

# Identity Management Conference Istanbul 2009

Best Practices & Thought Leadership in Identity Management

24<sup>th</sup> - 26<sup>th</sup> June, 2009 - Istanbul/Turkey

## Kuppinger Cole European Identity Conference (EIC)

With more than 450 attendees from 23 countries, European Identity Conference 2008 in Munich has been a major platform in Europe to create, support and foster the dialog between GRC and identity management thought leaders and users, but as well between thought leaders themselves, between Europeans and Americans, vendors, vendor partners and users, between open source initiatives and the market.

European Identity Conference (EIC) is the place to meet with enterprise technologists, thought leaders and experts to learn about, discuss and shape the market in most significant technology topics such as Identity Management, Governance, Risk Management and Compliance (GRC) and Service Oriented Architecture (SOA). With it's world class list of speakers, a unique mix of best practices presentations, panel discussions, thought leadership statements and analyst views, EIC has become an absolute must-attend event for enterprise IT leaders from all over Europe.

For the first time in 2009, Kuppinger Cole will organize the Identity Management Conference Istanbul with a similar format like EIC.

## Identity Management Conference Istanbul 2009

### Outline

Adapted to Eastern European Markets, a similar event like EIC will for the first time be held in Istanbul/Turkey. With the exception of a smaller number of parallel tracks and without day 4 workshops, the event format will be similar to EIC Munich.

ID-conf Istanbul will be held in English.

#### The character of the conference agenda in short terms:

- Pre-conference workshops, keynotes and 2-3 parallel session tracks with panel discussions and best practices presentations
- A combination of regional best practices and international best practices
- Additional topic area: Identity Management & Security

#### The character of the Expo:

- Tabletop presentation style with optional full service offerings
- You are free to use your own banner walls, or to order additional walling from our expo furnishing partner (see below)
- All social & networking events like coffee breaks and lunch, take place within the Expo area, which therefore is the central point of the whole show

## Conference + Expo Schedule

<b>24.06.2009</b>	<b>Pre-Conference &amp; Keynotes day</b>	<b>25.06.2009</b>	<b>Main Conference Day #1</b>
08:00 - 18:00	Conference Registration	08:00 - 18:00	Conference Registration
09:00 - 13:00	Pre-Conference Workshops & Meetings	09:00 - 10:00	Keynote Sessions
13:00 - 19:00	Expo	09:00 - 19:00	Expo
15:00 - 18:00	Keynote Sessions	10:30 - 17:30	Track Sessions
18:00 - 20:00	Evening Reception, Exhibit Hall		
<b>26.06.2009</b>	<b>Main Conference Day #2</b>		
09:00 - 10:00	Keynote Sessions		
09:00 - 19:00	Expo		
10:30 - 17:30	Track Sessions		
17:30 - 18:00	Closing Keynote		

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## **Sponsoring Opportunities**

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As a sponsor of the Identity Management Conference Istanbul, you will very visibly be part of this event with your company logo being placed in all marketing related campaigns promoting this event. Our value-oriented sponsor packaging contains VIP tickets for your best customers, conference tickets for your employees, and the possibility to promote discounted tickets to your leads. Furthermore, an exhibition tabletop booth is part of the sponsoring package as well.

We offer the following sponsoring packages:

### **Platinum Sponsor**

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#### *Description*

- Conference tickets**
- 6 complementary VIP Tickets for your customers and leads
  - 4 complementary conference tickets for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees
  - A personalized booking code with a 25% discount you can offer to your leads
  - A booking code with a 10% discount you may use in your direct marketing campaigns

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- Logo placement**
- Conference handouts
  - Conference bag
  - Kuppinger Cole website

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**Marketing** Free 1/1 page advert in conference catalogue

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**Exhibition** Tabletop exhibition space in primary area

**You want to jointly exhibit with your partners at the Identity Management Conference Istanbul 2009? For Platinum Sponsors we offer spaces where you can place your partners next to you.**

