ITWeb

CLOUD
Data Centre & DevOps
SUMMIT 2020

Setting future innovation in motion

SPONSORSHIP
OPPORTUNITIES

11 February 2020
The Forum, Bryanston

ITWeb **events**

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Tuesday 11 February 2020 | The Forum, Bryanston

The Big Idea

Many trends have reshaped the IT world over the last decade, including virtualisation, cloud technologies, the data centre, application development and DevOps. Although these trends have interacted with one another out of necessity over the years, they have remained fairly distinct, but today the lines are blurring. Data Centre and IT professionals are working far more closely with DevOps teams and application developers, as these teams are now leading the charge for tomorrow's solutions and services. Meanwhile, everyone is getting to grips with advanced technologies such as big data analytics, AI and machine learning to drive innovation. Cloud and the data centre have shaped the way we consume and design technology, and there's no going back. ***How are you preparing for the future?***

ITWeb Cloud, Data Centre & DevOps Summit 2020 will focus on a wide range of hot topics, including hyperscale data centres; multi-cloud; public, private and hybrid cloud; cloud infrastructure; everything-as-a-service; cloud security & compliance; privacy; automation; data management; data ownership; access control; agile working methodologies; containers; big data analytics; SecDevOps, to name a few.

ITWeb's Annual Cloud, Data Centre & DevOps Summit 2020 is the largest gathering of qualified end-users of data centre architecture, infrastructure, technologies and solutions, as well as adopters of the latest trends, including cloud, blockchain, AI and ML, in South Africa.

Over 300 business and technology end-users will congregate to:
- Gain insights from data centre, cloud and DevOps evangelists and experts;
- Learn from end-user case studies
- Hear from leading vendors about the latest trends and technology advancements;
- View demonstrations and practical, best-practice content

Target audience

We will implement a strategic marketing campaign that provides exposure to your target market and culminates in face-to-face meetings with customers and prospects. The campaign guarantees quality attendance from business decision makers including:

- Application(s) architect/administrator/system manager/support manager
- Business analyst
- Chief Information Officers (CIO)
- Chief Executive Officers (CEO)
- Chief Technology Officers (CTO)
- Enterprise architect
- General Manager (GM): IT
- General Manager (GM): IT infrastructure architect
- General Manager (GM): IT Services
- IT infrastructure architect/manager
- IT operations manager
- Group CIO
- Group IT manager/director/executive
- Head (of) IT
- Head (of) IT infrastructure/architecture/operations
- IT director/manager/operations/specialist/designer
- ICT manager
- Information architect
- Information security analyst/officer/architect/specialist
- Infrastructure manager/consultant/architect/specialist
- IT security manager/officer/specialist
- IT strategy/support/systems/architect
- Project manager / data centre infrastructure
- Software engineer/manager
- Solutions architect/manager
- System(s) analyst/architect/designer/engineer/controller
- Technical specialist/director/manager/officer/
- Technology architect
- Cloud Solution Architect
- Cloud Portfolio Manager
- Network manager/architect/engineer

Why you should sponsor THIS event

Cloud, data centres and DevOps are all critical components of the digital economy, and are reshaping the way businesses operate and perform. These platforms are getting easier to provision and manage whilst the infrastructure layer is getting more complex. Driving performance and efficiency with mission-critical ICT infrastructure is a major challenge which requires YOUR solutions and expertise.

ITWeb Cloud, Data Centre & DevOps Summit 2020 has been developed specifically for all data centre and IT infrastructure professionals and decision makers, from IT, IT operations, data centre and cloud strategists, storage and network engineers, data centre architects, engineers and consultants, critical facilities and construction managers, network and communications specialists and business continuity and disaster recovery managers – everyone that's anyone in this industry will be represented!

SECTION A - General Information

By sponsoring **ITWeb Cloud, Data Centre & DevOps Summit 2020,** you're provided with an unequalled platform of qualified, decision maker end-users from across industry in southern Africa – a marketing opportunity you can't afford to miss out on!

As a key player in the data centre, cloud and DevOps space, you are perfectly positioned to provide attendees with solutions to their everyday challenges, and at the same time, speak to their enterprise's most vital need, profit.

