

itSMF conference 2008
IT Service Management:
The driver of IT industrialisation
2nd - 3rd December 2008 in Neuss

Pre-Workshops on 1st December

NEW: Post-Workshops on 4th December

**The conference for the
ITSM Community**



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Tel. 0700 - 0202 2001

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www.itsmf.de

itSMF
IT Service Management Forum®
Deutschland e.V.

EXHIBITOR INFORMATION

itSMF is an incorporated society which was established in Germany in 2001. The societies ultimate ambition is to be an independent, qualified and reliable partner concerning IT Service Management to IT companies, manufacturers and other organisations.

Relevant goals are the optimization and further development of the de-facto standard ITIL (Information Technology Infrastructure Library) to support companies in planning, realisation and operations of IT Service Management in a professional way.

As an independent and non-profit association itSMF Deutschland e.V. has the general ambition to develop and spread the actual knowledge and methods in IT Service Management

Study Groups

- ▶ Company certification
- ▶ Personal certification
- ▶ Publications
- ▶ Operational Service Management
- ▶ ITIL in public administration
- ▶ ITIL/Cobit mapping
- ▶ Total Value of IT
- ▶ Mediation
- ▶ Service Strategy

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)

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IT Service Management: The driver of IT industrialisation

IT industrialisation is – comparable with the industrialisation in industrial production - characterised by

- ▶ Reduced vertical range of manufacture with processes based on division of labour between all participants
- ▶ Increasing automation and standardisation of processes and product
- ▶ Strategies based on component concepts, modular design, reusability and
- ▶ Procurement strategies in (global) value added networks.

With the industrialisation efficiency and effectiveness of operational IT should be increased. This is only possible on base of an obligatory framework for all participants. With the IT Infrastructure Library (ITIL) this requirement was realized in the last few years. ITIL Version 3 gives reasons for the necessity to orientate IT on business models and therefore it gives best practice recommendations.

For realisation of IT industrialisation theoretical approaches and operating experiences on the following questions come to the fore:

- ▶ How can IT services be configured and offered as products in terms of IT industrialisation?
- ▶ How can IT services be industrially manufactured?
- ▶ What are the impacts on employees and organisation?
- ▶ How can the complexity of relationship in an industrial value added network be managed and controlled?

At the 8th *itSMF* annual conference experts in research and experienced practitioners will give answers to these questions and will present concrete instructions to implement IT industrialisation successfully.

The 6. Element

2008

itSMF annual conference

Pre-Workshops on 1st. December
NEW: Post-Workshops on 4th December

This year's event focuses on:

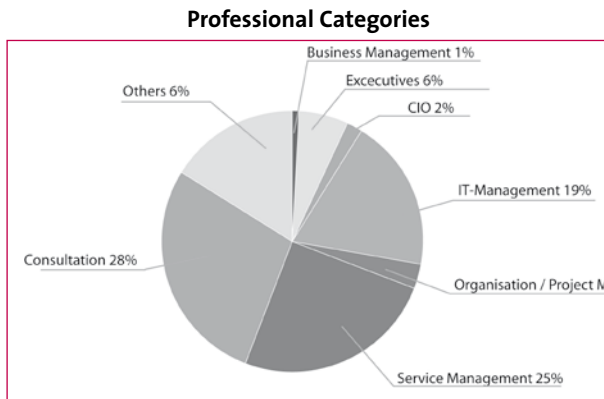
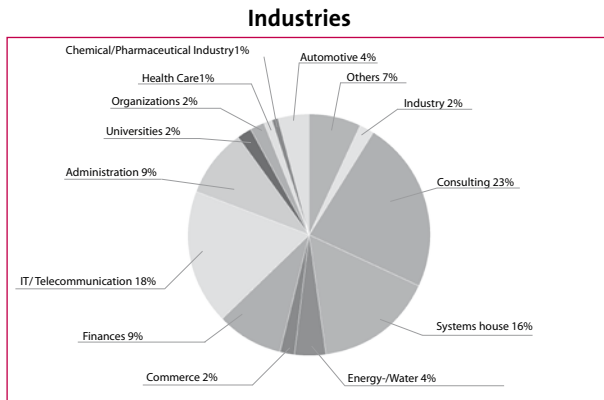
- ▶ **IT Services as a product**
- ▶ **Production of IT Services**
- ▶ **Personal & Organisation**
- ▶ **Partner in Value Networks**

In the 4 thematic streams, you can expect more than 30 specialist lectures from leading personalities from economy, industry and public administration. The study groups of the *itsmf* present their output, offering a platform for discussion and implementation about their results. In cooperation of the attendees the Post-Workshops on 4th of december offers working on the foundations of current topics of the IT Service Management. Find out more at www.itsmf.de



