

2013 FORRESTER EMEA EVENT SPONSORSHIPS

POWERFUL CONTENT • LEADING INDUSTRY SPEAKERS • THOUGHT-PROVOKING IDEAS

FORRESTER®

“We have been very pleased with the organization and the content of Forrester’s events. The level of attendees was quite impressive and we had a lot of very interesting conversations at our exhibition stand and after our presentation. For sure, this event is worth attending as exhibitor and speaker”

Axel Haentjens, VP Marketing, Orange Business Services



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BE VISIBLE. CREATE EXCITEMENT. GENERATE NEW BUSINESS.

Sponsorship at Forrester Events gives you the industry exposure and mindshare you need to:

- Create an indelible impression.
- Reinforce your brand message.
- Grow your business.

THE FORRESTER EVENTS DIFFERENCE

Experience the Forrester difference and demonstrate your leadership position in the market. Sponsorship of Forrester Events is available only to an elite group of innovative vendors with products and services pertinent to the Event theme. Sponsorship availability is limited to ensure sponsors maximum exposure and level of engagement with attendees. Unlike most seminars, conferences, or trade shows, Forrester Events are limited to senior-level decision-makers.

THE FORRESTER EVENTS DIFFERENCE

Forrester Event sponsorship puts you right in the thick of the action. By leveraging an Event's significant drawing power, you are strategically positioned to:

- Elevate your credibility through speaking opportunities and customer interaction in your Showcase booth space.
- Generate highly-qualified sales leads and selling opportunities.
- Build relationships with other industry leaders and potential business partners.
- Gain insight into the challenges that businesses face and the technologies they turn to for solutions.
- Cultivate and strengthen your company's relationship with key Forrester analysts.

SPONSORSHIP LEVELS TO MEET YOUR NEEDS

Forrester will customize sponsorship packages according to your needs and business goals. To ensure that all sponsors are able to maximize their level of engagement, availability is limited. We offer the following sponsorship packages:

- Platinum sponsorships (include speaking opportunity).
- Gold sponsorships (include speaking opportunity).
- Silver sponsorships.
- Visibility sponsorships.
- Customized programs to meet your unique objectives.

PROPOSED EMEA EVENTS CALENDAR 2013

Date & Location	Forum	Opportunities
May 22, 2013 London, U.K.	Co-located Marketing & Strategy Forum Summit For eBusiness & Channel Strategy Professionals Summit For Interactive Marketing Professionals	Platinum Gold Silver
June 10-11, 2013 London, U.K.	Co-located Forums Executive IT Forum Series Forum For CIOs Forum For Enterprise Architecture Professionals Forum For Infrastructure & Operations Professionals Forum For Security & Risk Professionals Forum For Sourcing & Vendor Management Professionals	Premier Platinum Gold Silver
October, 2013 London, U.K.	Co-located Autumn IT Event Series Summit For Application Development & Delivery Professionals Summit For Business Architecture Professionals	Platinum Gold Silver
November, 2013	Forum For Marketing Leadership Professionals	Platinum Gold Silver

CO-LOCATED MARKETING & STRATEGY FORUMS

May 22, 2013 • LONDON, UK



INTERACTIVE MARKETING SUMMIT

May 22, 2013, London, UK

Ileana Mendez

Interactive Marketing Professional



Content Focus

Digital channels are now a critical element of the marketing mix. Interactive Marketing Professionals must decide which channels to prioritize, how much to allocate to these channels, and how interactive marketing fits within a broader, integrated marketing plan.

At this 1 day summit analysts and industry experts will discuss the following key issues:

- Developing winning strategies for emerging and mainstream digital media.
- Justifying interactive marketing budgets.
- Building the right team, partnerships, and technologies.
- Improving the performance of digital campaigns.
- Moving to social maturity - embedding social media into the marketing

Who Will Attend

Managers and Directors responsible for creating innovative approaches to customer engagement across customer touchpoints.

Attendee Demographics

As Forrester Research launched these two summits in 2012, there are no historical demographics available. These Summits will target Forrester's clients and prospects in the UK region primarily - and based on our client data we anticipate 90-120 attendees for each summit in 2013

EBUSINESS & CHANNEL STRATEGY SUMMIT

May 22, 2013, London, UK

Eric Chang

eBusiness & Channel Strategy Professional



Content Focus

While eCommerce continues to grow and take market share from the physical retail channel, retailers also look to experiment with new approaches to their web businesses such as social commerce and mobile selling.

