

*** ISG™** 2017

Digital Business Summit

Spring 2017

June 13/14 – Millennium Mayfair Hotel, London, UK

June 19/20 – Renaissance Hotel, Dallas, TX

SPONSORSHIP OPPORTUNITIES



ISG (Information Services Group) (NASDAQ: IIG) 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.

"Was best presentation of data analytics and use I have participated in.

Validated a lot of what I have seen first hand with recent technology/digital transformation adoption from the CxO level. Helped me validate my own perceptions with relevant evidence/independent verification."

Kurt Jacobs
IIC

DIGITAL BUSINESS SUMMITS 2017

Successful companies are leveraging disruptive digital technologies to transform existing operating models and reap significant competitive advantage. Industries are being revolutionized, new value chains unleashed and new customer opportunities realized.

- The pace of digital business is requiring a complete re-thinking of the enterprise IT operating model. The majority of the IT budget, and therefore the majority of its focus, is spent maintaining yesterday's legacy investments rather than driving forward tomorrow's digital business future.
- Digital Business is a strategic goal that demands new skills and resources, and a fundamental rethinking of critical internal and external business processes and workflows.
- The promise of increased capacity, reduced errors, repatriation of offshore work and, cost reduction is creating significant market demand for RPA software and services.
- Digital Labor will accelerate disruptive shifts in workforce management.
- How are organizations dealing with security, scale, cost and the fractured nature of the current IoT landscape

We explore these and other key issues at our upcoming summits. Our subject matter experts, analysts and thought leaders draw on practical experience gleaned from successful business transformation engagements with over 700 clients in multiple industries throughout the world. **Our real-world experience is unparalleled.**

In addition to ISG thought leaders, the 2017 Digital Business Summit series brings together experienced digital business strategists and technology leaders to explore how enterprises are transforming their businesses and meeting the challenges associated with the proliferation of disruptive digital technologies.

"Great event! Great Day! Great Insights and deepening of the network. Grateful to be part of... The event was well run, very topical and excellent networking"

Sean Connolly, IPSoft

Leverage the marketing power of Digital Business Summit and connect with senior business and technology leaders in a thought provoking leadership forum.

TOP REASONS TO SPONSOR

- Demonstrate thought leadership through on-stage participation, post-event distribution of Digital Business Summit leadership report, and YouTube video highlights.
- Reach key clients and prospects
- Build relationships in a low-hype setting
- Face-to-face networking with decision makers with substantial budget authority
- Articulate your company's vision and communicate it to senior business and IT executives
- Lead Generation

DIGITAL BUSINESS SUMMIT ATTENDEE DEMOGRAPHICS

Our target audience includes senior business and IT leaders:

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

Our 2017 Digital Business Summit agendas will focus on 4 themes:

- Driving the Digital Transformation
- Security and IoT
- IT Skills Gap
- Automation and Digital Workforce

TOPICS FOR DISCUSSION AND EXPLORATION WILL INCLUDE:

- Successfully Managing the Opportunity and Risk of the Digital Business Journey
- Aligning the C-Suite to Drive Business Innovation
- Successful utilization of Automation, Outsourcing and Training to address the increasing IT Skills shortage
- Cost management initiatives driving CFO-CIO unification
- The Internet-of-Things: Re-inventing Business IT Integration and Governance
- Shadow IT and the shift to "real" IT throughout the enterprise
- Cyber Security in a Digital Business
- Analytics and Automation as Digital Business IT Enablers

*"Excellent mixture of general trends and deep insights
Seemed that all relevant aspects of digitalization have been touched; also
received tangible take-aways."*

Benjamin Kunst, Bayer

2017 Sponsorship Opportunities

	PLATINUM	GOLD	SILVER	INNOVATE
Speaking Opportunity	Featured speaker or fireside chat	Panelist on featured panel	Panelist in Track Session	Demo in Emerging Tech Session
Your Executive/Thought Leader to participate in 1:1 scheduler	●			
Sponsor Recognition: Logo on Website, Pre/Post Conference Promotions, On-site Signage	●	●	●	●
Conference Program Guide	Full Page Ad Company Profile	Company Profile	Company Profile	Company Profile
Lead Generation	Pre and Post Attendee List (opt-in names only)	Pre and Post Attendee List (opt-in names only)		
Event Sponsorship	Breakfast or Lunch or equivalent co-sponsorship	Coffee Break co-sponsorship		
Distribution of marketing materials in literature stand	●	●	●	
Participation in Event Raffle or Contest (you provide the prize and draw winning ticket and present prize on stage)	●	●		
Conferences Passes for:				
Your company executives	3	2	2	1
Guest VIP Clients/Prospects	4	3	2	-
Additional Ticket Discount	15%	15%	15%	15%

PREVIOUS SPONSORS/RESEARCH PARTNERS

CIO Insight	HP	Plex Systems
Cisco	IBM	Progress Software
Cloud Technology Partners	Information Management	PwC
Cognizant	Infor	Rackspace
Dell	IPSoft	SAP
Dimension Data	Marsh	Society for Information Management (SIM)
Ericsson	Microsoft	Verizon
Financial Executives International	Oracle	Workday
		Wipro

2017 Sponsorship Pricing

PLATINUM		
Location	# Available	Price
London	4	\$35,000 / £32,000
US	4	\$50,000
GOLD		
London	4	\$25,000 / £21,000
US	5	\$30,000
SILVER		
London	NA	-
US	4	\$15,000
INNOVATE		
London	4	£5,000
US	4	\$5,000
BLOCK OF 10 PASSES FOR CLIENTS*		
London		£4,500
US		\$5,500
* Passes are for enterprise clients only and must be purchased in addition to a sponsorship		

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Call for Pricing

1:1 NETWORKING LOUNGE

The 1:1 meeting hub will be where attendees meet with our experts and thought leaders to discuss issues of importance to them. As sponsor of this area, you will be recognized with prominent signage displaying your company logo as well as additional recognition in the program guide, social media and the agenda.

PROFESSIONAL PHOTO BOOTH

Our attendees will be able to have a professional photo taken for use on their LinkedIn Profile or other social media accounts. The sponsor of the Photo Booth will receive prominent signage at the Booth, as well as on all promotional outlets such as website, program guide, social media, etc.

RECEPTION

Help bring attendees, speakers, experts and your peers together to mingle and network while enjoying food and beverages. Your company will be acknowledged through signage, in the program guide, on social media and the agenda.

"outstanding topics and debate (best at any conference I have been to this year), great presentation timing length, would have asked for more time for QA, but the 30 minute series were great."

Patrick Corcoran, Luxoft



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