#### *Description: Partner Space for Platinum Sponsors*

- Conference tickets**
- 1 complementary VIP Ticket for your customers and leads
  - 1 complementary conference ticket for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees
  - A personalized booking code with a 25% discount you can offer to your leads
  - A booking code with a 10% discount you may use in your direct marketing campaigns

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- Logo placement**
- Conference handouts
  - Kuppinger Cole website

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**Exhibition** Tabletop exhibition close to your partner

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## **Gold-Sponsor**

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### *Description*

#### **Conference tickets**

- 4 complementary VIP Tickets for your customers and leads
- 2 complementary conference tickets for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees
- A personalized booking code with a 25% discount you can offer to your leads
- A booking code with a 10% discount you may use in your direct marketing campaigns

#### **Logo placement**

- Conference handouts
- Kuppinger Cole website

#### **Exhibition**

Tabletop exhibition space

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## **Silver-Sponsor**

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### *Description*

#### **Conference tickets**

- 2 complementary VIP Tickets for your customers and leads
- 1 complementary conference ticket for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees
- A personalized booking code with a 25% discount you can offer to your leads
- A booking code with a 10% discount you may use in your direct marketing campaigns

#### **Logo placement**

- Conference handouts
- Kuppinger Cole website

#### **Exhibition**

Tabletop exhibition space

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## **Individual Sponsoring Items**

Please find below some examples for individual sponsoring opportunities.

<b>Benefits</b>	<b>Description</b>
<b>Sponsored Lunch</b>	Promotion through conference-hand-outs Table decoration with your logo
<b>Evening Reception</b>	Promotion through conference-hand-outs Table decoration with your logo Customized food Optionally we provide a cultural program and/or a guest speaker
<b>Pref-Conference Sessions</b>	Promotion through Newsletter Includes Catering for up to 20 Persons
<b>Wi-Fi Sponsoring</b>	Promotion through conference hand-outs
<b>Badges</b>	We print your logo on the conference badge carrying strip

## **Business Lounges**

If you are seeking for a silent environment to talk to customers and to close contracts, we offer business lounges exclusively reserved for you. Equipped with a desk and chairs, WLAN, phone and optionally LCD projector and catering.

**For further information on BUSINESS LOUNGES please contact:**

Ms. Bettina Buthmann

T: +49 (0)211-237077-23

E: [bb@kuppingercole.com](mailto:bb@kuppingercole.com)

## **Co-Marketing**

We invite all sponsors and exhibitors to jointly promote the Identity Management Conference Istanbul through

- **eMail marketing**  
send invitation eMails announcing your participation in IMC to your customers and leads. Use promotional booking codes, as described in section "conference tickets", to enable your customers to book IMC participation at a reduced rate.
- **Website**  
we would appreciate if you could prominently place a link to the conference website on your website.
- **Tell us your ideas**  
If you have additional proposals, please do not hesitate to contact our marketing department ([jr@kuppingercole.de](mailto:jr@kuppingercole.de))

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## Participation Fees

	Early-bird discount valid until May 10th, 2008	All registrations after May 10th, 2008
Conference 24-26 June 2009	695,- Euro	995,- Euro
Special rate for public services and universities	495,- Euro	495,- Euro

As a sponsor and/or exhibitor you have the possibility to buy additional tickets with a discount of 25% on VIP-tickets (for your customers) and 20 % on tickets for employees on top of your individual sponsoring- or exhibition-package.

Speakers are invited to participate the complete conference for free.

## Terms of Payment

Please add VAT to all prices. 70% of sponsoring and exhibition fees will be invoiced after the contract is closed. The remaining 30% will be invoiced 10 days before the event.

## Contact

We are looking forward to welcome you as a sponsor and/or exhibitor at the **Identity Management Conference Istanbul 2009** in Istanbul.

For your questions please contact:



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