

itSMF Congress 2007
IT changes - change IT!

4th - 5th December in Berlin
Pre-workshops on 3rd December

**The Congress for the
ITSM Community**



itSMF
IT Service Management Forum®
Deutschland e.V.

EXHIBITOR INFORMATION

**Annual Congress 2007
Exhibitor Information**

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itSMF is a company and product-independent global association, which is independent and non profit-oriented.

1992 Foundation of **itSMF** Great Britain

2001 Foundation of **itSMF** Deutschland e.V.

There currently exist more than **40 national itSMF chapters** throughout the world.

Over **600 members** of the **itSMF** Deutschland e.V. lobby actively for a IT Service Management meeting requirements and support the development and design of IT Service Management and the de-facto standard ITIL.

Our members come from application companies, service providers (especially training and consultation companies) and manufacturers.

Through **active collaboration in study groups**, the members have influence on the design and development of IT Service Management and ITIL.

Study Groups

- ▶ Company certification
- ▶ Personal certification
- ▶ Publications
- ▶ Operational Service Management
- ▶ ITIL in public administration
- ▶ ITIL/Cobit

Ten Regional Forums, scattered across Germany, form the community platform for members and non-members.

Benefits of Membership

- ▶ **itSMF** as a platform for the exchange of experience
- ▶ Internet access to congress and forum articles
- ▶ Member discounts
 - For publications and events (e.g. itSMF annual congress)
 - With cooperation partners (currently PMI Frankfurt Chapter, ISACA Germany), hamburg@work, CompetenceSite, dpunkt-Verlag [publishing house])
 - For offers from "Members for members"
- ▶ Newsletter with up-to-date information
- ▶ Membership journal (itSMF Deutschland e.V. and itSMF International)

4th -5th December in Berlin
Pre-workshops on 3rd Dec.

change IT!

IT changes -

This year's event focuses on:



IT Industrialisation



IT Business Integration



Maturity & Certification



ITSM in Practice

In the 4 thematic streams, you can expect more than 30 specialist lectures from leading personalities from economy, industry and public administration. Pre-workshops on Monday introduce the subjects. Find out more at www.itsmf.de



Unique Advantages

Congress Participants (2006)

Professional Categories

| | |
|-------------------------------------|-----|
| Business management | 8% |
| IT management | 16% |
| Organisation and project management | 4% |
| IT Service Management | 23% |
| Consultation | 29% |
| Other | 29% |

Industries

| | |
|---|-----|
| Public administration | 9% |
| Information technology/telecommunication | 21% |
| Financial industries | 10% |
| Software/system developers | 13% |
| Service providers | 33% |
| Processing and producing industries, chemical/pharmaceutical industry | 10% |
| Other | 2% |

Size of Companies

| | |
|---------------------------|-----|
| 10.000 employees and more | 30% |
| 1.000 - 10.000 | 24% |
| 500 - 1.000 | 5% |
| < 500 | 41% |

Evaluation of Event

| | |
|-----------------------|-----|
| Contact opportunities | 2,2 |
| Subjects | 1,4 |
| Exhibition | 2,2 |
| Usability | 2,0 |

(Based on German grading system where 1 is highest and 5 is lowest)

The **itSMF** Congress 2007 offers the largest forum in Germany to exchange information on the current themes of IT Service Management with colleagues.

Facts

40 exhibitors and more than 500 participants in 2006
8 pre-workshops
32 specialist lectures

Target groups

- ▶ CIOs, IT management,
- ▶ Organisation and project managers,
- ▶ IT service managers and
- ▶ IT specialists from public administration.

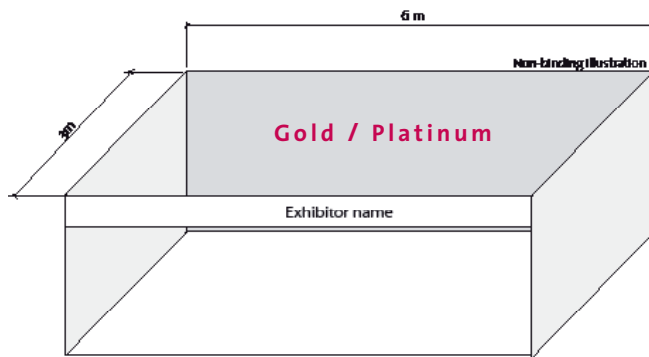
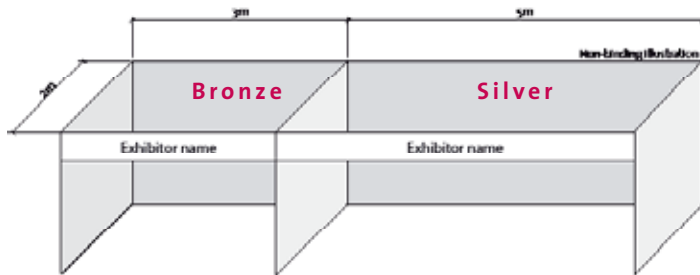
Advertising

