



# Fujitsu World Tour 2014

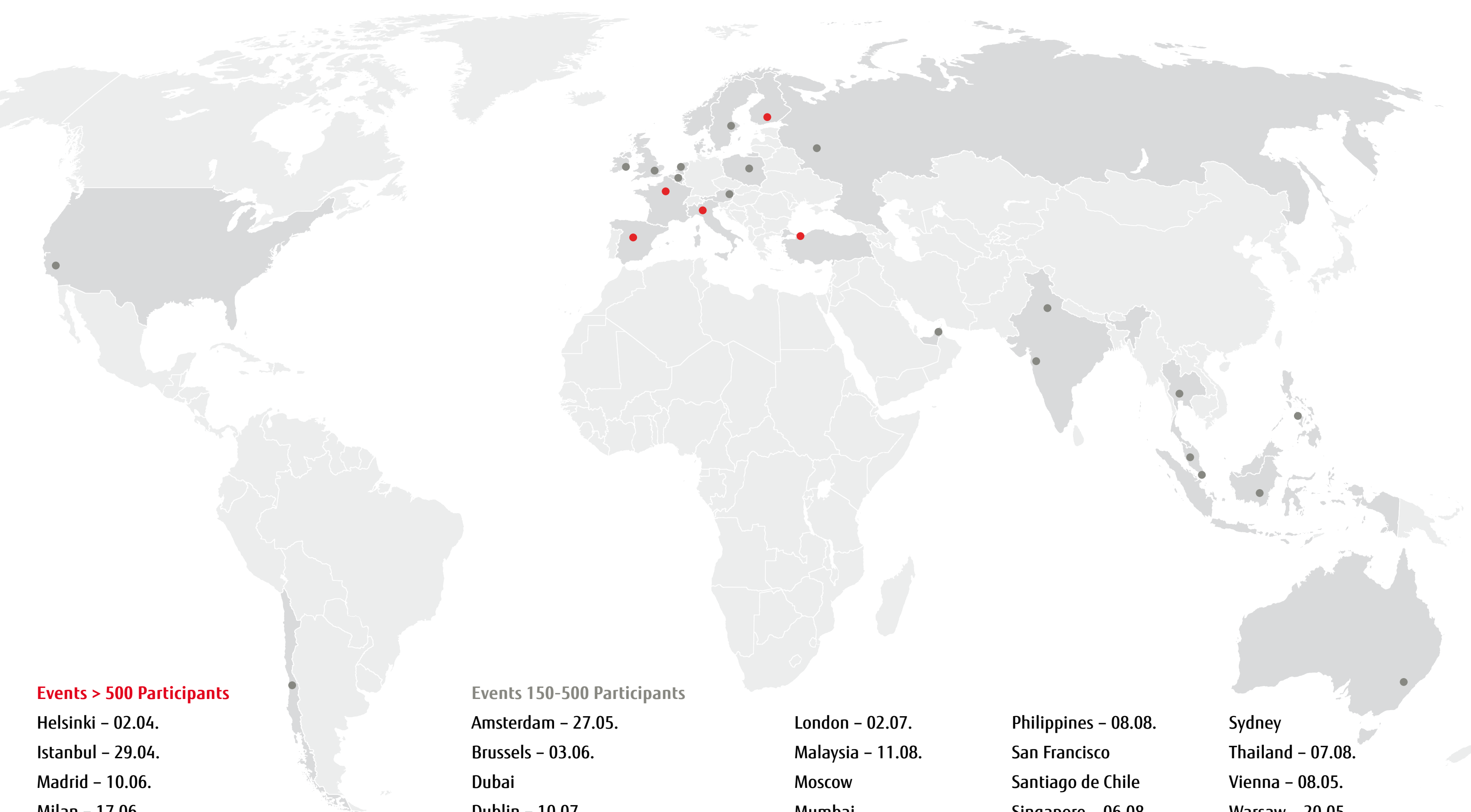
Reshaping ICT,  
Reshaping Business  
and Society

## Sponsoring Offer

shaping tomorrow with you

  
**FUJITSU**

More than 10,000 IT decision-makers  
are waiting for you here!