Unique Advantages

Conference Participants (2007)



Evaluation of Event

Content & Value	
topics	2,1
useability	2,2
exhibition	2,2
possibility for networking	2,1

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

The **itSMF** Congress 2008 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
10 pre-workshops
34 specialist lectures
NEW: post-workshops

Target groups

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

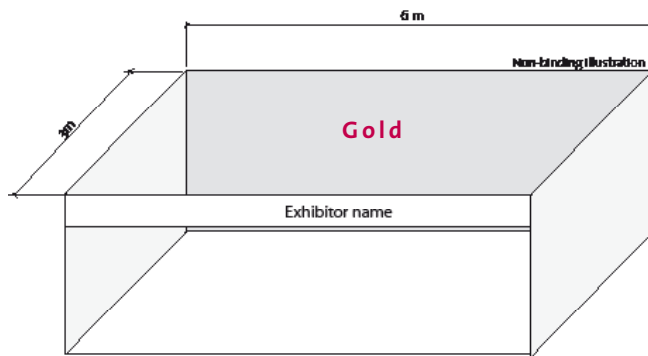
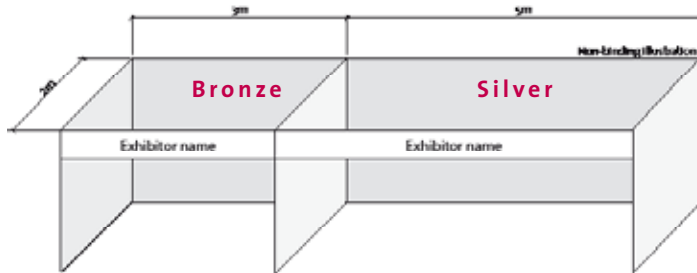
Advertising

- ▶ 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 is 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 can only be booked by main sponsors.

The rental price of the booth includes:

Bronze

- ▶ Walls (Octanorm system)
- ▶ Flooring (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

- ▶ Walls (Octanorm system)
- ▶ Flooring (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