At this 1 day summit analysts and industry experts will discuss the following key issues:

- Building channel strategies that drive sales and service.
- How to choose technologies that optimize online interactions.
- Adapting to changing customer buying and service behaviours.
- Forecasting online sales and service uptakes.
- The metamorphosis to agile customer service.

Who Will Attend

Managers and Directors with the mandate to drive revenue growth across customer touchpoints, reduce the cost of online interactions, and increase engagement with customers.

Sponsorship Opportunities And Primary Deliverables

	Platinum £18,500	Gold £12,500	Silver £8,500
Opportunities Available Per Summit	1	2	5
Speaking Session - Forum Specific	30-minute Keynote Speech Morning Slot	20-minute Track Speech Afternoon Slot	
Exhibition Space - Co-located For Both Summits To Include Access To Both Audiences	4m Wide by 2m Deep	3m Wide by 2m Deep	2m Wide by 1.5m Deep
Summit Attendee Passes	5 Passes	3 Passes	2 Passes
Event Branding - Web, Brochure, Onsite	Yes	Yes	Yes

FORRESTER'S EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



Forrester's Executive IT Forum Series in June will feature the co-location of 5 key strategic IT Events - enabling relevant role-specific experiences for our attendees and sponsors, as well as allowing for cross-role collaboration for attendees and cross-role exposure for our sponsors.

	CIO	Enterprise Architecture	Security & Risk Management	Infrastructure & Operations	Sourcing & Vendor Management
Forum Overview					
Projected Attendance	100	180	150	100	150
Attendance Profile	CIO/CTO IT Director VP IT Technology Head of IT Strategy	Chief Architect Enterprise Architect Head of Architecture Strategy Business Architect	CSO Head of/Director IT Security Head of Data Protection Security Architect	CTO VP/Director Infrastructure & Operations Head of IT Operations	Director of Sourcing Head of Service Management Head of Vendor Management IT Procurement Executive
Key Topics	<ul style="list-style-type: none"> Tap key technology trends to drive business innovation. Elevate the IT-business relationship. Develop a business technology organization primed for future performance. 	<ul style="list-style-type: none"> Get out in front of technology innovations to drive flexibility and value. Connect the dots between business and technology strategy. Build a valued EA program primed for future performance. 	<ul style="list-style-type: none"> Ensure proper governance and oversight to manage risks. Establish effective security processes to keep your assets safe. Optimize security architectures and technologies for future flexibility. 	<ul style="list-style-type: none"> Optimize your data centers to achieve cloud economics. Industrialize your IT operations to improve productivity. Transform the desktop experience to empower your users. 	<ul style="list-style-type: none"> Define a sourcing strategy that enables innovation and growth. Select and negotiate with a vendor to drive optimum pricing and value. Maximise supplier performance to create sustained value.

Sponsorship Opportunities Available

Premier	3 Premier Opportunities targeting combined audiences of 5 Forums.				
€59,000 Premier Deliverables	<ul style="list-style-type: none"> 30-minute session in agenda which are topic focused and will be promoted to attendees of all 5 Forums to allow them to choose the most relevant to attend. Exhibition space (4m by 2m) - located in the most central area of all 5 Forums - with option to select area closest to desired role. 10 Attendee Passes. Plus all standard sponsorship deliverables such as branding on web, brochure, onsite, etc. 				
Platinum	1 Opportunity	1 Opportunity	1 Opportunity	1 Opportunity	1 Opportunity
€36,000 Platinum Deliverables	<ul style="list-style-type: none"> 40-minute Keynote Speaking Opportunity - morning schedule. Exhibition Space (4m by 2m) - located in high profile location outside keynote room for specific forum chosen - with access to all 5 Forum audiences. 10 Attendee Passes. Plus all standard sponsorship deliverables such as branding on web, brochure, onsite, etc. 				
Gold	2 Opportunities	2 Opportunities	2 Opportunities	2 Opportunities	2 Opportunities
€26,000 Gold Deliverables	<ul style="list-style-type: none"> 30-minute Track Session Speaking Opportunity. Exhibition Space (3m by 2m) - located in high profile location outside keynote room for specific forum chosen - with access to all 5 Forum audiences. 7 Attendee Passes. Plus all standard sponsorship deliverables such as branding on web, brochure, onsite, etc. 				
Silver	5 Opportunities	5 Opportunities	5 Opportunities	5 Opportunities	5 Opportunities
€15,000 Silver Deliverables	<ul style="list-style-type: none"> Exhibition Space (2.5m by 1.5m) - located in high profile location outside keynote room for specific forum chosen - with access to all 5 Forum audiences. 3 Attendee Passes. Plus all standard sponsorship deliverables such as branding on web, brochure, onsite, etc. 				