Sponsoring this event gives you the opportunity to:

- Take advantage of opportunities for networking
- Highlight your corporate presence and gain prominence among industry players
- Establish yourself as a leader within the data centre, DevOps, cloud and ICT environment
- Meet leading, influential subject matter experts who will provide the latest updates
- Keep abreast of industry trends and developments
- Benefit from participating in the exchange of ideas
- Introduce and promote products and services
- Educate this unique audience about your products, services and solutions
- Unique recurring access to high calibre delegates, such as COOs, CTOs and CIOs

Our marketing and promotional activities

Digital Advertising
An advertising campaign that extends itself across leading related publications and electronic newsletters

Website(s)
Provides the best online platform to communicate to a target audience of CIO, COO, CTO, CISO etc

Direct Mail
Our targeted and extensive email campaigns reach more than 10 000 IT Professionals in and across southern Africa.

Social Media
Through the active use of social media we constantly build a strong following and active member base across various social platforms

Media Coverage
An extensive media campaign is executed by our experience in-house journalists, focusing on clear communication, specific and targeted messaging to our core audience.

Electronic Banner Placement
Strategic placement of banner and text box advertising across the ITWeb platform

SPONSORSHIP
OPTIONS

iTWeb

CLOUD
Data Centre & DevOps
SUMMIT 2020

STANDARD PACKAGES DESIGNED TO MAXIMISE YOUR OVERALL PARTICIPATION INCLUDE

SPONSORSHIP OPTIONS

DIAMOND SPONSORSHIP	EXCLUSIVE	*SOLD*
PLATINUM SPONSORSHIP	EXCLUSIVE	*SOLD*
GOLD SPONSORSHIP	EXCLUSIVE	*RESERVED*
TRACK SPONSORSHIP	LIMITED	*105k*
INDUSTRY INSIGHTS SPONSORSHIP	LIMITED	*85k*
SILVER SPONSORSHIP		*75k*
BRONZE SPONSORSHIP		*60k*
DISPLAY SPONSORSHIP		*30k*

DIAMOND SPONSOR – EXCLUSIVE - *SOLD*
PLATINUM SPONSOR – EXCLUSIVE - *SOLD*

GOLD SPONSOR – EXCLUSIVE

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo – in all cases hyperlinked to your website –will be prominently displayed under the heading 'Gold sponsor' in the following positions:
  - On the home page of the event portal;
  - On the sponsor page of the event portal together with your 30-word company write-up;
  - On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base;
  - On all general correspondence with delegates leading up to the event.

- As Gold sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to register to attend the event on your behalf, thus increasing your profile.

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- A videographer from ITWeb will interview your nominated senior level executive and the video will be published on ITWeb as part of your pre-event thought leadership promotion.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT
- Build your company profile and position yourself as an industry leader by providing a key speaker and topic for the agenda. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
  - Be given by a senior representative of the company, local or international
  - Contain original comment from the presenter
  - Not contain any reference to the company, its products, or services
  - Not repeat issues or topics already covered in other presentations
  - Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- Your company will be entitled to:
  - One free-standing banner (1m x 2m) at registration at the venue;
  - Host a display area in a prime position in the lunch and tea break area, where the company's executives and sales staff can interact with the delegates;
  - The display area will include a 6m2 table-top display space; 1 conference table with 2 chairs and 1 plug point;
  - Provide wording and graphics to be included in the coupon booklet that will be handed out to all delegates at the event. The purpose of the coupon booklet is to hype up your presence at the event and activities at your display. You are encouraged to offer an incentive lucky draw as part of your coupon to encourage all delegates to visit your display and enter into your lucky draw. The chairperson will promote details of your

prize giveaway throughout the conference agenda. Lucky draws will be done at the close of the event, at the official event cocktail function;

- Insert three A4 sheets of your corporate brochure or promotional material into all delegate bags;
- Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit;
- Your corporate logo under the heading 'Gold sponsor' to run on the large presentation screen on a rotational basis throughout the event;
- A videographer from ITWeb will interview a nominated senior level executive at the event and the video will be published online on ITWeb.
- Five (5) complimentary sponsor passes for your company's staff that will be manning your display for the duration of the event including your speaker.

EXTENSIVE MARKETING BENEFITS – POST CONFERENCE

- Your company:
  - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;
  - Will benefit from your corporate logo and 30-word company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event;
  - Will be provided with an evaluation feedback report detailing your speaker feedback; and
  - Will be provided with a full conference delegate list for your post event follow up and potential new business generation.

GOLD SPONSORSHIP INVESTMENT

ZAR 185,000.00 (excl. VAT)

TRACK SPONSOR – LIMITED

Our Track Sponsor package has been designed to give you maximum interaction with attendees over the course of the afternoon track. As Track Sponsor you will be the EXCLUSIVE sponsor of a theme based track. You will chair the track as well as facilitate one of the speaking sessions.