- ▶ Presence on web
 At www.itsmf.de, visitors can find out in advance about the focal topics, speakers and programme.
- ▶ Newsletter/ mailing
- ▶ Advertisements
 in our member journal
 in trade press and our media partners





Your Exhibition Booth



Capacity

The depth of the bronze and silver booth is 2 metres. The width of the bronze booth is 3 metres; 5 metres for the silver booth.

The gold booth and the platinum booth are at least 3 metres deep and have a minimum width of 6 metres; the layout of which can be adapted to the space available. The gold booth and the platinum booth can only be booked by main sponsors.

The rental price of the booth includes:

Bronze

- ▶ Walls (Octanorm system)
- ▶ Flooring (grey carpeting)
- ▶ Lighting every 3 m² 1 low voltage spotlight
- ▶ Power connection 230 V including triple power strip
- ▶ Booth blind 300 mm
- ▶ Blind writing max. 40 letters per booth

Silver/Gold/Platinum

- ▶ Walls (Octanorm system)
- ▶ Flooring (grey carpeting)
- ▶ Lighting every 3 m² 1 low voltage spotlight
- ▶ Power connection 230 V including triple power strip
- ▶ Booth blind 300 mm
- ▶ Blind writing max. 40 letters per booth
- ▶ 1 bar stool
- ▶ 1 information counter
- ▶ 1 group of tables with 4 chairs



Exhibition Packages

| | Bronze | Silver | Gold | Platinum | Sponsor | Logo-Sponsor |
|--|------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------------|
| Quantity | 24 | 10 | 3 | 1 | 4 | 1 |
| Price | 3.400,00 € | 6.800,00 € | 12.500,00 € | 16.000,00 € | 4.800,00 € | 5.500,00 € |
| Services | | | | | | |
| Booth/furnishings | | | | | | |
| Surface | 2 x 3 m | 2 x 5 m | 3 x 6 m | 3 x 6 m | no booth | no booth |
| Booth cabling | Yes | Yes | Yes | Yes | | |
| Lighting | Yes | Yes | Yes | Yes | | |
| Info counter | No | Yes | Yes | Yes | | |
| Bar stool | No | Yes | Yes | Yes | | |
| Additional services | | | | | | |
| Participant ID | 2 | 4 | 6 | 6 | 3 | 0 |
| Participant evening event | 2 | 4 | 6 | 6 | 3 | 0 |
| Lecture slot | No | No | Yes* | Yes* | No | No |
| Pre-workshop "ITIL crash course" for approx. 80 participants | No | No | No | Yes | No | No |
| Logo in exhibitor and programme flyer and internet | Yes | Yes | Yes | Yes | Yes | Yes |
| Short presentation of company in exhibitor flyer | Yes | Yes | Yes | Yes | Yes | Yes |
| Display of information | Yes | Yes | Yes | Yes | Yes | Yes |
| Material in congress folder | Doublesided company brochure | Image brochure (max. 10 pages) | Image brochure (max. 20 pages) | Image brochure (max. 20 pages) | Image brochure (max. 20 pages) | Doublesided company brochure |
| Conference CD | Logo | Logo | Logo | Logo | Logo | Logo |
| Conference CD | company flyer (max. 2 MB) | Image brochure (max. 4 MB) | Image brochure (max. 4 MB) | Image brochure (max. 4 MB) | Image brochure (max. 4 MB) | company flyer (max. 2 MB) |
| White paper on conference CD | No | No | Yes | Yes | No | No |
| External logo on conference CD | No | No | No | No | No | Yes |
| Logo on conference folder | No | No | No | No | No | Yes |
| Flag in plenum | No | No | Yes | Yes | Yes | No |
| Advert in ITSM 04/2007 | No | No | No | 1/2 page | No | No |

All prices plus VAT.
itSMF members receive 20% discount.

