

April 17 – 20, 2012

Ballhausforum, Munich/Germany

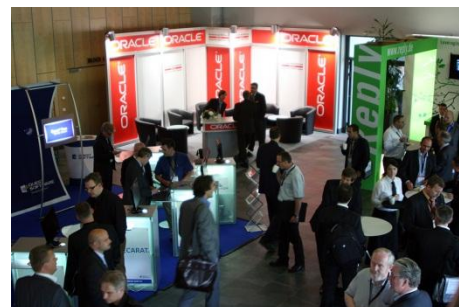
## EDUCATE. INNOVATE. CONNECT.

With more than 550 attendees from more than 20 countries and more than 50 exhibitors and sponsors, the European Identity Conference (EIC) in Munich has been a major platform in Europe to create, support and foster the dialog between GRC and identity management thought leaders and users, but as well between thought leaders themselves, between Europeans and Americans, vendors, vendor partners and users, between open source initiatives and the market. For the third time one track within the Agenda is dedicated to Cloud Computing. The 6<sup>th</sup> EIC will take place on April 17-20, 2012, again in Munich.

EIC is the place to meet with enterprise technologists, thought leaders and experts to learn about, discuss and shape the market in most significant technology topics such as Identity Management, Governance, Risk Management and Compliance (GRC) and Service Oriented Architecture (SOA), both in “classical” environments as well as in private, public and hybrid cloud environments. With its world class list of speakers, a unique mix of best practices presentations, panel discussions, thought leadership statements and analyst views, EIC has become an absolute must-attend event for enterprise IT leaders from all over Europe and beyond and has been intensively covered in the news, in many blog entries and newsletters.

### The character of EIC + EIC Expo:

- A unique combination of best practices presentations and panel discussions in 4 parallel session streams, combined with thought leadership keynotes
- Strong coverage in the news, blogs and newsletters
- Modern, professional and friendly atmosphere at the event location: Ballhausforum Unterschleissheim ([www.dolcemunich.com](http://www.dolcemunich.com))
- All social & networking events like coffee breaks, lunch and evening reception, are taking place within the Expo area with its open, individual and communication oriented booth layout.
- The European Identity Awards will be handed over to the winners during an evening reception in 7 different categories
- The conference schedule will offer increased space for social networking within the Expo area
- KuppingerCole will offer services to invite “named targets” to EIC and to arrange meetings between delegates and sponsors/exhibitors



## Your Benefits as a Conference Partner

EIC is not just a trade fair. 95% of the delegates, who were asked for a rating, gave the highest available score to the conference agenda. Your success as an EIC sponsor and/or exhibitor will strongly improve, if you contribute to the Agenda. These are your possibilities propose contributions to EIC:

### Propose Agenda Input through our Call-for-Speakers Form

The EIC 2012 agenda offers input opportunities for the following session formats:

- **Best Practice Presentations:** The speaker has to be an employee of your customer
- **Moderated Panels:** You represent your company's position in moderated panels and discussions
- **Keynotes:** Demonstrate your thought leadership and talk about your company's strategy in front of the conference plenum through a keynote held by a speaker from your company who is well known in the market.

The online call for speakers form is already open for next year's event: <http://www.id-conf.com/events/eic2012/callforspeakers>

### Propose a Project for the European Identity Award

The award ceremony during EIC 2011 got intensive coverage in the media. KuppingerCole will celebrate the European Identity Awards as part of the European Identity Conference (EIC) 2012 with a festive ceremony. You can propose a project which is being finalized between May 2011 and March 2012. You can propose a project online through <http://www.id-conf.com/events/eic2012/award>.

### Take Advantage of our Conference Marketing + PR Campaigns

For EIC 2012, we will further focus on a value oriented marketing approach, streamlining report and webinar topics with EIC agenda and products/standards/technologies to be showcased at EIC.

Overview:

- **Analyst Reports:** KuppingerCole (KC) will release at least one report (product report or vendor report) for each sponsor signing a sponsorship agreement before January 31<sup>st</sup>, 2012. For sponsors signing after this deadline, KC will release reports depending on available analyst capacities. The reports will be promoted through the KC website and through the KC newsletter, and can be re-licensed by the vendor
- **Webinars:** Starting in September 2011, KC will dedicate a whole series of Webinars to the key topics of EIC. We offer different opportunities for all sponsors to participate in these Webinars.
- **Announcements:** If you are planning to announce a new product or release during EIC, we will support your PR communication throughout Europe.