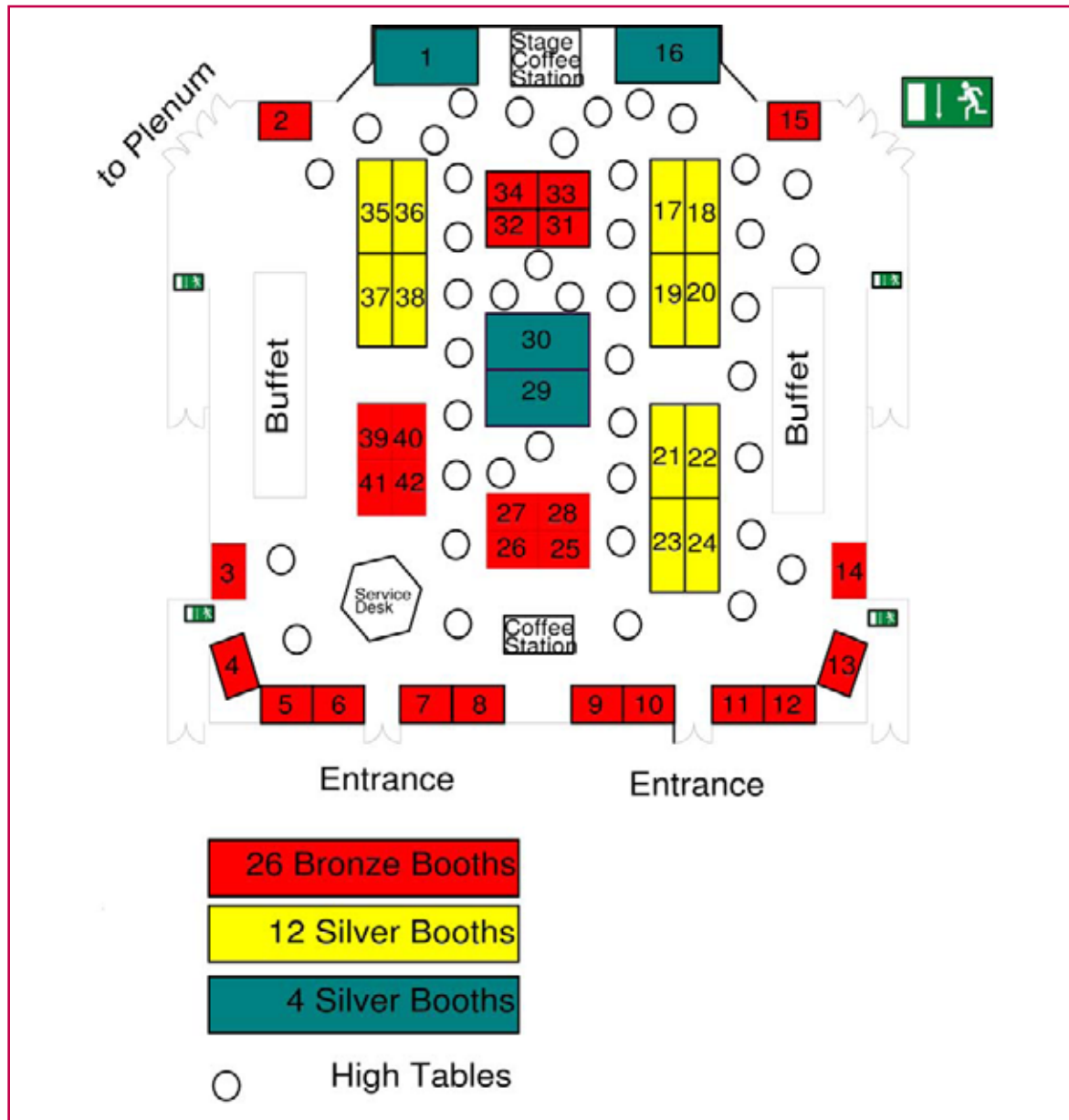
Exhibition Packages

	Bronze	Silver	Gold	Sponsor
Quantity	24	10	3	4
Price	3.400,-- €	6.800,-- €	12.500,-- €	5.500,-- €
Services				
Booth/furnishings				
Surface	2 x 3 m	2 x 5 m	3 x 6 m	no booth
Booth cabling	Yes	Yes	Yes	
Lighting	Yes	Yes	Yes	
Info counter	No	Yes	Yes	
Bar stool	No	Yes	Yes	
1 group of tables with 4 chairs	No			
Additional services				
Participant ID	2	4	6	3
Participant evening event	2	4	6	3
Lecture slot	No	No	Yes*	No
Logo in exhibitor and programme flyer and internet	Yes	Yes	Yes	Yes
Short presentation of company in exhibitor flyer	Yes	Yes	Yes	Yes
Display of information	Yes	Yes	Yes	Yes
Material in conference folder	No	No	Image brochure (max. 20 pages)	Image brochure (max. 20 pages)
Logo at www.itsmf.de	Yes	Yes	Yes	Yes
White paper at www.itsmf.de	No	No	Image brochure (max. 4 MB)	Image brochure (max. 4 MB)
Flag in plenum	No	No	Yes	Yes

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

* The programme team decides about acceptance of the contribution.

Plan of Booth Layout



General Exhibition Conditions

1. Event

8th **itSMF** Congress

2. Event location

Swissôtel Düsseldorf/Neuss
Conference-Center
Rheinallee 1
41460 Neuss

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 2nd – 3rd December 2008

Opening times of exhibition:

Tuesday 2.12.2008 8am - 6pm

Wednesday 3.12.2008 8am - 5pm

Set-up Monday 1.12.2007 12am - 5pm

Exhibitors bringing their own booth can start building up at 8am.

Dismantling Wednesday 3.12.2008 5pm - 10pm

b) The rental period of the booth begins on Monday 1.12.2008, 8am and finishes on Wednesday 3.12.2008, 10pm

c) In the interests of all participating exhibitors, every exhibitor is obligated not to undertake dismantling of their booth before Wednesday, 3.12.2008, 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,- € 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 Condi-

tions 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.-- €, for a silver booth 6,800.-- €, for a gold booth 12,500.-- € and for a platinum booth 16,000.-- € plus VAT.
- b) Waste disposal: every exhibitor/booth builder is obligated to dispose of recyclable compounds.
- c) Floor capacity: the maximum floor capacity is 500 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 Swissôtel Conference Center, Neuss reserves the right to carry out the complete management of the events.

b) The exhibitor will release the organiser from all claims by the Swissôtel Conference Center, 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 overall 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