* The programme team decides about acceptance of the contribution.

General Exhibition Conditions

1. Event

7th **itSMF** Congress

2. Event location

Estrel Convention Center (ECC)
Sonnenallee 225
12057 Berlin

3. Organiser

itSMF Deutschland e.V.
Mainzer Landstraße 176
60327 Frankfurt
Telefon: +49 (0) 700 02 02 2001
Telefax: +49 (0) 180 588 908 8167

4. Exhibitor support

Kongressmanagement Barbara Ziegler
Unter den Eichen 7
65195 Wiesbaden
Telefon: +49 (0) 611 59 76 95
Telefax: +49 (0) 611 59 79 53
info@kongressmanagement.com

5. Date of event, rental period, penalty

a) Date of event

Tuesday to Wednesday 4th – 5th December 2007

Opening times of exhibition:

Tuesday 4.12.2007 8am - 6pm

Wednesday 5.12.2007 8am - 5pm

Set-up Monday 3.12.2007 8am - 5pm

Dismantling Wednesday 5.12.2007 5pm - 10pm

b) The rental period of the booth begins on Monday 3.12.2007,

8am and finishes on Wednesday 5.12.2007, 10pm

c) In the interests of all participating exhibitors, every exhibitor is obligated not to undertake dismantling of their booth before Wednesday, 5.12.2007, 5pm. With their booking, the exhibitor confirms that he has taken note of this obligation. In the case of infringement, each exhibitor shall be obligated to pay a reasonable penalty of 500.00€ plus VAT.

6. Validity

a) All bookings by exhibitors and approvals by the organiser take place solely on the basis of the following Exhibition Conditions.

b) The exhibitor accepts the General Exhibition Conditions with the submission of the booking.

c) Any General Terms and Conditions of the exhibitor are expressly contradicted.

d) Deviating agreements to the present General Exhibition Conditions are only valid if they have been confirmed in writing by the organiser as a supplement to these General Exhibition Conditions.

This also applies if the organiser unreservedly provides his services knowing of any deviating General Terms and Conditions of the customer.

7. Approval

a) The organiser is the sole decision-maker regarding the approval of companies as exhibitors, including space distribution and the approval of companies as speakers.

b) The organiser reserves the right to deny approval to company applications without providing any reasons.

c) Refusal is final and participation is non-actionable. The exhibitor accepts this waiver in his application.

8. Registration, period of commitment, change

a) The organiser can accept the offer by the exhibitor contained in the registration within 4 weeks of receiving the application. The acceptance of the organiser shall take place through the confirmation of approval for the exhibitor.

b) Exhibitor provisos as part of the application cannot be taken into account.

c) If this should be required for proper execution of the event in the interests of all exhibitors, the organiser can assign the exhibitor a space in a different location deviating from the confirmation in the sense of figure (8) lit. (a) sentence 2, modify the size and dimensions of the booth and carry out other structural modifications. If such modifications should be unacceptable to the exhibitor concerned, the exhibitor has a contractual right to withdraw and relinquish the rental object, i.e. the booth, before hand-over. Such right must be practiced within a week of the information about such modification wishes being provided by the organiser.

d) The inclusion of other companies in the rented booth is only possible with the prior authorisation of the organiser (see fig. 9). The exhibitor may neither wholly or partially entrust the booth allocated to them to other companies or people.

e) The exhibitor is obligated to man the booth throughout the entire duration of the exhibition and exhibit the exhibition goods registered.

9. Registration of co-exhibitors/partner companies etc.

a) The exhibitor must apply in writing for the inclusion of one or more co-exhibitor(s) at the time of application.

b) An additional rent of 230.00€ plus VAT must be paid for each co-exhibitor. The debtor of the aforementioned co-exhibitor rent is always the main exhibitor. The co-exhibitor is subject to the same conditions as the main exhibitor.

