

Fujitsu World Tour 2017

Sponsoring Flyer

FUJITSU

Human Centric Innovation

Digital Co-creation

shaping tomorrow with you



CLAUS-PETER UNTERBERGER

EXECUTIVE VICE PRESIDENT MARKETING
INTERNATIONAL BUSINESS, FUJITSU

Become a sponsor for the Fujitsu World Tour 2017! This will help you to reach out to approximately 14,000 ICT decision-makers throughout the world.

We are delighted to offer you the opportunity of becoming a sponsor for this top-quality international event in 2017. Why not take advantage of this opportunity and present your latest products and solutions to an international audience of specialists. We are expecting more than 14,000 people to attend; they will include IT decision-makers, data center experts, project managers, IT architects and IT department staff.

Our theme this year is Human Centric Innovation – Driving Digital Transformation. We coined the term 'Human Centric Innovation' to explain how we empower people to take control of the technological changes in our lives and at work. And by 'Driving Digital Transformation' we mean using digital technologies to create new value at every level; from process improvement to new business models. The Fujitsu World Tour will present products, solutions and services which will help companies, their employees and society as a whole to benefit from the potential offered by worldwide networking and new technologies. Together with our partner companies, our aim is to illustrate our comprehensive support for information and communication technology. Unlike any other corporate event worldwide we will be effectively demonstrating how such innovative information and communication technology can change our business world and society.

We will provide information to those attending the World Tour 2017 in the form of exhibitions, presentations and expert talks in over 20 cities in countries around the globe.

You too can be involved as a sponsor and help shape the World Tour 2017!

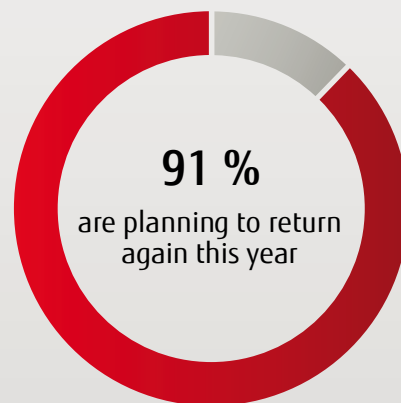
The future of business and IT in focus

More than 14,000 ICT decision-makers took part in last year's Fujitsu World Tour. They came to an undisputed conclusion: An outstanding and highly informative event that presents the latest products, solutions and services in exhibitions and conferences and which provides a platform for ICT decision-makers.

Be there as a sponsor! Benefit from such potential for growth. Make new contacts and renew those business relationships in those markets that are important for your business. Acquire new customers from both the IT elite of major industrial nations as well as from the emerging markets.

The Fujitsu World Tour gives you access to several thousand decision-makers, specialists and opinion leaders on an international level. We aim to inspire the thinking and actions of industry leaders by providing captivating ideas, long-term innovations and effective solutions for an efficient IT.

Benefit from the advantages of a proven concept and a renowned event that pays dividends in so many ways, for example through direct customer contact and ideas for new business concepts which will help you to increase your profits.





From one of our visitors:

"Good venue and food! Well organised – from invitation to survey. Absolutely by the book. Very good impression about Fujitsu as a company. Interesting products and speakers."

We address the markets

- Benefit from an event series that provides more than 14,000 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 more than 20 locations.
- Strengthen existing business relationships and make new contacts.
- Participate in Fujitsu World Tour 2017 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.





From one of our visitors:

“Well organized, good speakers and pleasant location.”

Fujitsu World Tour – Customer feedback

The facts speak for themselves: 9 out of 10 attending the last Fujitsu World Tour said that this event is one of the most important ITC events. 8 out of 10 people surveyed said that they would visit the next event. And 10 out of 10 people surveyed (100%) said that time spent at the Fujitsu World Tour is a sensible and effective investment.

Benefit from this top international event and reach out to your main target group. The Fujitsu World Tour enables you to present your business to those people who decide on how millions of Euros and dollars are invested in IT.

Degree of satisfaction (2016)



More than 14,000 IT decision-makers are waiting for you here!

Events > 500 Participants

- > USA Santa Clara (CA) 09.03.
- > Poland Warsaw 11.04.
- > Finland Helsinki 26.04.
- > Spain Madrid 09.05.
- > Germany Berlin 23.05.
- > Italy Milan 20.06.
- > Australia Melbourne 22.06.
- > France Paris 29.06.
- > UK London 06.07.
- > India Bangalore
- > India Delhi
- > India Mumbai
- > USA New York

Events 150-500 Participants

- > Sweden Stockholm 04.04.
- > Portugal Lisbon 01.06.
- > Belgium Brussels 08.06.
- > Netherland Utrecht 12.06.
- > New Zealand Auckland 20.06.
- > Russia Moscow 19.09.
- > Brazil Sao Paulo
- > Mexico Mexico City
- > Singapore
- > South Africa Johannesburg
- > UAE Dubai
- > Thailand



From one of our visitors:

“Excellent seminars and good mingle!”

Become a platinum, gold or silver sponsor

Leverage the proven customer appeal of the international Fujitsu World Tour 2017 which supports you in achieving your business objectives.

You can choose from several attractive options:

	Events > 500 Participants:	Events 150-500 Participants:
Silver Partner:	€ 8,000 (per location)	€ 6,000 (per location)
Gold Partner:	€ 10,000 (per location)	€ 8,000 (per location)
Platinum Partner:	€ 30,000 (per location)	€ 18,000 (per location)

Availability: Booking on a “first come first serve” basis.

Become a platinum, gold or silver sponsor

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	–	■	■
■ Communication via Fujitsu social media channels: 2 Tweets on Twitter, 1 post on Facebook	–	–	■

During the event ...

