



Green IT Expo

1 November 2011

QEII Conference Centre, London

IT for Sustainability

Green IT Expo provides a powerful forum for providers of sustainable computing solutions

www.greenitexpo.com

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Event Rationale & Introduction

Green IT Expo will focus on 'IT for Sustainability' in 2011.

IT has become a key facilitator/driver for more sustainable processes across other functions, including the development of applications for measuring and controlling environmental impacts.

Escalating energy prices, new reporting requirements, increasing political pressure & growing consumer awareness are becoming key factors in the changing socio-economic landscape. Green IT Expo 2011 is organised in conjunction with WWF's Climate Savers Computing initiative to help senior IT and business executives identify environmentally-friendly technologies, green innovations and socially responsible suppliers that can help them rise to these new challenges.

Through a unique combination of complimentary seminars, supplier briefings and experience-sharing opportunities, this comprehensive event will enable delegates to:

- >> **Understand the key challenges for IT departments and the industry as a whole**
- >> **Keep up-to-speed with significant developments at a local & international level**
- >> **Ensure compliance with the latest legislation and government directives**
- >> **Review a wide range of environmentally-friendly IT products and services**
- >> **Formulate sustainable IT strategies for the short, medium and long-terms**
- >> **Implement green initiatives that improve efficiency and increase profitability**
- >> **Contribute directly to their organisation's wider Social Responsibility goals**

PERFECT TIMING

Green IT Expo is timed to coincide with the annual pre-budget cycle for most major organisations, to catch key decision-makers while they are still formulating investment plans for 2012. In this way, the event aims to bring together leading suppliers, potential customers and industry experts just as sustainable computing really start to impact on the corporate agenda.

EDUCATION-RICH

Our free seminar programme will combine high-level keynotes from industry analysts, thought-leaders, government policy-makers and other specialists with in-depth briefings from leading service providers - presenting a complete picture of the key issues, latest developments, technology solutions and new innovations.

QUOTE

"The technology industry will continue to significantly outgrow the overall economy in 2011."

Forrester Research



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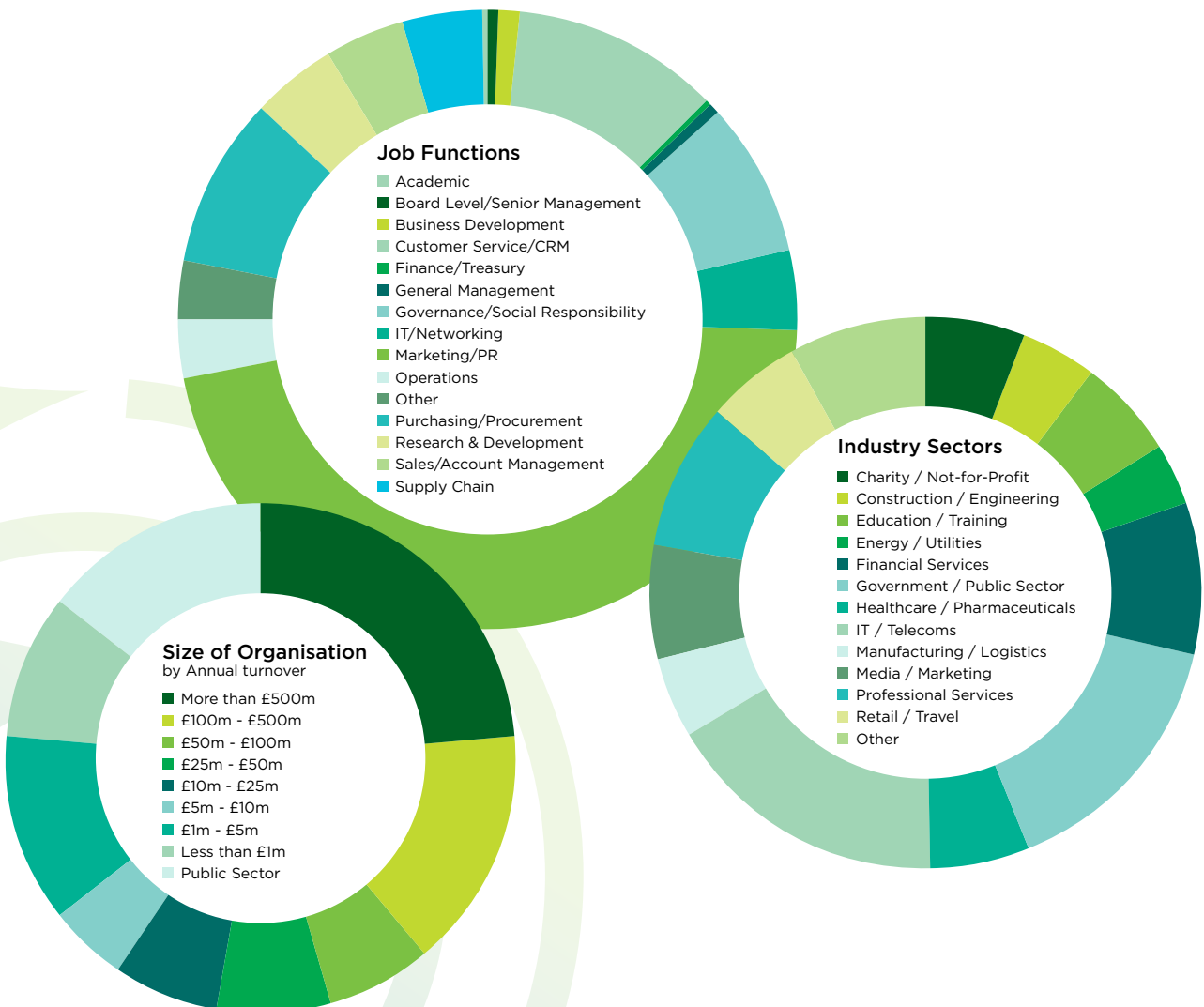
Delegate Profile

Green IT Expo is a free, single day educational forum, offered 'by invitation-only' to named professionals from the UK's leading organisations.