### Invitational Services

As a Sponsor, you will receive a defined number of VIP tickets, which you can forward to your customers who are not software & service providers/vendors. We additionally offer to all sponsors a service, where KC takes over the task to invite persons from a defined company to attend EIC. The person(s) in question will receive a printed and personalized VIP ticket which will show, by whom the ticket had been sponsored. The sponsor will be informed, if a person from the target company registered through the complementary VIP ticket.

### Preliminary Conference Schedule

<b>17.04.2012</b>	<b>Pre-Conference &amp; Keynotes</b>
09:00 - 13:00	Pre-Conference Events
13:00 - 19:00	EIC 2012 Expo
15:00 - 18:50	Keynote Sessions
18:50 - 20:00	Networking
<b>18.04.2011</b>	<b>Main Conference Day #1</b>
08:30 - 10:00	Keynote Sessions
09:00 - 19:00	EIC 2012 Expo
10:30 - 18:00	Track Sessions
18:00 - 18:40	Keynote Sessions
18:40 - 21:00	Evening Reception, Exhibit Hall
<b>19.04.2012</b>	<b>Main Conference Day #2</b>
08:30 - 10:00	Keynote Sessions
09:00 - 18:00	EIC 2012 Expo*
10:30 - 17:30	Track Sessions
17:30 - 18:00	Closing Keynote
<b>20.04.2011*</b>	<b>Workshop Day*</b>
09:00 - 16:00	Workshop Session

\*Expo ends on April 19th, 2012

<http://www.id-conf.com/eic2012>

## Sponsoring Opportunities

As a sponsor of the European Identity Conference, you will very visibly be part of this event and show presence with your company logo in all marketing related campaigns promoting this event. We will distribute the printed conference brochure to more than 20,000 persons throughout Europe. Our value-oriented sponsor packaging contains VIP tickets for your best customers, conference tickets for your employees, and the possibility to promote discounted tickets to your leads. If you wish to do your own direct marketing campaigns, KuppingerCole provides you with large quantities of event brochures. Furthermore, an exhibition booth is part of the sponsoring package as well, giving you the possibility to be in pole position at next year's event.

### All Sponsors at the PLATINUM, GOLD, SILVER and BRONZE levels receive these benefits:

<p><i>Conference tickets</i></p>	<ul style="list-style-type: none"> <li>▪ A personalized booking code with a 25% discount you can offer to your leads</li> <li>▪ A booking code with a 10% discount you may use in your direct marketing campaigns</li> <li>▪ Buy conference tickets at a special rate</li> </ul>
<p><i>Marketing</i></p>	<ul style="list-style-type: none"> <li>▪ Logo included in event guide acknowledging company as PLATINUM, GOLD, SILVER or BRONZE sponsor</li> <li>▪ Logo included in conference marketing brochure to be sent out to 20,000 leads all over the world</li> <li>▪ Logo included in electronic proceedings acknowledging company as PLATINUM, GOLD, SILVER or BRONZE sponsor</li> <li>▪ Logo prominently displayed onsite with conference banner noting PLATINUM, GOLD, SILVER or BRONZE sponsorship</li> <li>▪ Link to company web site from <a href="http://www.id-conf.com">www.id-conf.com</a> conference page</li> <li>▪ Pre- and post-conference attendee list</li> </ul>
<p><i>Exhibition</i></p>	<ul style="list-style-type: none"> <li>▪ Exhibition booth or tabletop space, sizes and Expo sector depending on package</li> </ul>
<p><i>Advisory</i></p>	<ul style="list-style-type: none"> <li>▪ 3 months free access to KuppingerCole online research area</li> </ul>



### PLATINUM Sponsor

<i>Conference tickets</i>	<ul style="list-style-type: none"> <li>▪ 6 complementary VIP Tickets (complete conference + workshop day) for your customers and leads</li> <li>▪ 4 complementary conference tickets (conference only) for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees</li> </ul>
<i>Agenda</i>	<ul style="list-style-type: none"> <li>▪ Keynote slot (20 minutes) for a senior level person</li> </ul>
<i>Additional Marketing</i>	<ul style="list-style-type: none"> <li>▪ Logo placement on cover page of the promotional event brochure to be sent to over 20,000 persons throughout Europe</li> <li>▪ Logo placement on cover page of the event guide</li> <li>▪ Logo placement on conference bag</li> <li>▪ Free 1/1 page advert in conference catalogue</li> <li>▪ One ticket to a special evening invitational event</li> </ul>
<i>Exhibition</i>	<ul style="list-style-type: none"> <li>▪ Exhibition booth in primary sector with around 20 sqm</li> <li>▪ Possibility to add partner companies to your booth (“EIC Partner Booth Area”)</li> </ul>

