

# 2018 ISG SPONSORSHIP OPPORTUNITIES

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NEW YORK | PARIS | BERLIN | SYDNEY | CHICAGO | LONDON








ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data

## Sponsorship Benefits

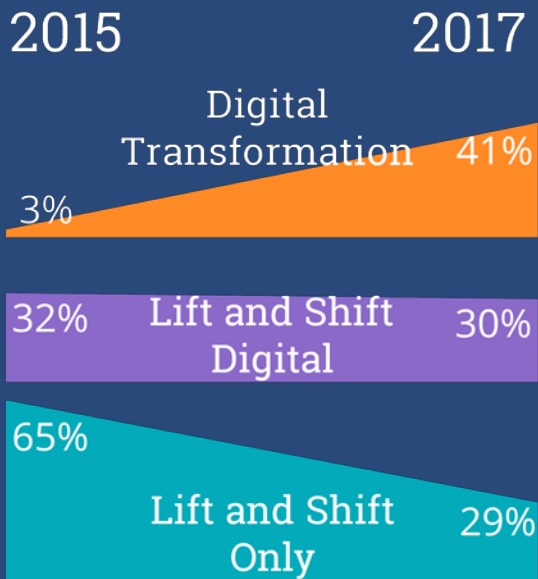
- Demonstrate thought leadership through on-stage participation to a captive audience.
- Post-event distribution of presentations, reports, and YouTube video highlights.
- Reach key clients and prospects
- Opportunities to form and build relationships in a low-hype setting.
- Face-to-face networking with decision makers with substantial budget authority.
- Articulate your company's vision to senior business and IT executives.
- Branding before, during, and after the program.
- Build a sponsorship that suits your company needs.

# ISG Conferences Offer On-Trend Subject Matters That Affect and Attract Your Target Market

## Megatrends Impacting Our Industry

				
Everything <b>As-a-Service</b> broad adoption of Public Cloud	Digital becomes <b>The Business</b>	<b>Automation</b> across complete supply chain	<b>Agile Enterprise</b> the dominant operating model	The <b>Internet of Things (IoT)</b> and integrated <b>Platforms</b>

## Client Solution Strategies are Changing



## Most Prevalent Initiatives

- Enterprise Agility & DevOps
- Cloud Adoption & Migration
- Big Data / Predictive Analytics
- Future Workplace
- Industry Value Chain Transformation
- Technology Transformation

## Hear from Our Attendees

It was one of the best run events I have been at in a long time.  
Venue, room, audio, content, speakers all exceeded expectations

– *Freedom Mortgage*

Great event. I felt the networking was well arranged with various options of informal,  
private and "speed dating".

– *IBM*

Very well-organized event, excellent presentations.

– *Interbank*

Loved the networking opportunities and the way the theme flowed through the days  
and the whole event was organized.

Excellent thought leadership on latest trends learning and best event in industry on large deals.

– *Infosys*

Great conference, logistically smooth and A+ insights/content.

– *KPIT*

Great summit - I loved the forward thinking and technology updates

– *Dean Foods*

I came to the event with an open mind to be educated by some of the topics and I was.  
A great collection of speaker and insight

– *Gazprom Energy*

Great opportunity to network with IT peers in the automation space.

– *Reynolds Leveraged Services*

The summit was very informative and gave the attendee an understanding of the future.

– *Octopus Investments Limited*

It was a great conference, would love to attend again next year.

– *USBank*

Superb atmosphere - great open and sharing on content and interactions were super.

– *Wipro*



## 2018 LOCATIONS

### May 15

Sydney, Australia

### June 5-6

Paris, France

### July 18-19

New York, USA

### September 12-13

London, UK

## ATTENDEE DEMOGRAPHICS

- Senior IT Leadership (e.g., CIO / CTO)
- Senior Business Strategists
- Senior Marketing Leaders
- Senior Finance Leaders
- Corporate and Line of Business Leaders

## OVERVIEW

The next-generation workforce and practices are being dramatically transformed by the next phase of technological evolution – Artificial Intelligence and Robotic Process Automation. Information is constantly flowing through an increasing number of smart things, such as machines, cars, consumer goods, clothes, and medical devices, and creating a stockpile of data. Companies can harness this data to grow and improve their businesses and create new, superior customer experiences.