**Events > 500 Participants**

- Helsinki – 02.04.
- Istanbul – 29.04.
- Madrid – 10.06.
- Milan – 17.06.
- Paris – 24.06.

**Events 150-500 Participants**

- Amsterdam – 27.05.
- Brussels – 03.06.
- Dubai
- Dublin – 10.07.
- Indonesia – 12.08.

- London – 02.07.
- Malaysia – 11.08.
- Moscow
- Mumbai
- New Delhi

- Philippines – 08.08.
- San Francisco
- Santiago de Chile
- Singapore – 06.08.
- Stockholm – 08.04.

- Sydney
- Thailand – 07.08.
- Vienna – 08.05.
- Warsaw – 20.05.

# The future of business and IT in focus



**Similar Concept - New Name.** As of the truly global approach of our event series we renamed our roadshow from Fujitsu IT Future into Fujitsu World Tour. Scheduling 24 events worldwide, the event focuses on the future of business and IT and is designed to draw the attention of decision-makers in key markets.

Why not join us? Take advantage of growth potential. Make new contacts and refresh business relationships in those markets that are important for your enterprise. Acquire new customers from among the IT elite in major industrial nations as well as in emerging markets. Cooperate with us in addressing a customer potential of several thousand executives, experts and opinion leaders at the international level. We want to inspire the thinking and decision-making of these industry leaders with exciting ideas, sustainable innovations and effective solutions for an efficient IT.

Why not collaborate with us in actively paving the way for future-centric IT developments? You stand to benefit from a proven and popular event concept that pays off in various ways: in the form of concrete customer contacts, leads and ideas for new and ongoing business that can help you grow revenue and profits.

**Meet the major revenue drivers in 24 locations at Fujitsu World Tour 2014 with Fujitsu and its partners!**



## We address the markets

- Benefit from an event series that provides more than 8,000 IT executives and decision-makers in key industrial nations with innovative ideas and concepts for efficient IT.
- Leverage the popularity of a trend-setting event to showcase your business and portfolio for an audience of IT leaders in Europe, the Middle East and India.
- Address several thousand IT executives and decision-makers in 24 locations.
- Strengthen existing business relationships and make new contacts.
- Participate in Fujitsu World Tour 2014 to open up new markets for your products, solutions and services.
- Make use of the options provided by selective sponsoring and choose from among the many offerings and events that best match your business objectives.

# "Reshaping ICT, Reshaping Business and Society" on tour



The motto for 2014 "Reshaping ICT, Reshaping Business and Society" perfectly summarizes our conviction that by harnessing the power of ICT we can create new business value and transform social infrastructures.

We will show the latest data center systems, office and mobile devices. We will demonstrate how business can adopt and manage technology in more efficient and innovative ways. And we invite our visitors to discover how Fujitsu and its partners help organizations to eliminate complexities, to streamline processes across the entire enterprise and to transform technical progress into business value: that's what Reshaping ICT and Reshaping Business means. And the integration of society in our motto follows Fujitsu's vision from a world where technology complements all of our lives, where information continually delivers knowledge and innovation thrives – a world, where we feel in control and safer. In a few words: a Human Centric Intelligent Society.

Working in cooperation with you, we want to highlight products, technologies, solutions and services for modernizing and optimizing IT infrastructures in public and private organizations. Against the background of cloud computing, social media, consolidation, virtualization, energy savings and sustainability, our intention is to explain and demonstrate what future-proof IT really is, how it can be realized and what benefits can be expected.

Fujitsu will demonstrate how to help organizations to eliminate the complexities involved in operating technology – creating the headroom to deliver true innovation across the entire enterprise.