### GOLD Sponsor

<i>Conference tickets</i>	<ul style="list-style-type: none"> <li>▪ 4 complementary VIP Tickets (complete conference + workshops) for your customers and leads</li> <li>▪ 2 complementary conference tickets (conference only) for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees</li> </ul>
<i>Additional Marketing</i>	<ul style="list-style-type: none"> <li>▪ Free b/w advert ¼ page in event guide</li> <li>▪ Optionally one ticket for a special evening invitational event</li> </ul>
<i>Exhibition</i>	<ul style="list-style-type: none"> <li>▪ Exhibition booth with around 10 sqm</li> </ul>



### SILVER Sponsor

<i>Conference tickets</i>	<ul style="list-style-type: none"> <li>2 complementary VIP Tickets (complete conference + workshops) for your customers and leads</li> <li>1 complementary conference (conference only) ticket for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees</li> </ul>
<i>Exhibition</i>	<ul style="list-style-type: none"> <li>Exhibition booth with around 6 sqm</li> </ul>

### BRONZE Sponsor

<i>Conference tickets</i>	<ul style="list-style-type: none"> <li>1 complementary conference ticket (conference only) for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees</li> </ul>
<i>Exhibition</i>	<ul style="list-style-type: none"> <li>Tabletop exhibition space in the Solution Center</li> </ul>

### Partner Companies of EIC PLATINUM Sponsors

<i>Conference tickets</i>	<ul style="list-style-type: none"> <li>1 complementary conference ticket (conference only) for your employees plus a personalized booking code with 20% discount on standard conference fees for additional employees</li> </ul>
<i>Exhibition</i>	<ul style="list-style-type: none"> <li>Tabletop within partner space of PLATINUM sponsor</li> </ul>

## Individual Sponsoring Items

In addition to our tiered sponsorship packages, we offer a variation of individual sponsoring opportunities on a first-come-first-serve basis. These individual opportunities are not tied to our conference packages and are open for anybody interested.

<i>Conference Lunch</i>	<ul style="list-style-type: none"> <li>▪ Promotion through conference-hand-outs</li> <li>▪ Table decoration with your logo</li> </ul>
<i>Evening Reception</i>	<ul style="list-style-type: none"> <li>▪ Promotion through conference-hand-outs</li> <li>▪ Table decoration with your logo</li> <li>▪ Customized food</li> <li>▪ Optionally we provide a cultural program and/or a guest speaker</li> </ul>
<i>Coffee Break</i>	<ul style="list-style-type: none"> <li>▪ Promotion through conference-hand-outs</li> <li>▪ Table decoration with your logo</li> </ul>
<i>Pre-Conference Meeting / Workshop</i>	<ul style="list-style-type: none"> <li>▪ Promotion through the event brochure with 20,000 recipients</li> <li>▪ eMail announcement to all KuppingerCole eMail list members</li> <li>▪ Fully integrated into the event agenda and displayed in event guide</li> <li>▪ You may create your own pre-Conference session or support one which KuppingerCole creates</li> <li>▪ Includes catering for up to 40 persons</li> </ul>
<i>Badges</i>	<ul style="list-style-type: none"> <li>▪ Your logo will be printed on the conference badges carrying strap</li> </ul>
<i>WiFi</i>	<ul style="list-style-type: none"> <li>▪ Your company will be promoted through the event guide and a prominent placement of your logo at the check-in counter together with WiFi usage information.</li> </ul>
<i>Special Evening Dinner Event Host</i>	<ul style="list-style-type: none"> <li>▪ KuppingerCole will organize a number of dinners with 10-15 invited delegates per dinner. The invitation process is handled by KuppingerCole. As the dinner host, you will be able to take 2 seats and you have the possibility to contribute to the invitation list.</li> </ul>

If you are interested in becoming a sponsor please contact us ([sales@kuppingercole.com](mailto:sales@kuppingercole.com)) and we will send you a detailed price list.