TRACK SPONSORSHIP OPTIONS –
1. **Data Centre Track**

2. **Cloud Track**

3. **DevOps Track**

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo – in all cases hyperlinked to your website –will be prominently displayed under the heading 'Track sponsor' in the following positions:
  - On the home page of the event portal;
  - On the sponsor page of the event portal together with your 30-word company write-up;
  - On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base;
  - On all general correspondence with delegates leading up to the event.

- As a Track sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to register to attend the event on your behalf, thus increasing your profile.

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT
- Build your company profile and position yourself as an industry leader by providing –
    - A Chairperson for your relevant track
    - A key speaker and topic for the track agenda
      This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
- Be given by a senior representative of the company, local or international
- Contain original comment from the presenter
- Not contain any reference to the company, its products, or services
- Not repeat issues or topics already covered in other presentations
- Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- Your company will be entitled to:
    - One free-standing banner (1m x 2m) inside the relevant track room at the venue;
    - Host a display area in a prime position in the lunch and tea break area, where the company's executives and sales staff can interact with the delegates;
    - The display area will include a 6m2 table-top display space; 1 conference table with 2 chairs and 1 plug point;
    - Your logo will appear on all track directional signage;
    - Provide wording and graphics to be included in the coupon booklet that will be handed out to all delegates at the event. The purpose of the coupon booklet is to hype up your presence at the event and activities at your display. You are encouraged to offer an incentive lucky draw as part of your coupon to encourage all delegates to visit your display and enter into your lucky draw. The chairperson will promote details of your prize giveaway throughout the conference agenda. Lucky draws will be done at the close of the event, at the official event cocktail function;
    - Insert your corporate brochure or promotional material into all delegate bags;
    - Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit;
    - Your corporate logo under the heading 'Track sponsor' to run on the large presentation screen on a rotational basis throughout the event;
    - A videographer from ITWeb will interview a nominated senior level executive at the event and the video will be published online on ITWeb;
    - Five (5) complimentary sponsor passes for your company's staff that will be manning your display for the duration of the event, for your speaker and Chair.

EXTENSIVE MARKETING BENEFITS – POST CONFERENCE
- Your company:
    - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;

- Will benefit from your corporate logo and 30-word company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event;
- Will be provided with an evaluation feedback report detailing your speaker feedback; and
- Will be provided with a full conference delegate list for your post event follow up and potential new business generation.

TRACK SPONSORSHIP INVESTMENT
ZAR 105,000.00 (excl. VAT)

INDUSTRY INSIGHTS SPONSOR – LIMITED

Build your company profile and position yourself as an industry leader by providing a key speaker and topic for ITWeb's annual Cloud, Data Centre & DevOps Summit. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
- Be given by a senior representative of the company, local or international
- Contain original comment from the presenter
- Not contain any reference to the company, its products, or services
- Not repeat issues or topics already covered in other presentations
- Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo – in all cases hyperlinked to your website – will be prominently displayed under the heading 'Industry Insights Sponsor' in the following positions:
  - On the home page of the event portal;
  - On the sponsor page of the event portal together with your 30-word company write-up;
  - On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base.

- Your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to attend the summit on your behalf, thus increasing your profile.

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- A videographer from ITWeb will interview your nominated senior level executive and the video will be published online on ITWeb as a pre-event promotion.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps virtual press office hosted on ITWeb. Releases must integrate your participation at ITWeb Cloud, Data Centre & DevOps Summit 2020 to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT
- Agenda speaking session:
  Your company will be entitled to nominate a senior level executive to present a topic in line with the theme and objectives of the summit. This is an opportunity for the speaker to share his / her expertise and experience in a presentation that is strong on content and enhances the value of our programme. The presentation needs to offer valuable insights and practical advice to the audience. It should be a vendor-neutral presentation, and must not give product information.

- Your nominated senior level executive will be interviewed by a videographer from ITWeb. This interview will be utilised in a post event video to be published on ITWeb.

- Your company will be entitled to:
  - One free-standing banner (1m x 2m) at registration at the venue;
  - Insert your corporate brochure or promotional material into all delegate bags;
  - Your corporate logo under the heading 'Industry Insights Sponsor' to run on the large presentation screen on a rotational basis throughout the summit;
  - Five complimentary delegate passes to the summit for your company's speaker as well as corporate guests;
  - Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit.