The ISG Automation Summit combines strategic guidance with practical advice about the promise and peril of automation and digital labor and their implications for the workplace. Robotic Process Automation and cognitive technologies are creating competitive advantage through improved processes in areas such as customer service, enhanced back-office operations, and warehouse management. Attendees will leave with a clear understanding of the automation opportunity in their IT or business services environment, as well as how to build the business case and begin the process.

## TOPICS WILL INCLUDE:

- What benefits should be considered when evaluating RPA platforms?
- Reengineering and improving key processes through RPA
- Laying the groundwork for successfully transferring work from humans to robots through Organization Change Management
- What new tech breakthroughs are on the horizon and what challenges and opportunities do they present?
- What security risks should companies be aware of in their RPA infrastructure?
- What are the “people matters” that can make or break Automation initiatives?
- The challenges cognitive technologies such as Chatbots, NLP, Intelligent OCR, etc. present and how to overcome them.



# Future Workplace Summit

## 2018 LOCATIONS

**March 26-27**

New York, USA

**May 16-17**

London, UK

**August**

Sydney, Australia

## ATTENDEE

### DEMOGRAPHICS

- Senior IT Leadership
- (e.g., CIO / CTO)
- Senior Business Strategists
- Senior Finance Leaders
- Business and IT Risk Management
- Heads of Business Services
- Heads of Workplace Services

## OVERVIEW

Digitization and automation are transforming the workplace at a rapid rate. Today's constantly-connected world has blurred the lines between the physical office and where work actually happens. The physical office is tailoring spaces to the type of work being done. By integrating technologies that employees depend on, from email and social media tools to HR applications and virtual meetings, organizations are improving the employee experience resulting in increased efficiency and productivity.

ISG Future Workplace Summit will explore Workplace 2020 -- what technologies are key to driving collaboration, innovation and productivity in a workplace that must accommodate multi-generational working styles and preferences? Subject-matter experts will explore the trends and technologies that impact the workplace of the future and how organizations should adopt them.

## TOPICS WILL INCLUDE:

- How can organizations take advantage of the latest trends in future workplace technologies?
- The challenges of a digital workplace and overcoming those challenges
- Providing a mobile workforce with a consistent, connected experience
- The cloud and mobile-enabled distribution
- Working with vendors, contractors, etc. in a digital workplace
- "Office as a Service" opportunities and challenges
- Personalizing the worker experience through persona-based bundles
- The role of Social Media and messaging apps
- Emerging tools and technologies
- How the **WorkSpace** will change to accommodate the Future Workplace



## 2018 LOCATIONS

**June 20-21**

Berlin, Germany

**June**

Dallas, Texas

## ATTENDEE DEMOGRAPHICS

- IT Leadership  
(e.g., CIO / CTO)
- Business Strategists
- Marketing and  
Product Marketing  
Leaders
- Finance Leaders
- Business and IT Risk  
Management
- Corporate and Line of  
Business Leaders

## OVERVIEW

With the world of IT becoming truly hybrid, digital technologies impact how an organization can create value with partners and customers, from customer relationship management and product creation and delivery, to human capital management. Automation, peer-to-peer platforms such as Blockchain, and the Internet of Things effect the way entire business models track clients through their lifecycles. When IoT represents 6.4 billion devices in use worldwide, technology leaders are faced with the challenge of allowing business units the freedom to make application-related decisions while also ensuring that data isn't being compromised.

The promises of Digital Business are many: Improved communications, faster delivery of products and services, higher productivity, lower costs and competitive advantage. The trick is to get from here –legacy, apps, tools and services — to there. The ISG Digital Business Summit brings together experienced senior digital business strategists and technology leaders to explore how enterprises can and are transforming their businesses.

Attendees at the Digital Business Summit are provided with an end-to-end view of the impact of digital disruption on the technology infrastructure, business operating models and organizational strategies.

Successful companies are leveraging disruptive digital technologies to transform existing operating models and reap significant competitive advantage. Understand the emerging trends, changes in markets and where the next threats are going to come from, as we explore what's next and what's beyond next.

## TOPICS WILL INCLUDE:

- As-a-Service and Cloud adoption
- Agile Enterprise
- Cognitive Automation and AI
- Internet of Things
- New disruptive technologies on the horizon



## 2018 LOCATIONS

July 9-10

Chicago, USA

## ATTENDEE DEMOGRAPHICS

- Senior IT Leadership  
(e.g., CIO / CTO)
- Directors of IT
- Networking  
Executives
- Communications  
Company Executives

## OVERVIEW

When organizations begin conversations concerning digitalization, the network is rarely a factor and often viewed as a cost center rather than an enabler of the Digital Transformation. As the world races towards 30 billion connected devices, the communications ecosystem is facing more obstacles in delivering networks that are secure, interconnected, interoperable and profitable. Organizations must deal with greater levels of security, scale, and cost, as well as the fractured nature of the IoT landscape.

