



# ROADSHOW 2011

Scotland - 13th June | Bolton - 14th June | Birmingham - 15th June | London - 16th June

## People and information working together



[www.aiimroadshow.org.uk](http://www.aiimroadshow.org.uk)



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The AIIM Roadshow is now in its 20th year. A remarkable track record and 2011 will again provide suppliers with the most direct route to the heart of your market.

## The Event

As the Association for Enterprise Content Management we have a unique insight into the emerging and existing information management requirements faced by organisations today.

The AIIM Roadshow is now in its 20th year. A remarkable track record and 2011 will again provide suppliers with the most direct route to the heart of your market. The AIIM Roadshow delivers key decision-makers and qualified leads from right across the UK and is uniquely positioned as the UK's most comprehensive Enterprise Content Management event.

As we emerge from the tough market conditions, CIOs and department managers are looking at ECM technologies to increase efficiencies, reduce costs, minimise risk, enable collaboration, satisfy compliance demands and provide a demonstrable return-on-investment. The AIIM roadshow provides nationwide opportunities for you to talk directly to potential new users of information and document management systems as well as advanced users planning to upgrade their existing solutions.

### Key focus areas for the 2011 AIIM Programme include:

- IM strategy, fileplan and search
- Developing a business case
- The selection process
- Managing implementation
- E-mail management
- Compliance & standards
- Enterprise 2.0
- Sharepoint Products & Technologies
- Portals
- Forms capture and recognition
- Records management
- The archive storage challenge
- ECM across the enterprise
- Invoice processing
- Document collaboration
- Web content management
- Virtualisation





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## Event Format



The ECM industry is changing. The traditional document, records and content management technologies are being supplemented by collaboration suites, enterprise adoption of social media, SaaS models and virtualisation. With the landscape so diverse the AIIM Roadshow provides delegates with a genuine educational and experience-sharing environment in which pro-active business professionals, thought leaders and solution providers can engage, share and network.

To maximise on-site networking and encourage lead generation we offer a variety of exhibition and speaking opportunities to suit your requirements. The exhibition hall will be the hub of the event at each venue, and the all inclusive packages ensure prominent exposure and on-site speaking opportunities at all the venues.

To target visitors with top quality educational content, and to promote your solutions in context, we will be running parallel keynote and case-study seminar tracks, supplemented by expert-led Round Table sessions:

**Keynote and Case Study Theatres** - throughout the day exhibitors will be able to take centre stage using case studies to illustrate successful projects and latest technologies.

**Round Table Discussion Groups** - giving exhibitors the chance to co-chair dedicated sessions and drive discussion on specific aspects of information management.

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## Delegate Profile

The AIIM Roadshow allows you to target potential new users of solutions for information and document management as well as advanced users planning to upgrade their existing solutions.

### New Users

For those who are unfamiliar with the benefits, processes and technologies of information management, the Roadshow represents an ideal opportunity to understand the market in a neutral environment and evaluate the potential returns.

### Existing Users

For those already engaged on projects and looking to upgrade, the Roadshow provides the perfect opportunity to discuss operating procedures, add-on applications, the latest scanner and capture options and system roll-out to other parts of their organisations.

#### The AIIM Roadshow attracts the following senior decision-makers:

- CEO
- CFO
- CIO
- IT Manager
- System Architect
- Projects Manager
- Records Manager
- Compliance Officer
- Risk Manager
- Financial Controller
- Quality Manager
- Archivist





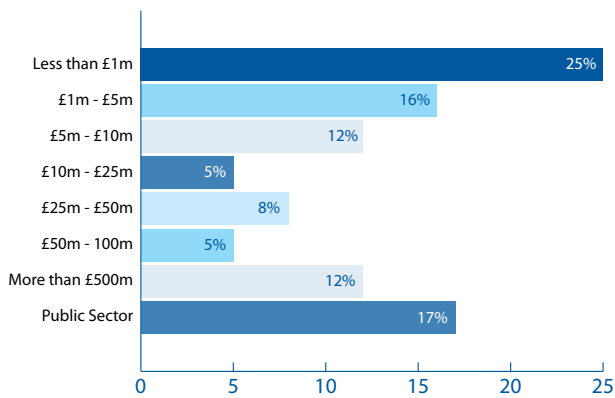
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## Market Sectors

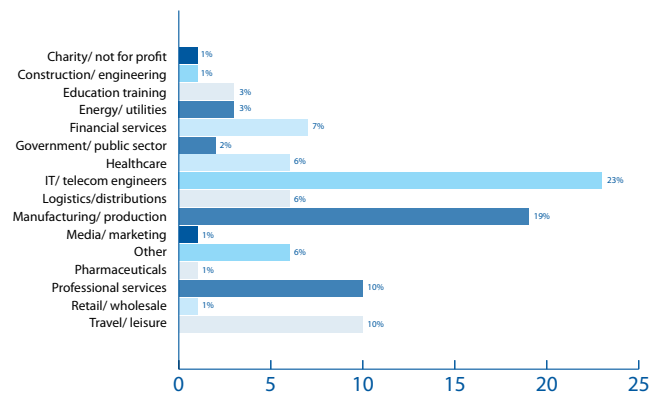
The programme and exhibition is aimed at directors, managers and professionals from all types of organisations including the commercial and public sectors, SME's and blue chip companies.

