

CLOUD 2010

Cloudbourcing Enterprise IT – Managing Risks, Gaining Rewards

04. – 07. May, 2010
Munich/Germany

CLOUD 2010 is co-located with the European Identity Conference 2010, European´s flagship event for identity management and GRC.

- **Extending your Business Strategy into the Cloud**
- **Cloud Economics: Cutting Costs - increasing Risks?**
- **Gated Clouds: Preparing your Infrastructure**
- **Measuring the Maturity of Cloud Services**
- **Identity Management – Baseline for Cloud Security**
- **Cloud Computing Governance, Risk Management & Compliance (GRC)**
- **Reducing Datacenter Waste through Utility Computing**
- **Cloud Services – Primetime for Enterprise SOA?**
- **The Potentials of Virtualized Networking**
- **Mobile Innovation: 4G Networks & Cloud Computing**

Information for Sponsors and Exhibitors

*“Cloud Computing is starting to fundamentally change the way we use information technology, at work and anywhere else. To now define a cloud strategy is essential for companies of any size. **Cloud 2010** conference will help you to convert your existing infrastructure into a gated cloud without increasing risk.”*

Martin Kuppinger, Kuppinger Cole

What is CLOUD 2010?

It's all about how to use the cloud

- as an alternative or extension to existing enterprise infrastructure and applications
- to increase flexibility
- to transform your IT department and reduce investments and operational costs
- as an enabler to extend to new business models in offering or using new value added capabilities

without increasing risk, adding more security concerns, losing control and being trapped into an uncertain future.

With more than 450 attendees from 23 countries and 50 exhibitors, Kuppinger Cole's flagship event "European Identity Conference" (EIC), taking place every spring in Munich has been the 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.

CLOUD 2010 will use a similar format like EIC:

- Thought leader and industry keynotes, combined with breakout sessions in up to 4 parallel streams
- CLOUD 2010 EXPO for up to 50 exhibitors

It will be the place to meet with enterprise technologists, thought leaders and experts to learn about, discuss and shape the market in most significant technology and business topics around cloud computing. With its world class list of speakers, a unique mix of best practices presentations, panel discussions, thought leadership statements and analyst views, CLOUD 2010 is an absolute must-attend event for enterprise IT leaders from all over Europe and will be intensively covered in the news, in blog entries, newsletters and Kuppinger Cole Reports.

More information on Kuppinger Cole conferences: <http://www.id-conf.com/>

Have a look at some of the EIC keynotes and interviews at <http://www.youtube.com/kuppingercole>

The character of CLOUD 2010:

- A unique combination of best practices presentations and panel discussions in up to 4 parallel session streams, combined with thought leadership keynotes.
- Strong coverage in the news, blogs and newsletters
- All social & networking events like coffee breaks, lunch and evening reception, is taking place within the Expo area with its open, individual and communication oriented booth layout.

How to best benefit from CLOUD 2010

CLOUD 2010 is not just a trade fair. 95% of the delegates who were asked to rate a Kuppinger Cole event, gave the highest available score to the conference agenda. Your success as a CLOUD 2010 sponsor and/or exhibitor will strongly improve, if you contribute to the Agenda. These are your possibilities to propose contributions:

Propose Agenda Input through our Call-for-Speakers Form

The CLOUD 2010 agenda offers input opportunities for the following session formats:

"I wanted to congratulate you on the organisation of the European Identity Conference. It was a pleasure to interact with my peers and discuss strategy. I am looking forward to the next one."

Ariel Gordon, Director Enablers,
Orange France Telecom (Ariel recently
changed to Microsoft)

- **Best Practice Presentations:** The speaker has to be an employee of your customer.
- **Moderated Panels:** You represent your company's position in moderated panels and discussions on best practice and thought leading topics
- **Keynotes:** Demonstrate your thought leadership and talk about your company's strategic view of threats and changes in the market in front of the conference plenum through a keynote held by a speaker from your company who is well known in the market.

The online call for speakers form is already open. Please visit <http://www.id-conf.com/> for details.

Take Advantage of our Conference (Direct) Marketing + PR Campaigns

For CLOUD 2010, we will further focus on a value oriented marketing approach, streamlining report and webinar topics with Cloud 2010 agenda and products/standards/technologies to be showcased at the conference. Overview:

- **Analyst Reports:** Kuppinger Cole (KC) will release at least one report (product report or vendor report) for each Platin and Gold Sponsor signing a sponsorship agreement before January 31st, 2010. For sponsors signing after this deadline and for Silver Sponsors, KC will release reports depending on available analyst capacities and market demands. The reports will be promoted through the KC website and through the KC newsletter. The reports are strictly neutral, providing the view of KC on products and vendors.
- **Webinars:** Starting in October 2009, KC will dedicate a whole series of Webinars to the key topics of CLOUD 2010. We offer different opportunities for all sponsors to participate in these Webinars.
- **Announcements:** If you are planning to announce a new product or release during the conference, we will support your PR communication throughout Europe.