Previous Sponsors



CO-LOCATED EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



CIO FORUM EMEA

Carol Ito
CIO Professional



About The CIO Forum

Forrester's Forum For CIOs is an executive-level event, where CIOs, CTOs, and other thought leaders from around the world converge to expand their thinking, learn from one another, and find new ways to lead business innovation through the effective use of technology.

The Forum will cover topics such as:

- Tapping key technology trends to drive business innovation.
- Elevating the IT-business relationship.
- Developing a business technology organization primed for future performance.

Who Will Attend

- CIO/CTO
- IT Directors
- VP Technology/IT
- Head IT Strategy/Innovation

Past CIO Speakers at Forrester's IT Forum EMEA

- Kevin Summer, CIO, **Whirlpool**
- Magne Frantsen, VP IT, **Statoil**
- Brian Franz, CIO, **Diageo**
- Filippo Passerni, CIO, **Procter & Gamble**
- Edouard Odier, VP & CIO, **Air France KLM**
- Paul Coby, CIO, **British Airways**
- Francois Jolles, CIO EMEA, **Bacardi Martini**
- Xavier Rambaud, Group VP of IS, **Rhodia**
- Gianluigi Castelli, EVP ICT, **Eni**
- Peter Hambling, CIO, **Lloyds of London**
- Stefan Ostrowski, CTO, **Volkswagen**

FEEDBACK FROM SPONSORS

"We have been very pleased with the organization and the content of Forrester's events. The level of attendees was quite impressive and we had a lot of very interesting conversations at our exhibition stand and after our presentation. For sure, this event is worth attending as exhibitor and speaker"

Axel Haentjens, VP Marketing, Orange Business Services

MindTree has been a sponsor of Forrester events in both the U.S. and EMEA for many years. Each time, the sponsorship package put together by Forrester helps us meet our objectives. I receive a personalized approach from the events team that ensures me that our relationship is important to Forrester."

Joseph King, CMO, MindTree

"We signed one of the world's largest banks as a customer last week for a deal in the millions. We met them for the first time at last year's event. That's some great marketing ROI thanks to your event!"

Brian Mitchinson, VP Marketing, Blast Radius

CO-LOCATED EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



ENTERPRISE ARCHITECTURE FORUM EMEA

Eric Adams

Enterprise Architecture Professional



About The Enterprise Architecture Forum

At Forrester's Enterprise Architecture Forum EMEA, IT professionals learn how to support their firms with the technologies, architecture, and IT practices that drive innovation and create business value. Attendees gain pragmatic advice on critical success factors for enterprise architects and discuss top-of-mind technology issues, including service oriented architecture, business process management, and legacy strategies, to prepare for future challenges in business and information collaboration.