Green IT Expo is a free, single day educational forum, offered 'by invitation-only' to named professionals from the UK's leading organisations, only those matching our strict delegate criteria may attend, ensuring 100% relevant and focused audience.

The Green IT Expo on 9th November 2010 was a resounding success delivering an audience of senior influencers and decision-makers on major IT investments, corporate social responsibility and facilities / energy management. Over 450 delegates attended a packed day of keynote presentations, case studies, vendor sessions and practical exhibitor demonstrations.

Green IT Expo 2010 Delegate Demographics





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Sponsorship Packages

Green IT Expo provides a powerful forum for providers of sustainable computing solutions to meet and present to senior decision-makers, strategic policy-makers and other key influencers on sustainable IT investments.

All participants have a valuable opportunity to demonstrate innovative technologies, new services and leading-edge thinking on green IT issues - within the central exhibition & networking area and comprehensive seminar programme.

TESTIMONIAL

"That was a cracking Expo. Got lots from it"

Exhibitor



TESTIMONIAL

"Thanks for a great day yesterday - it was so well organised and we thoroughly enjoyed the event. Please extend a big thank you to all the event staff."

Exhibitor

EXHIBITION / SEMINAR PACKAGES

Exhibition Space:

- Green Leader Package (POA)
- Green Innovator Package (POA)
- Green Partner Package (POA)

Green Innovation Seminars:

- 30-minute session (POA)

EXTRA SPONSORSHIP OPTIONS include:

- Catering area sponsorship: branding & staff (POA)
- Badge & registration sponsorship: high-profile branding (POA)
- Press Office sponsorship: branding & meeting facilities (POA)
- Website advertising: logo / banner & hotlinks (POA)
- Drinks Reception sponsorship: branding & staff (POA)



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Sponsorship Packages

QUOTE

“The current revival of IT spending is more than a recession rebound; it is a fourth wave of industry innovation.”

Forrester Research

GREEN LEADER PACKAGES - only two available

- 4m x 3m shell scheme stand, includes, power, furniture & WiFi
- 30 minute seminar session
- Logo on signage and and plenary holding slides
- High-profile branding on delegate marketing materials
- Logo / branding & weblink on Homepage of event website
- 100-word synopsis, logo & weblink in sponsor section of website
- Pre-event list of registered delegates (summary details only)
- 50-word sponsor message on one pre-event email
- PR support through pre-event press list and on-site press office
- Enhanced entry in online Event Guide & on-site planner
- Full post-event delegate list (inc. contact details and pre-reg)

GREEN INNOVATOR PACKAGES

- 3m x 1m shell scheme stand, includes power, furniture & WiFi
- 30 minute seminar session
- Regular namechecks on delegate marketing materials
- Logo / branding & weblink in Sponsor section of event website
- PR support through general releases and on-site press office
- Standard entry in online Event Guide & on-site planner
- Full post-event delegate list (inc. contact details and pre-reg)

GREEN PARTNER PACKAGES

- 3m x 1m shell scheme stand, includes power, furniture & WiFi
- Listing & weblink in Sponsor section of event website
- PR support through general releases and on-site press office
- Standard entry in online Event Guide & on-site planner
- Full post-event delegate list (inc. contact details and pre-reg)



Contact Us

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> REVOLUTION EVENTS - THE ORGANISERS

Revolution Events is one of the UK's leading providers of innovative business forums, with an excellent track record in delivering high quality educational events for domestic and international markets. Since 1999, we have organised more than 200 highly focused business events within a diverse range of markets, with particular strengths in emerging technologies, procurement & supply chain issues and new developments in the public sector.

You can find out more at www.revolution-events.com.

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- 1 Large and medium-sized businesses (FTSE 1,000 and upper mid-market)**
- 2 Central government departments, local authorities and other public sector bodies**
- 3 Voluntary organisations, charities and the Third Sector**

Sample delegate lists from previous events are available on request.

TYPICAL JOB TITLES:

- > Chief Information / Technology Officers (CIOs/CTOs)
- > IT / MIS Directors & Managers
- > Datacentre / Network / Systems Managers
- > CFOs & Finance Directors
- > Heads of Procurement / Purchasing
- > Operations / Facilities Managers
- > Heads of CSR & Corporate Strategists
- > Plus other IT Leaders and policy-makers

Targeting will be cross-industry but with a special focus on:

- Financial Services
- Professional Services
- Retail / Wholesale
- Logistics / Distribution
- Travel / Leisure
- Media / Marketing
- IT / Telecoms
- Pureplay Online Operators
- Education / Training
- Charity / Not-for-Profit
- Healthcare
- Government / Public Sector

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