10. Withdrawal

a) Subject to any legal rights to withdraw, exhibitors cannot withdraw from the contract before hand-over of the rental object, i.e. the booth.

b) If the organiser allows an exhibitor to withdraw from the contract in a case of fig. (10) lit. (a) in a concrete individual case, compensation of at least 50% must be paid to the organiser if the withdrawal is

2 months before the start of the congress; if it is less than 2 months to the start of the congress, then 100% of the booth rent is payable.

c) Should the event have to be cancelled or moved in terms of date or location, the exhibitors must reapply.

d) It is not possible to receive a reduction in the booth rent if the event duration is shortened slightly.

e) If the exhibitor is not able to have the allocated booth due to a reason to be defined by the organiser, the exhibitor is legally entitled to claim reimbursement of the paid booth rent. Any compensation or expense compensation for the exhibitor is in accordance with fig. (22). Further claims from the exhibitor are excluded.

11. Booth rent/booth design

a) The rent for a bronze booth is €3,400.00, for a silver booth €6,800.00, for a gold booth €12,500.00 and for a platinum booth €16,000.00 plus VAT.

b) Waste disposal: every exhibitor/booth builder is obligated to dispose of recyclable compounds.

c) Floor capacity: the maximum floor capacity is 750 kg/m³.

12. Resources

a) Connections for telephone and electricity are available in the exhibition halls.

b) All connections must only be carried out by the Estrel Hotel & Convention Center at the cost of the exhibitor. Order forms will be provided to exhibitors in good time.

13. Use of sound/image/video equipment ("this equipment") and live music

a) The use of this equipment by the exhibitor may only take place in such a way that neighbouring booths are not disturbed or effected in any way (max. 50 dB).

b) Any use requires prior written application.

c) If fig. (13) lit (a) is infringed on the booth of an exhibitor, the organiser is entitled to cut off the power supply to this booth. In addition, the organiser reserves the right to take further legal steps in the case of infringement of fig. (13) lit (a) and (b).

d) No musical acts are permitted at the exhibition.

14. Forfeiture clause

Quantified claims by the exhibitor against the organiser, which were quantifiable within two weeks after the end of the exhibition and have not been enforced in writing to the organiser within this time limit, are forfeited.

15. Invoice and payment conditions

a) After approval, the exhibitor will receive an invoice, which must be settled in full due net not later than 30 days after the date of the invoice.

b) Complaints regarding the invoice, irrespective of the manner, must be enforced to the organiser within eight days of receipt of the invoice.

Only when the invoice amount has been paid in full by the exhibitor is the exhibitor entitled to move into the booth.

16. VAT

VAT must be added to all rents and costs.

17. Participant ID

Every exhibitor receives 2 free participant IDs for a bronze booth, 4 free participant IDs for a silver booth, 6 free participant IDs for a gold or platinum booth.

18. Exhibitor and sponsor directory

a) All exhibitors are obligated to be entered in this directory.

b) The exhibitor must provide Kongressmanagement Barbara Ziegler with the text for this according to the guidelines of the organiser (design, character count, etc.) not later than 8 weeks before the start of the event.

19. Cleaning

a) The organiser will carry out the cleaning of the premises, halls and aisles.

b) The exhibitor is responsible for the cleaning of the booths, which must be completed before the start of the event every day. If the exhibitor does not have the booth cleaned by their own personnel, only companies authorised by the organiser may be commissioned with the cleaning task.

20. Surveillance

a) The general surveillance of the premises and the halls is undertaken by the organiser without any liability for losses of damages.

b) The exhibitor himself is responsible for the surveillance of the booth. This also applies during set-up and dismantling times, from the start to the end of the exhibition. Permission for external surveillance companies must be applied for from the organiser.

21. Advertising and sales regulation

a) Exhibition-related advertising measures by the exhibitor, which prevent, annoy or limit neighbouring booths in carrying out their business activities, are not permitted.

b) The organiser is entitled to refuse the issue and exhibition of advertising material which could provide cause for complaints.

