

Information for Conference sponsors

Product Data Technology PDT Europe 2011

**September 20-21
Vaasa, Finland**

**Theme 2011:
Collaborate to Compete – using PLM standards to
architect the extended and virtual enterprise.**

Who should sponsor PDT Europe 2011

We are seeking sponsors who are challenged by this year's theme and know they can deliver important parts to the 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.

Organizer:



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 a leading global event for the diverse aspects of product data technology in key industries.

Theme 2011:

**Collaborate to Compete –
using PLM standards to architect the extended and virtual enterprise.**

Organizations of today are to an increasing extent part of business networks. Some suggest that the words “supply chain” should be replaced by “supply network”. Any such network needs to allow for agile business. Hard wiring business together is very costly in the long run. PLM standards will enable the design of an architecture that is the foundation of agile business. No single PLM or ERP vendor is able to deliver all IS/IT to an industry – even if some may claim they can.

The agile business model lets an organization use best of breed business processes and IT systems. It can shift focus between products and services and it can operate with different business models in different geographies and business areas. The selection of partners and joint ventures is entirely based on business opportunities where IS/IT is an opportunity and not a risk. Mergers and acquisitions as well as spin-off activities are simplified.

PDT Europe 2011 will look into some success stories enabled by PLM standards. It will also examine what is needed to become a “best partner”.

PDT Europe 2011 is about the strategic importance of PLM standards for regions and industries, thus at a very strategic and high level. It will also deliver practical advice at detailed level. To “collaborate to compete” requires a top-down and a bottom-up approach. It is not any more about a specific company, it is important for industries as well as for regions.

Who will attend PDT Europe 2011

PDT Europe brings focus on user needs. 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.

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, LinkedIn

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 organizations' 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.
5. You will have access to a table for sales material and/or demonstrations.
6. You will receive 1 full pass to the conference, including meals and beverages.
7. Five customers that you bring to the conference will be able to attend for 790 EUR, a 20% discount off the conference fee of 995 EUR.

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.
5. You will have access to a table for sales material and/or demonstrations.
6. You receive 3 full passes to the conference, including meals and beverages.
7. Give a five-minute presentation during the event.
8. You will be able to post banners and/or roll-ups of your company in the main conference room where plenary sessions take place.
9. In agreement with the conference organizer and the conference programme, you may invite a qualified customer to present at the conference.
10. Including a brief synopsis about your company on PDTs website.
11. Ten customers that you bring to the conference will be able to attend for 790 EUR, a 20% discount off the conference fee of 995 EUR.

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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I look forward to welcoming you!

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