Despite the challenges, a connected world offers the opportunity to use data to drive new business opportunities, improve customer service, enhance profits and gain competitive advantage, and the network is the key to that digital enablement. As SD-WAN services emerge, the network will have a profound impact on the ability of an enterprise to grow, change, and adapt, creating a trickle-down effect into network staffing and management, cost models, sourcing approaches, and support models. As telecom service providers adopt RPA (Robotic Process Automation) a significant impact will also be seen on back-office operating cost reductions and other efficiencies.

In order to support digital transformation and ensure an organization is fully modernized and prepared to keep pace with an agile business, enterprises must invest in their network infrastructure. The ISG Future Networks Summit will explore the various avenues that enterprises can consider in transforming existing network infrastructures to support an organization's digitalization.

## TOPICS WILL INCLUDE:

- Understanding real time bandwidth consumption to provide visibility into the best network strategy
- Making the complex business case involving both IT and procurement
- Leveraging the most current network technology trends available today, and who is best suited to bring them forward?
- What challenges need to be overcome when shifting from Hybrid to SD-WAN? How will NFV impact your network technology transformation?





## 2018 LOCATIONS

### October 3-5

Austin, TX, US

### November

London, United Kingdom

## ATTENDEE DEMOGRAPHICS

- Heads of Advisory and Industry Relations
- Business Development executives
- Sales Executives
- Marketing Executives
- Regional and Product Managers

## OVERVIEW

Understand how enterprises are investing in new digital technologies today and prepare for the services they'll be buying tomorrow from the authoritative source of marketplace intelligence. SIC & Alsbridge's Collaborate conference have combined to bring you a new Sourcing Industry Conference! This is one of the few programs geared towards service and technology providers that addresses your greatest concerns.

Top ISG thought leaders and guest speakers will explore how enterprises are investing in new digital technologies today and preparing for the technologies and services they'll be buying tomorrow.

## TOPICS WILL INCLUDE:

- Where does an increased use of RPA and AI leave you as a service provider?
- What is the state of the Global IT service market?
- How do you adapt to the services that customers and users expect as they move towards the workplace of the future?
- How do you transform into an agile organization?
- How do you ensure you are providing a secure and compliant environment to your clients in a digital world?
- How can you leverage the most current network technology trends available today?
- What should you do to win and retain business?
- What are new "design sourcing" techniques to deliver superior business outcomes and customer experiences?
- What are examples of innovative sourcing arrangements that drive new business models?

# 2018 Sponsorship Opportunities

	DIAMOND	PLATINUM	GOLD	SILVER
Speaking Opportunity	Featured speaker or fireside chat	Panelist on 2 featured panels	Panelist on featured panel	
Demonstration / Exhibit Table	Optional Add-on	Optional Add-on	Optional Add-on	●
Sponsor Recognition: Logo on Website, Pre/Post Conference Promotions, On-site Signage	●	●	●	●
Conference Program Guide	Full Page Ad Company Profile	Half Page Ad Company Profile	Quarter Page Ad Company Profile	Company Profile
Lead Generation	Attendee List (opt-in names only)	Attendee List (opt-in names only)	Attendee List (opt-in names only)	
Distribution of marketing materials on literature table	●	●	●	●
Promotion through Event App	●	●	●	●
<b>Conferences Passes for:</b>				
Your company executives (in addition to speaker/panelist)	3	2	2	1
Guest Passes	5	4	3	2
Additional Ticket Discount	20%	15%	15%	15%
<b>Pricing</b>	<b>\$40,000</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$7,500</b>

## Sponsorship Add-Ons

Lunch Topic Table	\$1,500
Networking Break	\$1,500
Networking Reception	\$2,500
Banner Ad on Event App	\$1,500
Full Page Ad in Program Guide	\$2,000
Exhibit Table	\$2,500

Contact us:

Amanda Jorgensen – [amanda.jorgensen@isg-one.com](mailto:amanda.jorgensen@isg-one.com) or **561-372-4033**

