



ParagonTM
2017 Awards



EUROPE 2017
Paragon AwardsTM
Sponsorship Opportunities

As the world's largest and most established advisor, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform your clients' businesses.

About **ISG**

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. For more information, visit www.isg-one.com.

Now in its third year, The ISG Paragon Awards™ Europe celebrates the application of new sourcing approaches and digital technology, including the use of robotic process automation, by recognizing sourcing industry leaders in the following categories:

**Excellence:**

Outstanding delivery by a technology/service provider

**Transformation:**

Successful transformation of an organization or key business function

**Leadership:**

A client executive who has demonstrated exceptional drive and leadership

**Collaboration:**

A mutually beneficial and trusting relationship between a client and a provider or group of providers

**Imagination:**

The importance of imagination and entrepreneurial spirit in helping organizations future-proof their businesses and better serve customers

**Impact:**

The impact of a particular technology or service on a community of people, be they members of the public, customers or any defined group

**ISG Special Award:**

A nominated individual or organization that has had an outstanding impact on the industry, a community, technology innovation or new business practice. The winner of this award is selected by an ISG panel



We were delighted to win our Paragon Award, as it demonstrates the quality of the services we are delivering and is a powerful endorsement of how we deliver on our promises.

Ed Gardner,
Capgemini



ABOUT THE EVENT

The ISG Paragon Awards™ Europe finalists will be selected by a panel of ISG leaders following the close of the nominations period on Friday 21st April. This panel will select up to 3 x finalists in each category. Details of the finalists will be announced publicly on Friday 28th April.

The winner in each category will then be selected by a **panel of independent judges**. In addition, peer-voting will form part of the decision-making for two of the awards - Excellence and Leadership.

Full details on the categories, criteria and judging process can be found at <http://www.isg-one.com/events-landing/event-detail/2017-paragon-awards-europe>

Winners will be announced at The ISG Paragon Awards™ Gala Dinner on Thursday 29th June at the National Gallery in London. This is a strictly private, invitation-only event, open to ISG, event sponsors and invited guests. We are planning a very special evening, starting with a champagne and canapes reception followed by a delicious formal dinner and the Awards Ceremony itself. For 2017 we have incorporated the award of the Challenge the Future Awards, a legacy programme of Alsbridge, acquired by ISG in December 2016.

ATTENDEE PROFILE

Our target audience includes senior business and IT leaders:

Client-side guests include awards-nominated companies and individuals, senior sourcing decision-makers and major





The ISG Paragon Awards give the suppliers an opportunity to showcase their success stories, validated by clients. The platform and its award evenings enable the client and provider teams to celebrate collaborative achievements and recognise each other's contributions, apart from learning of other possibilities they can emulate from other nominees.

**Rozy
Contractor,
Wipro**



influencers drawn mainly from FT500 companies operating across Europe.

Guests from the service provider side of the industry will be limited to sponsor companies and their invited guests only.

ISG will be represented by some of our most senior partners and directors, who will also be hosting some of our most important European clients.

SPONSORSHIP OPPORTUNITY

The ISG Paragon Awards™ is unlike any other awards programme. It rewards imagination, entrepreneurial spirit, forward-thinking and the behaviours that help clients leverage technology to make a real and lasting impact on their business.

Sponsorship of the Paragon Awards™ is an opportunity to associate your brand with creativity, excellence and innovation in support of clients' business and technology operations.

As the world's largest and most established advisor, ISG has been at the forefront of change and innovation in the sourcing industry for three decades. Supporting the Paragon Awards™ demonstrates your own commitment to leveraging your skills and technologies to transform our clients' businesses.

The Awards Dinner will be one of the year's hottest tickets, combining an unusual and luxurious venue, a number of the outsourcing industry's most influential thinkers and excellent networking in an intimate setting. Sponsors will have their brand prominently featured onsite as well as on the Awards website and will benefit from marketing and PR opportunities throughout the Awards process.

SPONSORSHIP BENEFITS

Sponsoring the Paragon Awards™ will allow you to:

- Associate your brand with creativity, excellence and imagination in support of clients' business and technology operations
- Position your brand prominently at a prominent awards ceremony
- Network with senior decision makers responsible for sourcing and transformation programmes in some of Europe's largest and most successful companies
- Benefit from marketing and PR opportunities associated with the Paragon Awards™
- Have first right-to-renew for 2018's Awards programme

SPONSORSHIP DETAILS

Platinum Sponsorship

- 2 x tables of 10 at ISG Paragon Awards™ Dinner
- Prominent logo on ISG Paragon Awards™ website
- Link from ISG Paragon Awards™ to sponsor website
- Premium branding on photo backdrop
- Prominent logo on Events signage at the ISG Paragon Awards™ Dinner
- Logo on table signage
- Premium branding on ISG Paragon Awards™ Booklet
- 5-minute sponsor talk at ISG Paragon Awards™ Dinner
- Present 2 x Paragon Awards of own choice (choice is subject to availability, first come-first served)



Winning a Paragon Award was a great accolade for us, and one that really recognises all the effort that everyone here puts into delivering the best possible results for our clients. This gives a real buzz to our staff as we continue developing exciting and innovative solutions for our customers across the world.

Caroline Mackrill,
Infosys



GOLD SPONSORSHIP

- 1 x table of 10 at ISG Paragon Awards™ Dinner
- Logo on ISG Paragon Awards™ website
- Branding on photo backdrop
- Logo on events signage at ISG Paragon Awards™ Dinner
- Logo on table signage

SILVER SPONSORSHIP

- 1 x place at ISG Paragon Awards™
- Supporter logo on ISG Paragon Awards™ website*
- Supporter logo on ISG Paragon Awards™ Booklet*

*only one logo per company

2017 SPONSORSHIP PRICING

Sponsorship	Number Available	Price (£GBP)
Platinum	3	£25,000
Gold	6	£9,500
Silver	On request	£1,000 per place



For more information about
the Paragon Awards™ please
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