EXTENSIVE MARKETING BENEFITS – POST EVENT
- Your company:
  - Will benefit from your corporate logo remaining on the home page and your logo and company write-up on the sponsors page of the event portal on ITWeb for 12 months after the event;
  - Will be provided with a full conference delegate list for your post event follow up and potential new business generation; and
  - Will be provided with a full post event demographic and speaker report including results of delegate feedback evaluations and comments.

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INDUSTRY INSIGHTS SPONSORSHIP INVESTMENT
ZAR 85,000.00 (excl. VAT)

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SILVER SPONSOR

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb
- Your corporate logo – in all cases hyperlinked to your website –will be prominently displayed under the heading 'Silver sponsor' in the following positions:
  - On the home page of the event portal;
  - On the sponsor page of the event portal together with your 30-word company write-up;
  - On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base;
  - On all general correspondence with delegates leading up to the event.

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- A videographer from ITWeb will interview your nominated senior level executive and the video will be published on ITWeb as part of your pre-event thought leadership promotion.

- As Silver sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to register to attend the event on your behalf, thus increasing your profile.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT

- Build your company profile and position yourself as an industry leader by providing a key speaker and topic for the agenda. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
- Be given by a senior representative of the company, local or international
- Contain original comment from the presenter
- Not contain any reference to the company, its products, or services
- Not repeat issues or topics already covered in other presentations
- Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- Your company will be entitled to:
  - Host a display area in a prime position in the lunch and tea break area, where the company's executives and sales staff can interact with the delegates;
  - The display area will include a 6m2 table-top display space; 1 conference table with 2 chairs and 1 plug point;
  - Provide wording and graphics to be included in the coupon booklet that will be handed out to all delegates at the event. The purpose of the coupon booklet is to hype up your presence at the event and activities at your display. You are encouraged to offer an incentive lucky draw as part of your coupon to encourage all delegates to visit your display and enter into your lucky draw. The chairperson will promote details of your prize giveaway throughout the conference agenda. Lucky draws will be done at the close of the event, at the official event cocktail function;
  - Insert two A4 sheets of your corporate brochure or promotional material into all delegate bags;
  - Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit;
  - Your corporate logo under the heading 'Silver sponsor' to run on the large presentation screen on a rotational basis throughout the event;
  - A videographer from ITWeb will interview a nominated senior level executive at the event and the video will be published online on ITWeb;
  - Four (4) complimentary sponsor passes for your company's staff that will be manning your display for the duration of the event including your speaker.

EXTENSIVE MARKETING BENEFITS – POST CONFERENCE

- Your company:
  - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;
  - Will benefit from your corporate logo and company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event;
  - Will be provided with an evaluation feedback report detailing your speaker feedback; and

- Will be provided with a full conference delegate list for your post event follow up and potential new business generation.

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SILVER SPONSORSHIP INVESTMENT

ZAR 75,000.00 (excl. VAT)

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BRONZE SPONSOR

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo – in all cases hyperlinked to your website –will be prominently displayed under the heading 'Bronze sponsor' in the following positions:
  - On the home page of the event portal;
  - On the sponsor page of the event portal together with your 30-word company write-up;
  - On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base;
  - On all general correspondence with delegates leading up to the event.

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- As Bronze sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to register to attend the event on your behalf, thus increasing your profile.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT
- Build your company profile and position yourself as an industry leader by providing a key speaker and topic for the agenda. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
  - Be given by a senior representative of the company, local or international
  - Contain original comment from the presenter
  - Not contain any reference to the company, its products, or services
  - Not repeat issues or topics already covered in other presentations
  - Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- Your company will be entitled to:
  - Host a display area in a prime position in the lunch and tea break area, where the company's executives and sales staff can interact with the delegates;
  - The display area will include a 6m2 table-top display space; 1 conference table with 2 chairs and 1 plug point;
  - Provide wording and graphics to be included in the coupon booklet that will be handed out to all delegates at the event. The purpose of the coupon booklet is to hype up your presence at the event and activities at your display. You are encouraged to offer an incentive lucky draw as part of your coupon to encourage all delegates to visit your display and enter into your lucky draw. The chairperson will promote details of your prize giveaway throughout the conference agenda. Lucky draws will be done at the close of the event, at the official event cocktail function;
  - Insert one A4 sheet of your corporate brochure or promotional material into all delegate bags;
  - Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit;
  - Your corporate logo under the heading 'Bronze sponsor' to run on the large presentation screen on a rotational basis throughout the event;
  - A videographer from ITWeb will interview a nominated senior level executive at the event and the video will be published online on ITWeb;
  - Three (3) complimentary sponsor passes for your company's staff that will be manning your display for the duration of the event including your speaker.