■ Provision of one/two exhibit space / exhibition booth including desk (approx. 80x70cm), chair, literature rack, PC, display, exhibit signage and company logo	1	1	2
■ Distribution of one roll-up to be placed next to the exhibition booth	–	■	■
■ Logo placement on the sponsor board in the exhibition area	–	■	■
■ Logo placement on the sponsor board in the conference center	–	–	■
■ Participation in a keynote (5-10 minutes) or a round table discussion or a dedicated breakout session (min. 25 minutes)	–	–	■
■ Logo placement on the back wall of the stage in the plenary room	–	–	■

After the event ...

■ Inclusion and placement of your name and logo in follow-up communications (thank-you mails, etc.)	–	–	■
■ Placement of your logo on the past event websites	–	–	■

* Logo placement or branding always as co-branding with Fujitsu logo.

Marketing options available to our sponsors

Select the options that interest you – and contact us as soon as possible – first come first serve. Additional marketing options can be discussed locally.

Branding on notepads and ball pens handed out to all participants*

€ 90,000

Presentation within the scope of the breakout sessions (Gold and Silver Sponsors only)

■ Events > 500 Participants **€ 7,000**

■ Events 150-500 Participants **€ 5,000**

Distribution of one handout in the auditorium

■ Events > 500 Participants **€ 2,500**

■ Events 150-500 Participants **€ 1,500**

Provisioning of a video (max. 90 seconds) running on 2 screens within the exhibition

■ Events > 500 Participants **€ 1,000**

■ Events 150-500 Participants **€ 750**

* Logo placement or branding always as co-branding with Fujitsu logo.

Take advantage of our benefits

Events > 500 Participants rates per location:

Packages	Discount in %**	Silver Partner		Gold Partner		Platinum Partner	
		Normal	With discount	Normal	With discount	Normal	With discount
1	0%	€ 8,000	€ 8,000	€ 10,000	€ 10,000	€ 30,000	€ 30,000
2	5%	€ 16,000	€ 15,600	€ 20,000	€ 19,500	€ 60,000	€ 58,500
3	10%	€ 24,000	€ 22,800	€ 30,000	€ 28,500	€ 90,000	€ 85,500
4	10%	€ 32,000	€ 30,000	€ 40,000	€ 37,500	€ 120,000	€ 112,500
5	15%	€ 40,000	€ 36,800	€ 50,000	€ 46,000	€ 150,000	€ 138,000
6	15%	€ 48,000	€ 43,600	€ 60,000	€ 54,500	€ 180,000	€ 163,500
7	20%	€ 56,000	€ 50,000	€ 70,000	€ 62,500	€ 210,000	€ 187,500
8	20%	€ 64,000	€ 56,400	€ 80,000	€ 70,500	€ 240,000	€ 211,500
9	25%	€ 72,000	€ 62,400	€ 90,000	€ 78,000	€ 270,000	€ 234,000
10	25%	€ 80,000	€ 68,400	€ 100,000	€ 85,500	€ 300,000	€ 256,500
11	25%	€ 88,000	€ 74,400	€ 110,000	€ 93,000	€ 330,000	€ 279,000
12	25%	€ 96,000	€ 80,400	€ 120,000	€ 100,500	€ 360,000	€ 301,500

** Discounted is always related to the single event

Take advantage of our benefits

Events 150-500 Participants rates per location:

Packages	Discount in %**	Silver Partner		Gold Partner		Platinum Partner	
		Normal	With discount	Normal	With discount	Normal	With discount
1	0%	€ 6,000	€ 6,000	€ 8,000	€ 8,000	€ 18,000	€ 18,000
2	0%	€ 12,000	€ 12,000	€ 16,000	€ 16,000	€ 36,000	€ 36,000
3	10%	€ 18,000	€ 17,400	€ 24,000	€ 23,200	€ 54,000	€ 52,200
4	10%	€ 24,000	€ 22,800	€ 32,000	€ 30,400	€ 72,000	€ 68,400
5	10%	€ 30,000	€ 28,200	€ 40,000	€ 37,600	€ 90,000	€ 84,600
6	15%	€ 36,000	€ 33,300	€ 48,000	€ 44,400	€ 108,000	€ 99,900
7	15%	€ 42,000	€ 38,400	€ 56,000	€ 51,200	€ 126,000	€ 115,200
8	15%	€ 48,000	€ 43,500	€ 64,000	€ 58,000	€ 144,000	€ 130,500
9	20%	€ 54,000	€ 48,300	€ 72,000	€ 64,400	€ 162,000	€ 144,900
10	20%	€ 60,000	€ 53,100	€ 80,000	€ 70,800	€ 180,000	€ 159,300
11	20%	€ 66,000	€ 57,900	€ 88,000	€ 77,200	€ 198,000	€ 173,700
12	25%	€ 72,000	€ 62,400	€ 96,000	€ 83,200	€ 216,000	€ 187,200
13	25%	€ 78,000	€ 66,900	€ 104,000	€ 89,200	€ 234,000	€ 200,700
14	25%	€ 84,000	€ 71,400	€ 112,000	€ 95,200	€ 252,000	€ 214,200
15	30%	€ 90,000	€ 75,600	€ 120,000	€ 100,800	€ 270,000	€ 226,800

** Discounted is always related to the single event

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
15th February, 2017.**

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!

Fujitsu Technology Solutions GmbH

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**PLEASE NOTE THAT THE DEADLINE FOR BECOMING A
SPONSOR IS 15th FEBRUARY, 2017.**



We hope to welcome you at the Fujitsu World Tour 2017

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