

# **PDT** EUROPE 2009

## **Information for Conference sponsors**

**Product Data Technology  
PDT Europe 2009**

**Theme 2009:  
Effective PLM Operations – Governance and PLM Standards**

**November 18<sup>th</sup>-19<sup>th</sup>  
Paris, France**



# Introduction

Welcome to PDT Europe – the major European event within the Product Data Technology area, neutral and open for industry, vendors and academia. PDT Europe started in 1992 as a project sponsored by the European Commission, as a communication place for like-minded specialists in the then emerging field of product data technologies. Eurostep runs the event since 2004. Over its past lifecycle, the conference has evolved into the leading pan-European event for the diverse aspects of product data technology in key industries. Participants are typically managers and decision makers, program- and project managers, architects, technical leaders and technical specialists from different industries who meet up and exchange ideas. These industries include heavy weights such as the automotive industry, aerospace- and defence industries, discrete manufacturing, telecom, the emerging e-business domain and many more.

## About PDT Europe 2009

The conference this year is being held in Paris, France on the 18th to the 19th of November.

## Theme 2009

### **Effective PLM Operations – Governance and PLM Standards**

Effective PLM Operations – yes please!

This is what we all want and need. And we need it badly. Products are becoming increasingly complex and they are designed, manufactured and supported in complex and agile networks of organizations. Managing requirements defining such complex products is hard and it is even harder to verify and validate that the products in use meet them. There is never enough time or money and “green” and other regulations are adding to the requirements we need to fulfil.

Effective PLM will not happen by itself. It requires hard work and commitment. Some might even say chance plays a role in the selection of software vendors and service partners. Yet we all believe in controlling our future. This is the first time we have called out Governance in a PDT Theme. To be successful over time you need good governance to ensure the overall direction, effectiveness, supervision and accountability of PLM in the organization and in the extended and virtual enterprise. Alongside governance we need to learn and implement the PLM lessons and we need to get the pay back to justify our investments.

Do we need luck? Yes, why not - it can always help! But we cannot depend on it. We need to be able to manage PLM whatever happens. Users need to drive for low cost of ownership and increased control of one of their most valuable assets – product data. Networking with others is key to learning more since no single person or organization “knows it all”.

PDT is about this: networking, exchange and sharing of ideas. Learn about PLM standards – their use, status and future direction. The more you know the less you will depend on luck. This is good governance!

# Who will attend PDT Europe 2009

The conference primarily targets attendants from the following industries:

- Automotive industry
- Aerospace & defence industry
- Discrete manufacturing
- Telecom industry
- High-tech electronics manufacturing

From these industries we expect to see important decision makers as well as users with the user perspective. You will have the opportunity to meet face-to-face with decision makers and key personnel of many well-known organisations interested in solving business problems.

## Marketing and Promotional Efforts

Getting the right attendance to the seminar is the key to a successful event. Therefore we are working extra hard to reach our target audience and to make this into a success!

### ***E-mailing campaign***

In our e-mail database today, we have well over 8 000 names of individuals. We are using e-mailing as one of our most important ways to reach decision makers and participants to the seminar. The reasons are several:

- - We have negotiated with a numbers of organizations that have agreed to send our invitation to their contact database
- - It is easy for anyone to re-send the invitation to a colleague
- - It is a very simple cost efficient way of marketing

### ***Pro-active public relations***

Public relations are very important to us and we plan press releases before the conference. We will also invite members of the press to attend the seminar, free of charge.

### ***Direct sales and telemarketing***

We will target specific industrial organizations utilizing direct sales to encourage these companies to send attendees.

### ***Web promotion***

The PDT Europe web site will have links to it from a number of sites that we have been in contact with. We will continue to work actively on getting our link up on other organisations' web sites. Obvious sites are of course our sponsors and co-sponsors, but also others. If you wish to link to our site - please do so!

# Types of sponsorship

## **Silver Sponsor Price: 2.700 EUR**

1. Your company will be introduced as one of the sponsors of the conference at the opening of the conference.
2. Your company logo will be included in our printed material, our press releases and our direct e-mailing campaign, provided we have your logo on time.
3. Your company logo will be displayed on the conference web site, with a link to your web site.
4. You will get access to an attendance list with name, company and address.
5. Your company and/or product description will be printed in the conference proceedings (max **1** pages, b/w).
6. You will have access to a table for sales material and/or demonstrations.
7. You will receive **1** full pass to the conference, including meals and beverages.
8. Five customers that you bring to the conference will be able to attend for 790 EURO, a 20% discount off the conference fee of 995 EURO.

## **Gold Sponsor Price: 5.300 EUR**

1. Your company will be introduced as one of the sponsors of the conference at the opening of the conference.
2. Your company logo will be included in our printed material, our press releases and our direct e-mailing campaign, provided we have your logo on time.
3. Your company logo will be displayed on the conference web site, with a link to your web site.
4. You will get access to an attendance list with name, company and address.
5. Your company and/or product description will be printed in the conference proceedings (max **2** pages, b/w).
6. You will have access to a table for sales material and/or demonstrations.
7. You receive **2** full passes to the conference, including meals and beverages.
8. In agreement with the conference organizer and the conference programme, you may invite a qualified customer to present at the conference. **Note:** We would need your suggestion and a confirmation from the customer before May 5th.
9. Ten customers that you bring to the conference will be able to attend for 790 EURO, a 20% discount off the conference fee of 995 EURO.
10. You will be able to post banners and/or roll-ups of your company in the main conference room where plenary sessions take place.

### **Event Sponsors**

For an additional opportunity to gain more visibility for your company, you may want to consider sponsoring one of the following.

- Lunch day 1
- Welcome reception day 1. Cocktails and buffet in the hotel.
- Lunch day 2

As an Event Sponsor, you will:

- Be mentioned in all the conference promotional material
- Have the opportunity to give a five-minute presentation during the event you are sponsoring
- Post banners, signs and other promotional material to indicate that you are hosting the event.

### **Other sponsorships**

If you have other ideas for sponsoring, please contact us for a discussion.

If you have special wishes for sponsoring, contact conference manager Maria Härdig:

Maria Härdig Eurostep AB  
Mobile: +46 708 681 766  
e-mail: maria.hardig@eurostep.com

[www.pdteurope.com](http://www.pdteurope.com)

I look forward to welcoming you!

***The sooner you sign up – the more benefits  
you get!***