EXTENSIVE MARKETING BENEFITS – POST CONFERENCE
- Your company:
  - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;
  - Will benefit from your corporate logo and company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event;
  - Will be provided with an evaluation feedback report detailing your speaker feedback; and
  - Will be provided with a full conference delegate list for your post event follow up and potential new business generation.

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BRONZE SPONSORSHIP INVESTMENT

ZAR 60,000.00 (excl. VAT)

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DISPLAY SPONSOR

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo – in all cases hyperlinked to your website –will be prominently displayed under the heading 'Display sponsor' in the following positions:
  - On the home page of the event portal;

- On the sponsor page of the event portal together with your 30-word company write-up;
- On a number of direct e-mail shots sent to targeted prospects from ITWeb's subscriber base;
- On all general correspondence with delegates leading up to the event.

- As Display sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite your contacts to register to attend the event on your behalf, thus increasing your profile.

- our company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXTENSIVE MARKETING BENEFITS – AT THE EVENT
- Your company will be entitled to:
  - Host a display area in a prime position in the lunch and tea break area, where the company's executives and sales staff can interact with the delegates;
  - The display area will include a 6m2 table-top display space; 1 conference table with 2 chairs and 1 plug point;
  - Provide wording and graphics to be included in the coupon booklet that will be handed out to all delegates at the event. The purpose of the coupon booklet is to hype up your presence at the event and activities at your display. You are encouraged to offer an incentive lucky draw as part of your coupon to encourage all delegates to visit your display and enter into your lucky draw. The chairperson will promote details of your prize giveaway throughout the conference agenda. Lucky draws will be done at the close of the event, at the official event cocktail function;
  - Participate in our business matchmaking programme allowing you the opportunity to pre-identify key attendees for one-on-one meetings at the Summit;
  - Your corporate logo under the heading 'Display sponsor' to run on the large presentation screen on a rotational basis throughout the event;
  - Two (2) complimentary sponsor passes for your company's staff that will be manning your display for the duration of the event.

EXTENSIVE MARKETING BENEFITS – POST CONFERENCE
- Your company:
  - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;
  - Will benefit from your corporate logo and company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event.

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DISPLAY SPONSORSHIP INVESTMENT
ZAR 30,000.00 (excl. VAT)

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OTHER PROMOTIONAL AND BRANDING OPPORTUNITIES

URBAN CAFÉ SPONSOR	EXCLUSIVE	*105k*
EXECUTIVE ROUNDTABLE SPONSOR	EXCLUSIVE	*145k*
BUSINESS MATCHMAKING SPONSOR	EXCLUSIVE	*95k*
PROMOTIONAL INSERTS INTO DELEGATE BAGS		*10k*
BRANDED WATER BOTTLES SPONSOR	EXCLUSIVE	*25k*
CONFERENCE DELEGATE NOTEPAD AND PEN SPONSOR	EXCLUSIVE	*25k*
BRANDED CHARGING STATIONS	EXCLUSIVE	*25k*
CONFERENCE DELEGATE POWER PACK SNACK SPONSOR	EXCLUSIVE	*35k*

URBAN CAFÉ SPONSOR – EXCLUSIVE

The Urban Café will be situated in a prominent position in the display area of the event and will be operational for the duration of the conference. All delegates, guests, speakers and sponsors will be invited to enjoy a specialty coffee courtesy of the sponsoring company.

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo under the heading 'Urban Café Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your website.

- Your corporate logo under the heading 'Urban Café Sponsor' and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your website.

- Sponsors corporate logo (hyperlinked back to your website) under the heading 'Urban Café Sponsor' to appear on separate direct e-mail shots.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

AT THE EVENT PROMOTION AND MARKETING BENEFITS
- Build your company profile and position yourself as an industry leader by providing a key speaker and topic for the agenda. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
- Be given by a senior representative of the company, local or international
- Contain original comment from the presenter
- Not contain any reference to the company, its products, or services
- Not repeat issues or topics already covered in other presentations
- Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- 1 speciality refreshment bar to be positioned in the display area. This bar will be manned by 3 baristas serving not more than 1,000 speciality drinks for the duration of the event;

- Your logo will be branded on the labels of 1,000 cup-sleeves together with the event logo (cup sleeves wrap around the premium ripple paper cups that drinks will be served in);

- Your logo will be branded on the front of the refreshment bar station; and

- Your logo will be branded on the front of the barista aprons.