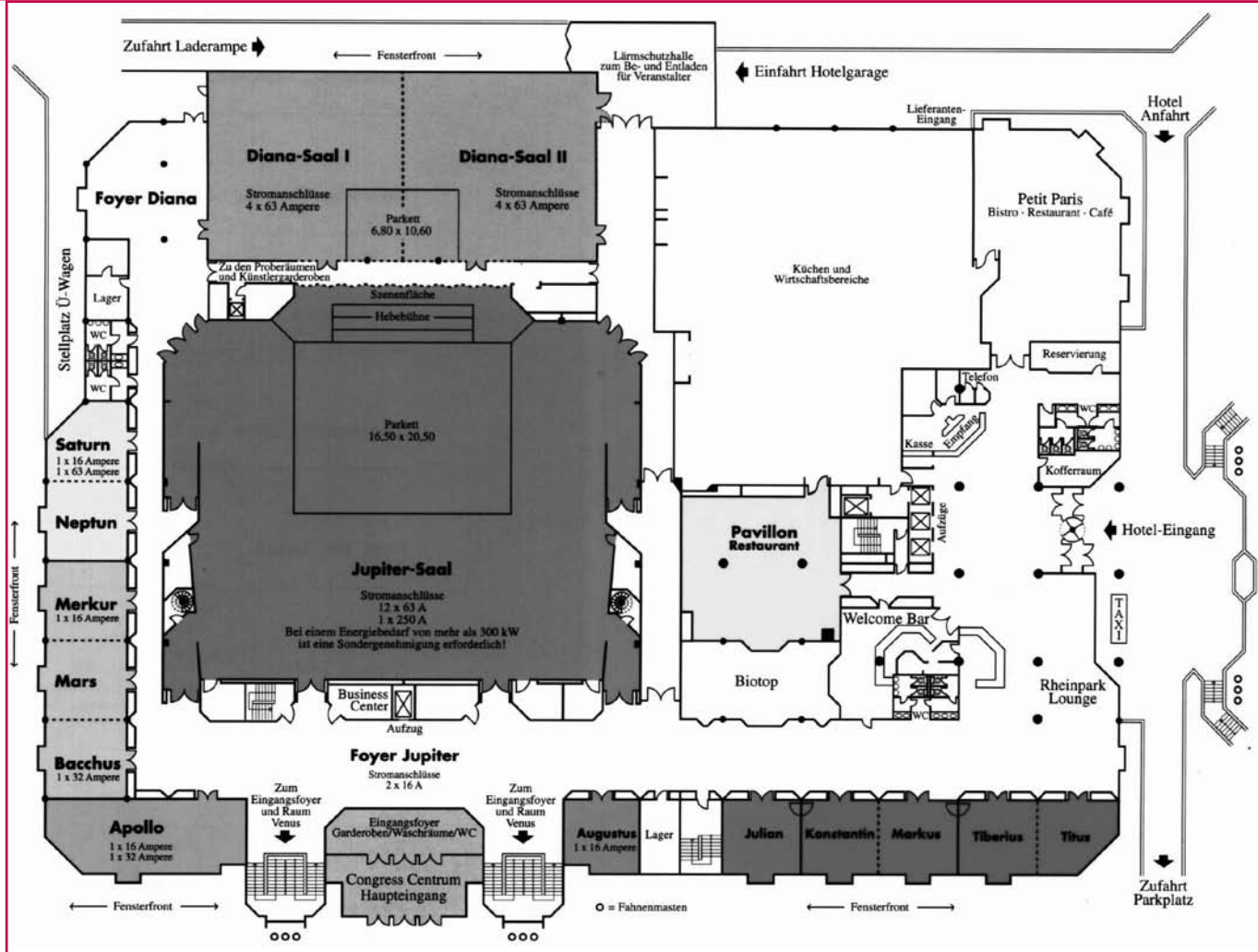
German law is the sole law applicable for the General Exhibition Conditions and all legal relationships between the exhibitor and organiser.

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, Mai 2008

General overview Swissôtel



Order Form

Exhibition Booth 7th *itSMF* Congress 2007

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

Package		Price	Amount
Bronze	6 m ²	3.400,-- €	
Silver	10 m ²	6.800,-- €	
Gold	18 m ²	12.500,-- €	
Sponsor	-	5.500,-- €	

Services	Bronze	Silver	Gold	Sponsor
Surface	2 x 3 m	2 x 5 m	3 x 6 m	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
1 group of tables with 4 chairs	No			
Additional services				
Participant ID	2	4	6	3
Participant evening event	2	4	6	3
Lecture slot	No	No	Yes*	No
Logo in exhibitor and programme flyer and internet	Yes	Yes	Yes	Yes
Short presentation of company in exhibitor flyer	Yes	Yes	Yes	Yes
Display of information	Yes	Yes	Yes	Yes
Material in conference folder	No	No	Image brochure	Image brochure
Logo at www.itsmf.de	Yes	Yes	Yes	Yes
White paper at www.itsmf.de	No	No	Image brochure	Image brochure
Flag in plenum	No	No	Yes	Yes
Price	3.400,-- €	6.800,-- €	12.500,-- €	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

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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