

**PDT EUROPE
2010**

Information for Conference sponsors

Product Data Technology **PDT Europe 2010**

Theme 2010:

Standards based PLM for Global Innovation and Collaboration

**November 15-17
Reading, UK**

**Who should be
sponsor of PDT Europe 2010**

We are seeking sponsors who are challenged by this year's theme and know they can deliver important parts to the complex puzzle. Sponsors will be seen as thought leaders and have the opportunity to interact with the delegates in a way that only PDT Europe can offer. PDT Europe is about creating long term relations where all are winners.



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.

Theme 2010:

Standards based PLM for Global Innovation and Collaboration

PDT 2010 will explore how standards such as STEP, PLCS and the recently completed STEP AP233 for Systems Engineering Data are impacting the implementation of next generation PLM systems. The efforts with PLM standards have shifted dramatically over the last few years from developing standards to implementation. Implementations include newer concepts like SOA and in addition provide means to address transformation/incorporation of legacy PLM systems.

Standards based PLM is no longer just for a small group of standards developers – it is in use at both strategic and tactical levels and covers the full life-cycle. It is now possible to gain control of your product data thanks to the open nature of the STEP standards. In addition implementations can benefit from mainstream office tools and infrastructure software like SharePoint aligning PLM more than ever to the corporate IS/IT infrastructure. Standards based PLM is for everyone and easy to use.

PDT 2010 is THE PLM event in 2010 for all those who want to know state of the art and best practice of standards based PLM. Join us to learn how to transform and improve not only what is inside your organization but also how your organization can prosper in the extended and virtual enterprise by data sharing in addition to data exchange. See what has been done to integrate with the suites from the leading PLM and ERP vendors as well as with other relevant standards.

Who will attend PDT Europe 2010

PDT Europe brings focus on user needs. We expected to attract 150 delegates from major engineering business sectors of Aerospace, Automotive, Building and Construction, Defence, HighTech, Telecom, Ship Building, Power Generation, Pharmaceutical, Process & Plant and Manufacturing as well as from Research and Academia!

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.
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:

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www.pdteurope.com

I look forward to welcoming you!

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