- Five (5) complimentary sponsor passes to the event will be made available for your company's staff that will be on-site for the duration of the event.

EXTENSIVE POST-EVENT MARKETING AND LEAD GENERATION BENEFITS
- Your company:
  - Will benefit from your corporate logo remaining on the home page of the event portal on ITWeb for 12 months after the event;

- Will benefit from your corporate logo and company write-up remaining on the sponsor page of the event portal on ITWeb for 12 months after the event; and
- Will be provided with a full conference delegate list for your post event follow up and potential new business generation.

EXCLUSIVE URBAN CAFÉ SPONSORSHIP INVESTMENT
ZAR 105,000.00 (excl. VAT)

EXECUTIVE ROUNDTABLE SPONSOR - EXCLUSIVE

ITWeb's Executive Roundtable at ITWeb Cloud, Data Centre & DevOps Summit provides a powerful networking, lead generation and knowledge exchange platform, addressing prevailing business technology issues and industry trends. The Roundtable is a by invitation only event that will be held on the morning of the day of the event ie 11 February 2020 in an exclusive venue in close proximity to the conference venue. Only registrations that form part of the sponsors target market will be accepted to attend this valuable discussion.

Audience: 15 C-suite business and technology decision-makers as per sponsor's target audience.

Audience value: Deep insight into issues, trends and developments, delivered in an interactive, highly concentrated format; the opportunity to listen to thought leaders and industry experts and network with peers.

Sponsor's value: Unique opportunity to address a select group of ICT strategists, decision makers and buyers of technology – current and potential customers.

MARKETING BENEFITS
The ITWeb Events team will handle the venue hire, catering, audio visual equipment, delegate registration and all the promotional, editorial and marketing activities required to attract attendees to your roundtable event.

Included in this are the following elements:
- Planning, preparation and delivery facilitation of an executive breakfast event for a targeted 15 qualified attendees.

- In consultation with the sponsor, ITWeb Events producer at ITWeb will put together the programme content.

- The producer will write copy for the programme page on the event portal and campaign messaging (based on content provided by sponsor).

- ITWeb will produce:
  - Branded executive notebook & pen sets
  - Branded name-badges

- ITWeb will manage all interaction with attendees, prior to and after the event, this includes:
  - Tracking responses to the executive roundtable and providing sponsor with detailed registration feedback on a weekly basis
  - Based on sponsor approval sending all approved attendee's confirmation of attendance via email
  - Contacting all attendee's telephonically prior the event to confirm attendance

- Sending reminder email and SMS to all attendees the week prior to the event
- Should it be necessary, conducting tele-boosting to sponsor's prospect lists to drive attendance

- A journalist from ITWeb will interview your nominated senior level executive and the copy will be used in a pre-event editorial story published on ITWeb.

- A videographer from ITWeb will interview your nominated senior level executive and the video will be published online on ITWeb as a pre-event promotion.

- On the day ITWeb will be responsible for full on-site support, including:
  - Delivery of all inventory to the venue
  - Registration of attendees
  - Interaction with venue
  - AV and technical support

- On the day co-ordinate ITWeb journalist to do key interview and generate independent article to be published online on ITWeb post event

- Post event ITWeb will be responsible for:
  - A comprehensive report-back article published on ITWeb and posted in the event portal

- ITWeb will present sponsor with detailed attendee feedback based on the completion of the evaluation forms at the event

- For specific lead generation ITWeb will provide feedback on 5 short questions (sponsor to provide) which will be included on the evaluation forms.

- Company CEO / CTO will be invited to open the Executive Roundtable, welcome attendees and introduce the Chairman, as well as close the session with a 15 minute summary of the key outcomes of the roundtable.

- Your company will be entitled to send ONE follow-up communiqué to the database of attendees at the Executive Roundtable as an official thank you for participating and to establish an opportunity for potential follow-up.

- Your corporate logo under the heading 'Executive Roundtable Sponsor' and a 50 word company write-up to appear on the event format page of the event portal providing details on the roundtable.

- Your corporate logo under the heading 'Executive Roundtable Sponsor' to appear on all correspondence with Roundtable attendees.

- Your company will be entitled to place two free-standing banners (1m x 2m) at the registration area as well as inside the Roundtable venue.

- Your company will be entitled to provide your corporate brochure or promotional material to be given out to all Roundtable attendees.