Presentations, discussion forums, expert sessions and live demonstrations of products and solutions are proven methods for stimulating future-centric thinking and encouraging audiences to take appropriate action to prepare for the future.

The event concept focuses on presenting innovative IT on a platform comprised of an informative conference program and a spectacular exhibition showcasing products and solutions in an attractive setting. Fully integrated into the exhibition are the products, solutions and services from partners.

Why not join us as we tour the key markets and meet influential IT decision-makers all over the world. With the new sponsorship concept you can choose from all of our packages suitable for your local needs. We will be happy to discuss individual requirements with you.



# Become a platinum, gold or silver sponsor

Leverage the proven customer appeal of the international Fujitsu World Tour 2014 which supports you in achieving your business objectives. You can choose from several attractive options:

	<b>Events &gt; 500 Participants:</b>	<b>Events 150-500 Participants:</b>
<b>Silver Partner:</b>	€ 8,000 (per country)	€ 6,000 (per country)
<b>Gold Partner:</b>	€ 12,000 (per country)	€ 10,000 (per country)
<b>Platinum Partner:</b>	€ 30,000 (per country)	€ 18,000 (per country)

(max. 2 Platinum Sponsors per Country)

**Availability:** Booking on a "first come first serve" basis.

**Our sponsoring packages for the events include the following:**

In advance of the event ...	Silver	Gold	Platinum
■ Inclusion and placement of your name and logo in activities in advance of the event, for example electronic media, Internet...	-	-	■
■ Placement of your logo on the event website	■	■	■
■ Company description on the event website	-	■	■
■ Provision of printed invitation flyers (on request)	■	■	■

During the event ...	Silver	Gold	Platinum
■ Provision of one exhibit space / exhibition booth	■	■	-
■ Provision of all equipment and furnishings (PC, flat screen, graphics signage, logo, lighting...)	■	■	■
■ Exhibition desk in partner layout provided by the partner – 1x2 meters	-	-	■
■ Logo placement as appropriate in the conference center and exhibition area	-	-	■
■ Logo placement on the sponsor board in the exhibition area	-	■	■
■ Logo placement on the sponsor board in the conference center	-	■	■
■ Participation in a keynote (approx. 10 minutes) or a round table discussion (Events > 500 Participants only)*	-	-	■
■ Presentation within the scope of the breakout sessions (Events > 500 Participants only)*	-	■	-
■ Presentation within the scope of the breakout sessions (Events 150-500 Participants only)*	-	-	■
■ Logo placement on the back wall of the stage in the plenary room	-	-	■

\*Based on content relevance and mutual agreement

After the event ...	Silver	Gold	Platinum
■ Inclusion and placement of your name and logo in follow-up communications (thank-you mails, etc.)	-	■	■
■ Placement of your logo on the event website, especially in the presentation download area	-	■	■

## Marketing options available to our sponsors:

Select the options that interest you – and contact us as soon as possible – first come first serve.

- Branding on notepads and ball pens handed out to all participants € 100,000
- Presentation within the scope of the breakout sessions 10.000€

- Distribution of one handout in the auditorium
  - Events > 500 Participants € 3,000
  - Events 150-500 Participants € 1,500
- Prize drawing – exclusive or cosponsored
- Sponsoring of the opening ceremony and of the „Holo Box“ incl. content creation (events of the truck roadshow only) € 150,000

# Take advantage of our benefits

## Events > 500 Participants rates per country/location:

Packages	Discount in %	Silver Partner		Gold Partner		Platinum Partner*	
		Normal	Discounted	Normal	Discounted	Normal	Discounted
1	0%	€ 8,000	€ 8,000	€ 12,000	€ 12,000	€ 30,000	€ 30,000
2	5%	€ 16,000	€ 15,600	€ 24,000	€ 23,400	€ 60,000	€ 58,500
3	10%	€ 24,000	€ 22,800	€ 36,000	€ 34,200	€ 90,000	€ 85,500
4	15%	€ 32,000	€ 29,600	€ 48,000	€ 44,400	€ 120,000	€ 111,000
5	20%	€ 40,000	€ 36,000	€ 60,000	€ 54,000	€ 150,000	€ 135,000