## 2010 Delegate Demographic Breakdown

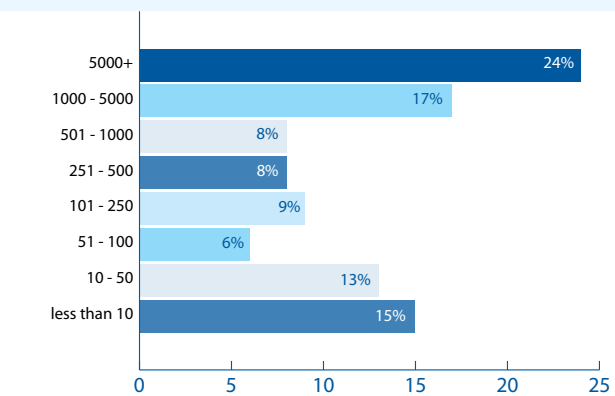
### Annual Turnover



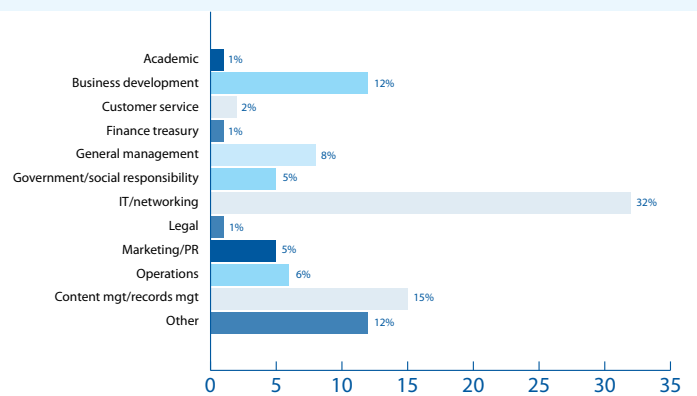
### Primary Industrial Sector



### Number of Employees



### Primary Job Function





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## Exhibition Opportunities

The AIIM Roadshow offers a variety of exhibit and speaking opportunities specifically designed to meet your individual requirements and budget. Fully inclusive packages provide a unique and cost-effective opportunity to show your solutions to a pre-qualified audience of key decision-makers.

**AIIM members will receive a 12.5% package discount**

Other direct benefits of your participation at the Roadshow include: Direct Sales, Lead Generation, Customer Retention, Market Research, Channel Support, Brand Building and Press Relations.

**For full package details contact Deborah Puxty now on  
Tel: 01892 820936 email: [deborah@revolution-events.com](mailto:deborah@revolution-events.com)**

## Platinum Package

From  
**£9,557 (+ VAT)**

- All four venues
- Exhibition area (3x2m/4x2m/5x2m) wall scheme fitted
- Furniture package
- Electrics
- Two case study speaking slots
- Online logo and web link promotion
- Online seminar promotion
- Onsite logo promotion
- Company profile included in the full conference programme
- Post event delegate list for all venues including contact details
- Complimentary sponsorship opportunity

## Gold Package

From  
**£6,182 (+ VAT)**

- Three venues
- Exhibition area (3x2m/4x2m/5x2m) wall scheme fitted
- Furniture package
- Electrics
- Online logo and web link promotion
- Onsite logo promotion
- Company profile included in the full conference programme



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## Silver Package

From  
**£4,269 (+ VAT)**

Two venues  
Exhibition area (3x2m/4x2m/5x2m) wall scheme fitted  
Furniture package  
Electrics  
Online logo and web link promotion  
Onsite logo promotion  
Company profile included in the full conference programme

## Bronze Package

From  
**£2,244 (+ VAT)**

One venue  
Exhibition area (3x2m/4x2m/5x2m) wall scheme fitted  
Furniture package  
Electrics  
Online logo and web link promotion  
Onsite logo promotion  
Company profile included in the full conference programme

### **Additional sponsorship opportunities are available to maximise your presence and include:**

- Speaking options in either the seminar theatre or co-hosted round tables
- Delegate lists for specific venues
- Conference bag sponsorship
- Catering area sponsorship
- Badges and lanyards
- Delegate email options (to coincide with your own campaigns)



# Contact Us

THE AIIM Roadshow Team:

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**AIIM Trade and Advisory Trade Members** are eligible for discount on all Roadshow packages. If your company is not already an AIIM member, now couldn't be a better time to join. Annual Membership subscription costs only £850. **AIIM members receive a 12.5% discount on package prices.**

Call the AIIM Office for details about Membership on 01905 727600.



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](http://www.revolution-events.com)

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