- Your company will also be entitled to provide promotional gifts / giveaways to be provided for all Roundtable attendees.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

EXCLUSIVE EXECUTIVE ROUNDTABLE SPONSORSHIP INVESTMENT

ZAR 145,000.00 (excl. VAT)

BUSINESS MATCHMAKING SPONSOR - EXCLUSIVE

PRE-EVENT PROMOTION AND MARKETING BENEFITS
Across online, electronic and print channels of ITWeb

- Your corporate logo under the heading 'Business Matchmaking Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Your corporate logo under the heading 'Business Matchmaking Sponsor' and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Sponsors corporate logo (hyperlinked back to your Web site) under the heading 'Business Matchmaking sponsor' to appear on separate direct e-mail shots.

- As a Sponsor, your company will be entitled to provide ITWeb with mailing lists of potential attendees to the event. ITWeb will invite these people to attend the event, thus increasing your profile

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud, Data Centre & DevOps Summit virtual press office hosted on ITWeb. Releases must integrate your participation at the event to ensure publicity on the portal.

AT THE EVENT PROMOTION AND MARKETING BENEFITS
- Build your company profile and position yourself as an industry leader by providing a key speaker and topic for the agenda. As part of your package you are entitled to an 'Industry Insights' speaking slot on the programme. This is an opportunity for you to build your company's profile in the industry and spark some debate by expressing interesting or controversial views.

The presentation must:
- Be given by a senior representative of the company, local or international
- Contain original comment from the presenter
- Not contain any reference to the company, its products, or services
- Not repeat issues or topics already covered in other presentations
- Be of relevance to the audience

Please note that vendor-driven sales and marketing presentations will not be accepted as part of this sponsorship.

- Your company will be entitled to –
  - Place free-standing banners around the Business Matchmaking Lounge situated in a prime position in the display area of the event.
  - Insert your corporate brochure or promotional material into all official delegate bags.
  - Your corporate logo under the heading 'Business Matchmaking Sponsor' to run on the large presentation screen on a rotational basis throughout the event.
  - Two (2) complimentary sponsor passes to the event for your staff that will be on-site for the duration of the event.

EXTENSIVE POST EVENT MARKETING AND LEAD GENERATION BENEFITS
- Your corporate logo will remain on the home page of the event portal on ITWeb for 12 months after the event.

- Your corporate logo and 30 word write-up will remain on the sponsor page of the event portal on ITWeb for 12 months after the event.

- Your company will be provided with a full conference delegate list to assist in new business generation.

BUSINESS MATCHMAKING SPONSORSHIP INVESTMENT
ZAR 95,000.00 (excl. VAT)

PROMOTIONAL INSERTS INTO DELEGATE BAGS

Provide us with your company brochure or promotional material and we will ensure it is inserted into all official conference delegate bags to be given out to all delegates and guests at registration.

PROMOTIONAL INSERTS SPONSORSHIP INVESTMENT
ZAR 10,000.00 (excl. VAT)

BRANDED WATER BOTTLES – EXCLUSIVE

SPONSORSHIP BENEFITS

- Your corporate logo under the heading 'Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your website;

- Your corporate logo and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your website;

- Your corporate logo will appear on the labels of 1,000 bottles of still water to be given out to all delegates inside the conference auditorium and during refreshment breaks for the duration of the event;

- Insert one A4 sheet of your corporate brochure or promotional material into all official delegate document bags.

- Your corporate logo and 30-word write-up will remain on the sponsor page of the event portal on ITWeb for 12 months after the event.

BRANDED WATER BOTTLES SPONSORSHIP INVESTMENT
ZAR 25,000.00 (excl. VAT)
Please note: Bottled water to be supplied by event organisers – ITWeb.

BRANDED CHARGING STATIONS – EXCLUSIVE

SPONSORSHIP BENEFITS
- Your corporate logo under the heading 'Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Your corporate logo and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Your corporate logo will appear prominently on the charging stations that appear at registration as well as in the display area of the event.

- Insert one A4 sheet of your corporate brochure or promotional material into all official delegate document bags.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud Summit virtual press office hosted on ITWeb. Releases must integrate your participation at ITWeb Cloud Summit to ensure publicity on the portal.

- Your corporate logo under the heading 'Sponsor' will remain on the home page of the event portal on ITWeb for 12 months after the event.

- Your corporate logo and 30 word write-up will remain on the sponsor page of the event portal on ITWeb for 12 months after the event.

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BRANDED CHARGING STATIONS SPONSORSHIP INVESTMENT

ZAR 25,000.00 (excl. VAT)
Please note: Charging stations to be supplied by event organisers – ITWeb.