22. Liability

a) As far as nothing deviating is agreed in the General Exhibition Conditions, all claims of the exhibitor for replacement of damages of any kind, even application claims for compensation and secondary damage, are excluded. This applies particularly for claims due to any infringement of responsibilities in the contractual agreement and from unauthorised activity. The exclusion of liability also applies if the organiser has used vicarious agents.

b) Nevertheless, the organiser is liable in the cases mentioned in fig. (22) lit (a) if the organiser or their vicarious agents are charged with gross negligence or intent, as well as in all cases in which the organiser or their vicarious agents have infringed culpably on fundamental contractual obligations (cardinal obligations) and thus endangered the contractual purpose as a whole.

c) In the case of infringing on cardinal obligations, the liability of the organiser is however limited to the booth rent in the case of slight negligence.

d) If, in the immediately aforementioned case, the volume of booth rent exceptionally does not meet the typically predictable damage, then the liability of the organiser is limited to the volume in accordance with the typically predictable damage.

e) The exclusion of liability is only inapplicable for claims from the Product Liability Act or if a guarantee for nature or tenability of the delivered item was undertaken. In addition, the exclusion of liability does not apply for damage caused by injury of life, body or health.

23. Insurance

The exhibitor is emphatically recommended to insure their exhibition goods and their legal liability at their own cost. There is no obligation for the organiser to conclude insurance to the benefit of the exhibitor.

24. Activities outside the booth

a) Activities of the exhibitor outside of the leased booth area, such as visitor surveys, promotion campaigns, etc, are prohibited.

b) Special approval can be issued by the organiser.

25. Official approval

a) The exhibitor is responsible for ensuring that the authorisations required for his and his agents' activities on the booth are available and that the legally applicable regulations are complied with.

b) The organiser makes reference to the organisation and technical guidelines in the exhibitor service folder connected to this topic, which is intended to act as an aid for the exhibitor. The organiser accepts no responsibility or liability for the completeness or accuracy of this exhibitor service folder.

26. Gastronomy/catering

a) The Estrel Hotel & Convention Center, Berlin reserves the right to carry out the complete management of the events.

b) The exhibitor will release the organiser from all claims by the Estrel Hotel & Convention Center Berlin, which result from infringement of the sole right to manage in accordance with fig. (26) lit (a).

27. Data protection

The exhibitor takes note of the fact that the organiser shall save the data relating to the exhibitor required to fulfil the contract for the purpose of automated processing on the basis of the contractual agreement.

28. Severability clause, statute of limitations, right of retentions, charging

a) If a condition of these General Exhibition Conditions is or becomes ineffective or unfeasible, then this shall not affect the efficacy of the General Exhibition Conditions. The organiser and exhibitor are obligated in this case to reach an agreement on an effective and feasible condition, which corresponds as far as possible with the purpose of the ineffective or unfeasible condition in the sense of the General Exhibition Conditions and taking into account the over-

all contract purpose. The same applies for any gaps in the General Exhibition Conditions.

b) Claims against the organiser are subject to a limitation period of one year unless the organiser is found to have acted in a grossly negligent or intentional manner or the claims are subject to a legal statute of limitations of more than three years. The limitation period begins with the last day of the event.

c) The exhibitor is only entitled to a right of retention with uncontested or legally binding outstanding accounts.

d) The exhibitor can only settle with accounts which are determined to be uncontested or legally binding.

29. Applicable law

German law is the sole law applicable for the General Exhibition Conditions and all legal relationships between the exhibitor and organiser.

30. Place of fulfilment

The place of fulfilment for all mutual obligations is the headquarters of the organiser in Frankfurt/Main. This applies particularly for all obligations resulting from the concluded contracts.

Frankfurt, June 2007

General overview Estrel Hotel

Estrel Convention Center

- Festival Center
- Convention Center
- 1 Festival Center
- 2 Estrel CC - Raum 1 / Room 1 (1. Etage / 1st Floor)
- 3 Estrel CC - Raum 2 / Room 2
- 4 Estrel CC - Raum 3 / Room 3
- 5 Foyer 1
- 6 Convention Hall - Saal A / Hall A
- 7 Convention Hall - Saal B / Hall B (Foyer 2)
- 8 Convention Hall - Saal C / Hall C
- 9 Convention Hall - Saal D / Hall D
- 10 Galerie (1-4) / Gallery (1-4)
- 11 VIP Lounge (Galerie / Gallery)
- 12 Künstlergarderobe (mehrstöckig) / Artist Dressing Room (multistorey)
- 13 Innenhof (1+2) / Inner Courtyard (1+2)
- 14 Foyer 3
- 15 Küchen (1-3) / Kitchens (1-3)
- 16 Estrel CC - Räume 4+5 (2. Etage) / Rooms 4+5 (2nd Floor)
- 17 Zufahrt / Entrance Convention Center
- 18 Hauptingang / Main Entrance Convention Center
- 19 Zulieferzone / Delivery Zone Convention Center
- 20 Bühne / Stage

