

Conferences, Road Shows and Custom Events

SPONSOR OPPORTUNITIES AND CONSULTING SERVICES

STRENGTHENING YOUR BRAND THROUGH IDC EVENTS

IDC events feature the leaders of the most innovative ICT companies, the most renowned industry gurus as well as top IDC analysts delivering high-impact, relevant, and thought provoking insight on cutting edge topics in the marketplace. IDC's aim is to provide companies with a prestigious platform for meeting customers, prospects, press along with top IDC analysts.

WHO CAN BENEFIT FROM BEING INVOLVED IN AN IDC EVENT?

- Technology and Service Providers with leading products and strong brands
- Consultants - promote your unique knowledge to your target audience
- Technology and Service Providers who want to create interest for new products or solutions
- The press - brand yourself as in the leading industry publication

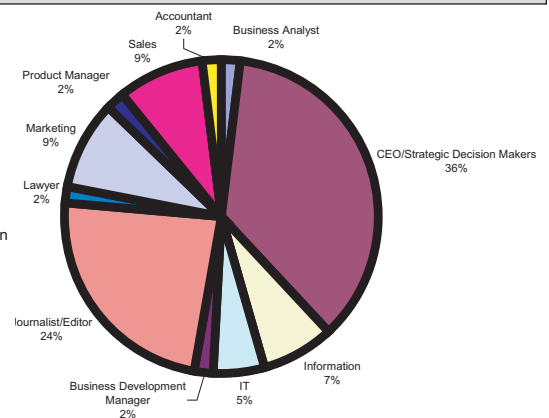
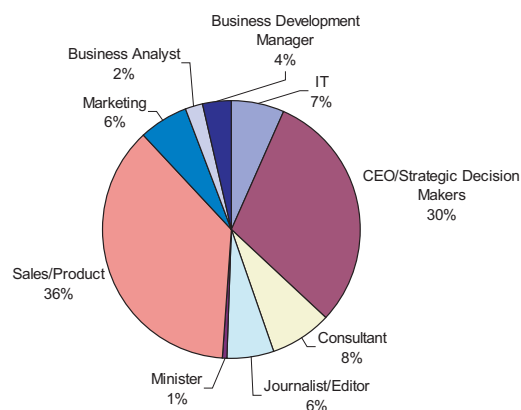
WHY CHOOSE AN IDC EVENT

IDC is a leading market research company within the ICT industry. IDC events are successful and well organised. Our conference team's experience ensures maximum success for your involvement

- IDC's research activities makes sure that our conferences are always on the hottest topics with programs of high quality
- IDC ensures that you get in touch with the right people - using our strong contact database
- IDC conferences are always well attended by the press. You will benefit from our relations
- IDC is known for inviting key note speakers who have important messages. Through our unique network in the industry, we know who has something interesting to say
- IDC Conferences makes sure that people care to read the invitation - and receive it in time before their calendar is totally booked

OUR TYPICAL AUDIENCE

Telecom event



Directions event

CONFERENCE SPONSOR

Being a sponsor at an IDC event gives you the following options

- Your name/logo on all IDC marketing materials for the event
- Speaking slot or case presentation
- Exhibition space to demonstrate your capabilities
- Lunch or reception hosting
- Benefit from Press coverage

EXAMPLES

Scope: An established IT vendor wanted to promote a new product line. IDC suggested as part of their product launch to sponsor Nordic IT Forum. This is an annual event focusing on key issues within the IT industry and would give them the opportunity to “show off” to the whole industry and the press in the Nordic region. Moreover, the offer was to be part of an extensive Nordic marketing campaign in connection with event.

Benefit: The client found that through sponsoring Nordic IT Forum, they had an unique opportunity to meet new potential key customers face to face. IDC created a strong programme and attracted the right forum of high level business decision makers. As part of the sponsorship package they had a manned communication booth, which was the perfect way of showing and introducing their new product line to the industry in the Nordic region. Moreover, they benefited from IDC’s marketing activities and press coverage. They were very happy with the professional service and the whole set up and felt the arrangement was worth the investment.

Scope: A global vendor finds that they lack awareness in the Danish telecom industry. Their problem is that their name is associated with other industries and they are not considered by Danes as one of the key players. IDC advised this client to sponsor the annual Telecom event.

Benefit: IDC’s telecom event is the biggest and most branded event for the Danish telecom industry, where all sectors of the telecom industry are represented. By sponsoring Telecom the client had the chance to be seen and associated with the industry leaders. In addition, this event is widely known by the press and the client improved its brand awareness considerably. They have now increased their market share because they used the event to meet and talk to all the decision makers within the Danish telecom industry.

Scope: From their business partners a Finnish office is pushed to arrange an event for their customers across Scandinavia, they however, only have one office in Finland and do not know much about the Danish, Norwegian or Swedish markets. IDC suggested that the Nordic conference team arrange a Customised Event for them.

Benefit: Having IDC arrange a pan Scandinavian Customised Event meant that the client could focus on their core business and didn’t have to use resources on producing events, which they didn’t know anything about. IDC’s Nordic conference team has local market knowledge and is able to come with ideas on getting the right angel on the event for each market. IDC took care of: event planning, logistics, marketing and speakers and the client benefited from being associated with IDC.

FOR MORE INFORMATION, VISIT US AT [HTTP://NORDIC.IDC.COM](http://nordic.idc.com)

IDC is the foremost global market intelligence and advisory firm helping clients gain insight into technology and ebusiness trends to develop sound business strategies. Using a combination of rigorous primary research, in-depth analysis, and client interaction, IDC forecasts worldwide markets and trends to deliver high-quality service and client advice. More than 700 analysts in 43 countries provide global research with local content. IDC’s customers comprise the world’s leading IT suppliers, IT organizations, ebusiness companies, and the financial community.



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