## KuppingerCole

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### Agenda

Joerg Resch

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### Exhibitors, Attendees

Levent Kara

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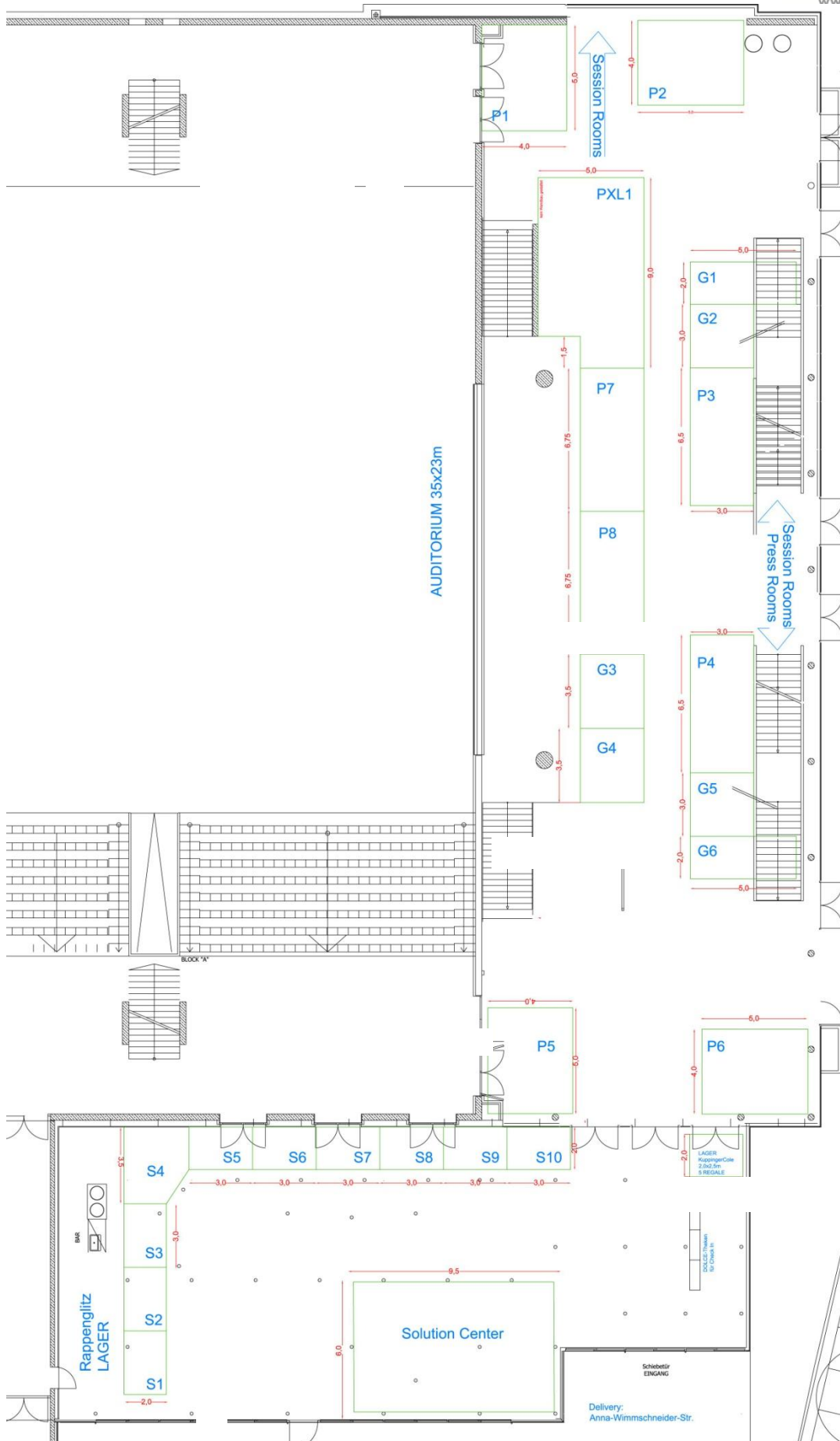
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### Sponsors, Exhibitors

Thomas Steinmayer

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Exhibition Area  
European Identity Conference  
2012 DOLCE