Estrel Hotel

- Flügel 1
Designer Wing
- Flügel 2
Central Wing
- Flügel 3
Conference Wing
- Flügel 4
Residence Wing
- Restaurants / Gastro
- Conference
- Lift
- Toiletten / Toilets
- 1 Autovermietung / Car Rental
- 2 Business Center
- 3 Estrel Stube
- 4 Gepäckraum / Luggage Room
- 5 Rezeption / Reception
- 6 Concierge
- 7 Geldautomat / Automatic Cash Dispenser
- 8 Telefon / Telephone
- 9 Konferenzraum Straßburg / Conference Room Straßburg
- 10 Mini Markt / Mini Market
- 11 Kleine Galerie / Small Gallery
- 12 Konferenzraum Lyon / Conference Room Lyon
- 13 Große Galerie / Big Gallery
- 14 Konferenzraum Paris / Conference Room Paris
- 15 Estrel Saal A, B, C / Estrel Hall A, B, C
- 16 Foyer Estrel Saal / Foyer Estrel Hall
- 17 Passage Estrel Saal / Passage Estrel Hall
- 18 Sun-Thai - Asiatisches Restaurant / Asian Restaurant
- 19 Portofino - Italienisches Restaurant / Italian Restaurant
- 20 La Patisserie
- 21 Samssouci - Internationale Spezialitäten / International Specialities
- 22 Piano Bar
- 23 Atrium-Bar
- 24 Orangerie (1. Etage / 1st Floor)
- 25 Terrasse / Terrace
- 26 Konferenzraum Nizza / Conference Room Nizza
- 27 Konferenzraum Cannes / Conference Room Cannes
- 28 Zufahrt Hotel-Tiefgarage / Entrance Underground Car Park Hotel
- 29 Taxistand / Taxi Rank
- 30 Biergarten / Beer Garden
- 31 Bootsanleger / Boat Docks
- 32 Bahnhof / Train Station
- 33 Atrium
- 34 Rotunde / Rotunda (Übergang zum Festival- und Convention Center / Passage to Festival and Convention Center)

weiterhin finden Sie in / additionally you find on:

Flügel 1 / Designer Wing

- 1. Etage / 1st Floor:
 - Relax-Sauna, Fitness, Solarium, Massage, Relax-Bar

Flügel 2 / Central Wing

- 1. Untergeschoss / Basement:
 - Crystal-Nachtbar / Crystal-Nightbar
 - Taxistand / Taxi Rank
 - Toiletten / Toilets
- 1. Etage / 1st Floor:
 - Eiswürfelmaschine / Ice-Cube Machine

Flügel 3 / Conference Wing

- 2. Etage / 2nd Floor:
 - Eiswürfelmaschine / Ice-Cube Machine

Flügel 4 / Residence Wing

- 1. Etage / 1st Floor:
 - Eiswürfelmaschine / Ice-Cube Machine



Order Form

Exhibition Booth 7th *itSMF* Congress 2007

Telefax +49 (0) 611 597 953

We accept the General Exhibition Conditions provided and hereby lease the following services:

| Package | | Price | Quantity |
|--------------|-------------------|----------|----------|
| Bronze | 6 m ² | 3.400 € | |
| Silver | 10 m ² | 6.800 € | |
| Gold | 18 m ² | 12.500 € | |
| Platinum | 18 m ² | 16.000 € | |
| Sponsor | - | 4.800 € | |
| Logo sponsor | - | 5.500 € | |

All prices plus VAT.
itSMF members receive 20% discount.

Mrs. Ziegler is available to help with all other services and questions regarding the exhibition.



Kongressmanagement Barbara Ziegler

Unter den Eichen 7
65195 Wiesbaden, Germany
Telefon +49 (0) 611 597 695
Telefax +49 (0) 611 597 953
barbara.ziegler@kongressmanagement.com

Company

Department

Contact person

Telephone

Fax

Email

Contact person during the event

Contact person for assembly and dismantling

Telephone for assembly and dismantling

Email for assembly and dismantling

Invoice address

itSMF Deutschland e.V.
Mainzer Landstraße 176
60327 Frankfurt, Germany
Tel. 0700 - 0202 2001

info@itsmf.de
www.itsmf.de