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CONFERENCE DELEGATE NOTEPAD AND PEN SPONSOR – EXCLUSIVE

Please note that your notepads and pens will be used exclusively for all delegates for the duration of the conference.

SPONSORSHIP BENEFITS
- Your corporate logo under the heading 'Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Your corporate logo and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your Web site.

- Your corporate logo will appear on the pens (500) as well as notepads (500) produced for the event and will be put out at all delegate seats inside the main auditorium as well as in all track breakaway rooms.

- Your company news, press releases, editorial & white papers will be published in the dedicated Cloud Summit virtual press office hosted on ITWeb. Releases must integrate your participation at ITWeb Cloud Summit to ensure publicity on the portal.

- Your corporate logo under the heading 'Sponsor' will remain on the home page of the event portal hosted on ITWeb for 12 months after the event.

- Your corporate logo and 30 word write-up will remain on the sponsor page of the event portal on ITWeb for 12 months after the event.

DELEGATE NOTEPAD AND PEN SPONSORSHIP INVESTMENT

ZAR 25,000.00 (excl. VAT)

Please note: Branded pens & notepads to be supplied by event organiser – ITWeb.

POWER SNACK PACK SPONSOR – EXCLUSIVE

SPONSORSHIP BENEFITS
- Your corporate logo under the heading 'Sponsor' to appear on the home page of the event portal hosted on ITWeb with a hyperlink through to your website;
- Your corporate logo and a 30-word write-up to appear on the sponsor page of the event portal hosted on ITWeb with a hyperlink through to your website;
- Your corporate logo will be prominently branded onto 250 snack packs, filled with a drink and snacks designed to give energy, to be given out to all delegates at registration;
- Insert one A4 sheet of your corporate brochure or promotional material into all official delegate document bags;
- Your corporate logo under the heading 'Sponsor' will remain on the home page of the event portal hosted on ITWeb for 12 months after the event; and
- Your corporate logo and 30-word write-up will remain on the sponsor page of the event portal on ITWeb for 12 months after the event.

POWER SNACK PACK SPONSORSHIP INVESTMENT

ZAR 35,000.00 (excl. VAT)

Please note: ITWeb is responsible for design and supply of snack packs and will need a high-resolution logo from the sponsor.

FLOORPLAN

CLOUD
Data Centre & DevOps
SUMMIT 2020
Setting future innovation in motion

11 February 2020 | The Forum, Bryanston

ITWeb
events

SPONSORS:

3. Redstor

4. Mellanox Technologies

14. Veeam

15. Dimension Data, Britehouse & Internet Solutions

18. VMware

Entrance/Exit to Car park

REGISTRATION

Courtyard

LIFT

IVORY AUDITORIUM

EBONY AUDITORIUM

Toilets
Toilets

Stand	Type
1	Display
2	Silver
3	Redstor
4	Mellanox Technologies
5	Bronze
6	Bronze
7	Display
8	Display
9	Display
10	Bronze
11	Bronze
12	Gold
14	Veeam
15	Bronze
15	Dimension Data, Britehouse & Internet Solutions
17	Bronze
18	VMware
19	Display
20	Display

BUFFET
BUFFET
BUFFET

CLOUD
Data Centre & DevOps
SUMMIT 2020

11 February 2020 I The Forum, Bryanston

SPONSORSHIP RESPONSE FORM

☐ YES! I am interested in a sponsorship on this level –

☐ Diamond Sponsor – EXCLUSIVE

☐ Platinum Sponsor – EXCLUSIVE

☐ Gold Sponsor – EXCLUSIVE

☐ Track Sponsor

☐ Industry Insights Sponsor

☐ Silver Sponsor

☐ Bronze Sponsor

☐ Display Sponsor

☐ Other exclusive branding opportunity. Please contact me with options?

☐ YES! I would like to reserve stand number _____ on the floorplan

☐ YES! I am interested in submitting a speaker presentation as part of my sponsorship

☐ YES! Please contact me re my customer case study for consideration on the agenda

☐ YES! Please contact me re a keynote speaker suggestion

Name:	
Job title:	
Company:	
Email:	
Contact number:	

Please return this form to:

Debbie Visser
Business Development Director ITWeb Events
Email: debbiev@itweb.co.za
Contact number: +27 (11) 807 3294/ +27 (73) 134 591

NOTES

Want to get involved? Contact Debbie Visser on +27 (11) 807 3294/ +27 (73) 134 5918 or email debbiev@itweb.co.za

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For any further information
please contact:

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