\*incl. keynotes

## Events 150-500 Participants rates per country/location:

Packages	Discount in %	Silver Partner		Gold Partner		Platinum Partner	
		Normal	Discounted	Normal	Discounted	Normal	Discounted
1	0%	€ 6,000	€ 6,000	€ 10,000	€ 10,000	€ 18,000	€ 18,000
2	0%	€ 12,000	€ 12,000	€ 20,000	€ 20,000	€ 36,000	€ 36,000
3	10%	€ 18,000	€ 17,400	€ 30,000	€ 29,000	€ 54,000	€ 52,200
4	10%	€ 24,000	€ 22,800	€ 40,000	€ 38,000	€ 72,000	€ 68,400
5	15%	€ 30,000	€ 27,900	€ 50,000	€ 46,500	€ 90,000	€ 83,700
6	15%	€ 36,000	€ 33,000	€ 60,000	€ 55,000	€ 108,000	€ 99,000
7	20%	€ 42,000	€ 37,800	€ 70,000	€ 63,000	€ 126,000	€ 113,400
8	20%	€ 48,000	€ 42,600	€ 80,000	€ 71,000	€ 144,000	€ 127,800
9	25%	€ 54,000	€ 47,100	€ 90,000	€ 78,500	€ 162,000	€ 141,300
10	25%	€ 60,000	€ 51,600	€ 100,000	€ 86,000	€ 180,000	€ 154,800
11	30%	€ 66,000	€ 55,800	€ 110,000	€ 93,000	€ 198,000	€ 167,400
12	30%	€ 72,000	€ 60,000	€ 120,000	€ 100,000	€ 216,000	€ 180,000
13	35%	€ 78,000	€ 63,900	€ 130,000	€ 106,500	€ 234,000	€ 191,700
14	35%	€ 84,000	€ 67,800	€ 140,000	€ 113,000	€ 252,000	€ 203,400
15	40%	€ 90,000	€ 71,400	€ 150,000	€ 119,000	€ 270,000	€ 214,200
16	40%	€ 96,000	€ 75,000	€ 160,000	€ 125,000	€ 288,000	€ 225,000
17	40%	€ 102,000	€ 78,600	€ 170,000	€ 131,000	€ 306,000	€ 235,800
18	40%	€ 108,000	€ 82,200	€ 180,000	€ 137,000	€ 324,000	€ 246,600
19	40%	€ 114,000	€ 85,800	€ 190,000	€ 143,000	€ 342,000	€ 257,400
20	40%	€ 120,000	€ 89,400	€ 200,000	€ 149,000	€ 360,000	€ 268,200





# Participate – and benefit together with us

Please contact us as soon as possible. The number of sponsoring packages available is limited, so all requests will be handled on a "first come first serve" basis.

If you have suggestions for individual marketing activities not listed in our packages, please contact us.

**The deadline for sponsorship applications is February 14<sup>th</sup>, 2014.**

Participation is subject to the general terms and conditions specified for exhibitions and events organized and conducted by Fujitsu Technology Solutions GmbH. We will be happy to send you this information.

Do you have any questions? Would you like more information? Please feel free to contact us: We look forward to hearing from you!

## Contact

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An abstract graphic in the background of the page, consisting of a network of white dots connected by thin white lines. The dots are arranged in a way that suggests a global network or a complex system, with some dots being larger than others. The lines are thin and white, contrasting with the dark red background. The overall shape of the network is somewhat elongated and curved, following the general flow of the page design.

[www.fujitsu.com/fts/worldtour2014](http://www.fujitsu.com/fts/worldtour2014)

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