**

**€ 6,000**

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**Presentation of ad clips** on the conference information system per specified agreement (large-format displays) by arrangement.

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## **Advertorial in Fujitsu Newsletter to all registrants**

Your advertorial will be placed within the newsletter in the September and/or October issue to all pre-registrations

**€ 1,500 per issue**

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## **Conferencing Guide**

Add within the Conference Guide, which will be handed out to all attendees at registration

■ **full page € 10,000**

■ **double page € 18,000**

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## **Branding of the ICM Tower**

4 Sided ICM Tower in front of the entrance of ICM, approx. 7 meters high. Very high visibility to all attendees. All four sides can be co-branded with your messaging.

**€ 10,000**

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## **Megabanner at the ICM Parking Garage**

Mega Banner, size 10 x 12m or 15 x 8m. Perfect 120sqm for your messaging. Best location and high visibility to everyone driving past ICM (visitors of the Fujitsu Forum, Riem Arcade, Highway etc).

**€ 25,000**

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## **Banner within the ICM Parking Garage**

4 x 1m Banner within the parking garage. Everyone who is driving into the parking garage will see your messaging.

**€ 3,000 per banner**

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# Additional Sponsoring options

## **Floor Tiles within ICM**

Floor tiles in 3 dedicated areas throughout the Venue. Additional visibility of your company logo. Package includes 3 floor tiles

**€ 5,000**

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## **Mobile Lead Management (Fujitsu Tablet)**

One Fujitsu tablet for mobile lead scanning at your booth. Barcode on name tags. Easy, fast and customizable. All scanned data is available in real time in xls format. Hand out a tablet to your booth staff for easy lead generation.

**€ 2,500 / € 500 per additional tablet**

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## **Mobile Lead Management (Mobile Phone)**

Use of your own Smart phone devices to enter Barcode or Number Code from name tag to receive customer information right at your booth. Easy, fast and customized. All gathered data is available in real time in xls format.

**€ 2,000**

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If you have suggestions for individual marketing activities not listed in our packages, please contact us. We will be happy to discuss the possibilities available for providing customized options. We look forward to hearing your ideas and will do our very best to realize them in collaboration with you.

# Additional Sponsoring options

## Evening Event

- 19th of November
- 6pm: Networking areas open
- 7pm: Oktoberfest official opening
- 10pm: End of Evening Event
- Oktoberfest-typical music, drinks, food and decoration
- 5,000 seats, reserved areas for countries and sponsors
- Networking areas (wine lounge, coffee lounge and beer garden)
- Several sponsoring activities possible for IT and non-IT sponsors

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### Stage/Entertainment Sponsorship

#### Main Oktoberfest Area

Most prominent placement of your branding at and around the stage/walls. Entertainment will take place all evening at the stage. Naming as main sponsor during the opening speech by Fujitsu Executives and frequent promotion by the band.

**Price: € 45,000**

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# Additional Sponsoring options

## Evening Event

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### Networking Area Sponsorship (beer garden)

#### Entrance to the Oktoberfest Area

First and last impression to all guests. High brand awareness (30 logo placements) This is the entrance area to the "Oktoberfest" event. Here we will welcome all guests with beverages and snacks before the main area will be opened. After dinner, this is the place to get networking, relax or talk business. All guests will leave through the Oktoberfest garden at the end of an unforgettable evening.

**Price: € 35,000**

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### Seat branding Sponsorship

#### Oktoberfest Area/Dinner

Highly visible logo placement to be seen by all guests – your logo will be placed on the "Brotzeitbretl" (platter) which will be awaiting guests at each table as a starter.

**Price: € 25,000**

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# Additional Sponsoring options

## Evening Event

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### Lounge Sponsorship

#### Two Networking and Chillout Lounges

(Entrance to the Oktoberfest Area)

Host our guests after dinner in the wine lounge or coffee lounge. Guests will enjoy an area with an exclusive atmosphere: More quiet with comfortable seating to enjoy time to relax and network. Naming after sponsor (e.g. Fujitsu Lounge).

**Price each: € 20,000**

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### Gingerbread Sponsorship

Give Away. Find your company logo on the Fujitsu Forum gingerbread heart's that will be handed out to all participants. Every guest will take this home as a souvenir. Very high level of brand awareness.