Meeting & Appointment Services

KC will offer all registered participants to create appointments and get directly in touch with sponsors and exhibitors through a new online service. This service will be available within the registration process and any time after successful registration.

Preliminary Conference Schedule

04.05.2010	Pre-Conference & Keynotes
09:00 - 13:00	Pre-Conference Events
13:00 - 19:00	Cloud 2010 Expo
15:00 - 18:00	Keynote Sessions
05.05.2010	Main Conference Day #1
08:30 - 10:00	Keynote Sessions
09:00 - 19:00	Cloud 2010 Expo
10:30 - 17:30	Track Sessions
17:30 - 18:00	Keynote Sessions
18:00 - 22:00	Evening Reception, Exhibit Hall
06.05.2010	Main Conference Day #2
08:30 - 10:00	Keynote Sessions
09:00 - 18:00	Cloud 2010 Expo
10:30 - 17:30	Track Sessions
17:30 - 18:00	Closing Keynote

<http://www.id-conf.com/>

Sponsoring & Exhibition Opportunities

As a sponsor of the CLOUD Conference, you will very visibly be part of this event and show presence with your company logo in all marketing related campaigns promoting this event. We will distribute the printed conference brochure to more than 20,000 persons throughout Europe. 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. If you wish to do your own direct marketing campaigns, Kuppinger Cole provide you with large quantities of event brochures. Furthermore, an exhibition booth is part of the sponsoring package as well, giving you the possibility to be in pole position at CLOUD 2010.

Sponsoring Packages

Platinum	Gold	Silver
<ul style="list-style-type: none"> ▪ Large expo booth in primary section, optionally with partner area ▪ Logo placement on cover pages of print publications, Conference Bag and online ▪ 6 VIP Tickets for your customers ▪ 4 Tickets for your employees ▪ 1/1 page advert space in conference catalog ▪ Monthly conference call during Cloud preparation 	<ul style="list-style-type: none"> ▪ Expo booth in gold section ▪ Logo placement in all print publications and online ▪ 4 VIP Tickets for your customers ▪ 2 Tickets for your employees ▪ Optional: advert space in conference catalog 	<ul style="list-style-type: none"> ▪ Expo booth in silver section ▪ Logo placement in all print publications and online ▪ 2 VIP Tickets for your customers ▪ 1 Ticket for your employees ▪ Optional: advert space in conference catalog

You want to jointly exhibit with your partners at CLOUD 2010? For Platinum Sponsors we offer XL and XXL exhibition spaces where you can place your partners next to your own booth:

- **XXL Partner Space:** 70 sqm (10 x 7m) booth where you can present together with a minimum of 7 partners
- **XL Partner Space:** 49 sqm (7 x 7m) booth where you can present together with a minimum of 4 partners

There is no additional fee for the sponsor, if the required minimum of partners is provided. Both partner spaces are currently reserved. Please ask for additional opportunities, if you are interested to host partners.

Exhibitor Packages

Standard

- Presentation Space within the **Solution Center**
- 1 complementary ticket for your employees
- Exhibitor Listing in conference catalog and online

Partner

- Tabletop presentation Space within Platin Sponsor's booth
- 1 complementary ticket for your employees
- Exhibitor Listing in conference catalog and online

Delegate Registration Fees

Package	Earlybird discount valid until Feb 28, 2010	Registration after Feb 28, 2010
Conference May. 4-7, 2010	695,-€	795,- €
Single Day attendance	480,-€	580,- €
Special rate for public Services and universities, Conference May. 4-7, 2010	480,-€	580,- €

All prices plus VAT

All Speakers are invited to participate in the complete conference for free.

Payment Terms

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 CLOUD 09 in Munich.

Kuppinger Cole Ltd.

Arnheimer Str. 46, D-40489 Düsseldorf
T: +49 (0)211-237077-0
F: +49 (0)211-237077-11
E: service@kuppingercole.de
I: www.kuppingercole.com

Conference Manager

Bettina Buthmann
T: +49 (0)211-237077-23
E: bb@kuppingercole.com

Agenda

Joerg Resch
T: +49 (0)211-237077-77
E: jr@kuppingercole.com

Registrations, General Inquiries

Levent Kara
T: +49 (0)211-237077-10
E: lk@kuppingercole.com

Sponsors, Exhibitors

Thomas Steinmayer
T: +49 (0)211-237077-28
E: ts@kuppingercole.com

Expo Layout

Booth No.	Size	Description
Exhibition Hall		
P1	7 x 10.5 m	Platinum Sponsor XXL Partner Booth
P2 – P3 - P9	7 x 7 m	Platinum Sponsor XL Partner Booth
P4 – P8	3 x 7 m	Platinum Sponsor Booth
G1– G11	3 x 3.5 m	Gold Sponsor Booth
S1 – S16	2 x 3 m	
SC1	5x10.5 m	Solution Center