**Price: € 20,000**

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# Additional Sponsoring options

## Evening Event

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### Table Reservation Sponsorship

Oktoberfest Main Area

Reserve your tables at the Fujitsu Forum Oktoberfest. You will have a dedicated area within the Partner Section, where you can network with your customers and be able to meet your colleagues and customers at a pre-announced section. Your logo will be shown at the tables plus on the official seat plan. There will be dedicated service exclusively for the customers at each table.

**Price: € 4,000 for two tables (16 seats)**

**€ 5,000 for three tables (24 seats)**

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### “Maibaum” Sponsorship

Beer Garden / Networking Area

Your logo will be part of the Oktoberfest essential “Maibaum”, which will be seen by every guest at all times.

**Price: € 2,000 per logo**

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# Additional Sponsoring options

## Evening Event

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### Product Placement Sponsorship

Depending on the Product, throughout the Venue  
Use the chance to address 5,000 potential customer to show YOUR product, invite people to have a look, a touch or a seat.  
Exclusive position with top frequency – size min. 5 x 5m<sup>2</sup> depending on space and product offer.

**Approx. € 30,000**

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### Entertainment Solutions

Last year's inaugural Oktoberfest proved to be an instant hit. The famous carousel, swing boat, ring the bell, tree trunk sawing, beer mug pushing, nail bar and can throwing activities are all areas where partners have the opportunity to display their logo or interactive marketing display, such as a raffle or photo session. The evening event in 2013 drew 4,500 participants eager to try out this novel networking opportunity.

**Approx. € 5,000**

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PRIMERGY Servers

From one of our sponsors:

"A good opportunity to have business meetings with the right people."

From one of our customers:

"Direct contact with experts who have led to concrete follow-up activities and will possibly lead to a business relationship."

# Let's talk

## Target your key audience

When you join the Fujitsu Forum as a sponsor, you will profit from heightened brand awareness, a stronger business contact base and the chance to reach thousands of potential customers. Contact us now to discuss which is the right sponsorship package for your enterprise.

Would you like more information? Let's talk now to see how you can profit from this must attend event. We will be glad to assist you in planning your activities at the Fujitsu Forum from the wide range of options available.

**PLEASE NOTE THAT THE DEADLINE FOR BECOMING A SPONSOR IS 18 JUNE, 2014.**



### **Fujitsu Technology Solutions GmbH**

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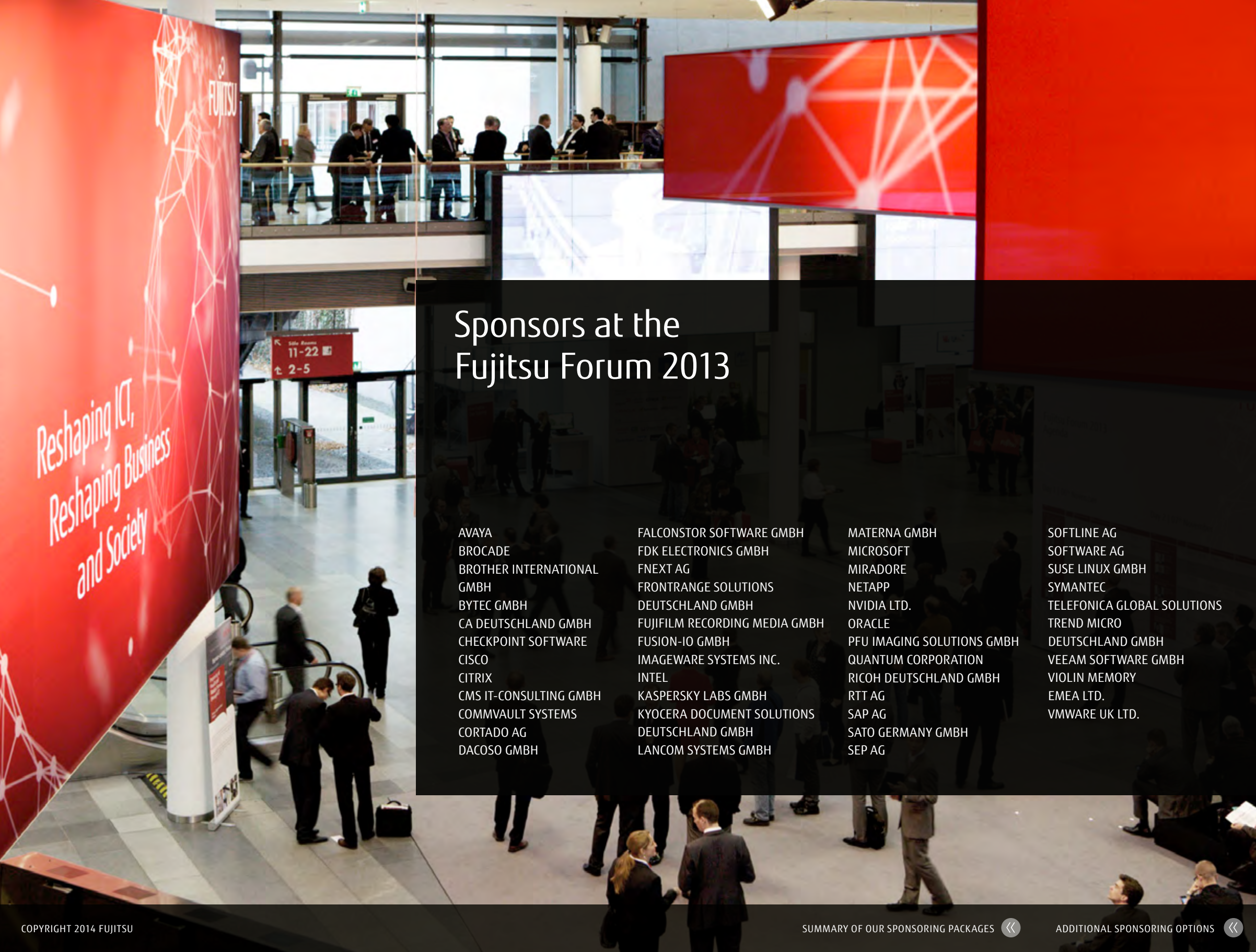
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Participation is subject to the General Terms and Conditions for Fairs and Events of Fujitsu Technology Solutions GmbH. We will be happy to send you this information on request.





Reshaping ICT,  
Reshaping Business  
and Society

FUJITSU

11-22  
2-5

## Sponsors at the Fujitsu Forum 2013

AVAYA  
BROCADE  
BROTHER INTERNATIONAL  
GMBH  
BYTEC GMBH  
CA DEUTSCHLAND GMBH  
CHECKPOINT SOFTWARE  
CISCO  
CITRIX  
CMS IT-CONSULTING GMBH  
COMMAVULT SYSTEMS  
CORTADO AG  
DACOSO GMBH

FALCONSTOR SOFTWARE GMBH  
FDK ELECTRONICS GMBH  
FNEXT AG  
FRONTRANGE SOLUTIONS  
DEUTSCHLAND GMBH  
FUJIFILM RECORDING MEDIA GMBH  
FUSION-IO GMBH  
IMAGEWARE SYSTEMS INC.  
INTEL  
KASPERSKY LABS GMBH  
KYOCERA DOCUMENT SOLUTIONS  
DEUTSCHLAND GMBH  
LANCOM SYSTEMS GMBH

MATERNA GMBH  
MICROSOFT  
MIRADORE  
NETAPP  
NVIDIA LTD.  
ORACLE  
PFU IMAGING SOLUTIONS GMBH  
QUANTUM CORPORATION  
RICOH DEUTSCHLAND GMBH  
RTT AG  
SAP AG  
SATO GERMANY GMBH  
SEP AG

SOFTLINE AG  
SOFTWARE AG  
SUSE LINUX GMBH  
SYMANTEC  
TELEFONICA GLOBAL SOLUTIONS  
TREND MICRO  
DEUTSCHLAND GMBH  
VEEAM SOFTWARE GMBH  
VIOLIN MEMORY  
EMEA LTD.  
VMWARE UK LTD.

# We hope to welcome you at the Fujitsu Forum 2014

## FUJITSU TECHNOLOGY SOLUTIONS GMBH

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