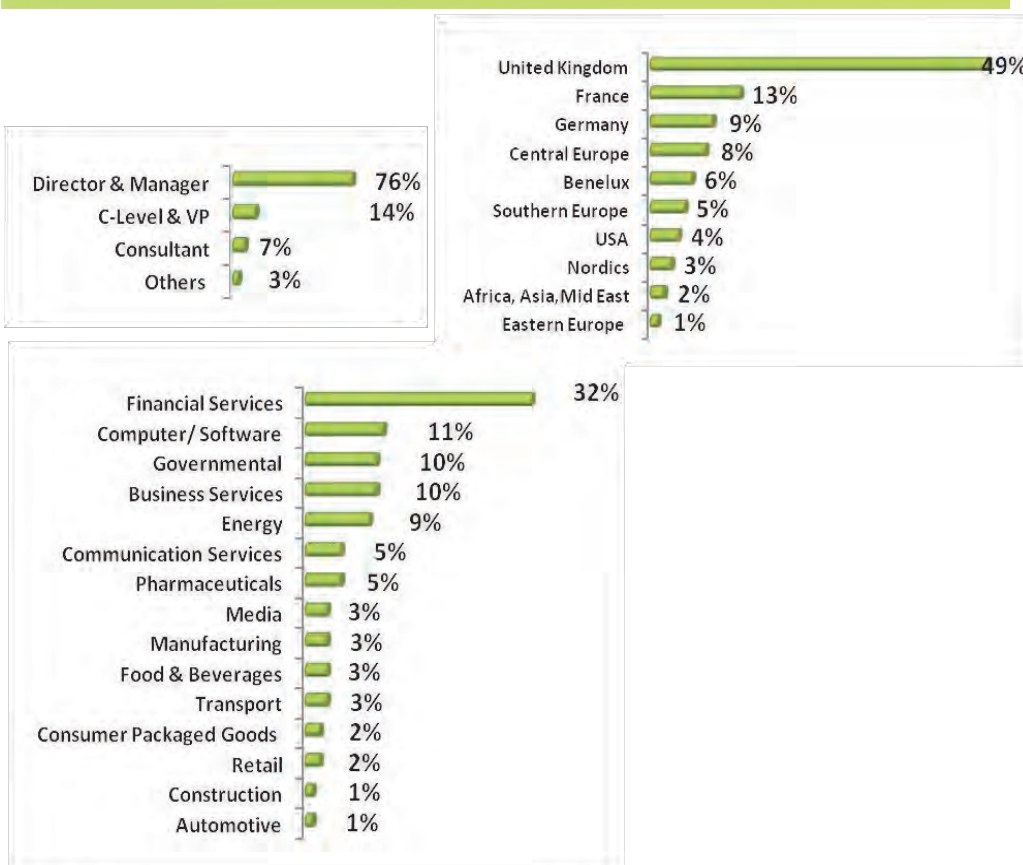
Who Will Attend

- Enterprise Architecture Professionals.
- Application Development & Program Management Professionals.
- Information & Knowledge Management Professionals.

Past Keynote Speakers

- Jaytin Aythora, Enterprise Architect, **Centrica**
- Allen Brown, President & CEO, **The Open Group**
- Stuart Curley, Former Chief Technical Architect, **Royal Mail**
- Michael Dufreshne, Vice President Business Process Transformation, **Medco**
- Jeremy Gray, Chief Technology Officer, **Skandia**
- Tim Haigh, Enterprise Architect for European Marketing & Sales IT Portfolio, **Ford Motor Company**
- Susan E. Watson, VP, Radical Simplification & Process-Led Enterprise Integration, Enterprise on Demand Transformation, **IBM**
- Martijn van Glabbeek, Enterprise Architect - IT Strategy & Architecture Team, **Nuon Energy**

2011 Attendee Demographics



Previous Sponsors



CO-LOCATED EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



SECURITY & RISK MANAGEMENT FORUM EMEA

Sean Rhodes
Security & Risk Management Professional



About The Security & Risk Management Forum

Forrester's Security Forum EMEA will bring together industry experts and analysts to hold practical sessions, panels, and workshops on today's most difficult security and risk management struggles. Together, we will work to rethink the role of security within your enterprise by finding ways to get close to the business, create efficiencies with GRC, establish the right set of priorities, and implement an architecture that responds to these security shifts.

Key Topics include:

- Ensuring proper governance and oversight to manage risks.
- Establish effective security processes to keep your assets safe.
- Optimize security architectures and technologies for future flexibility.

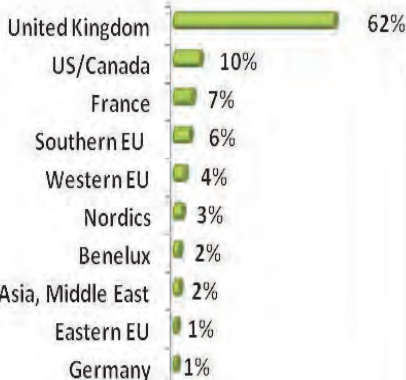
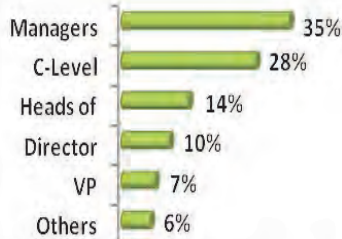
Who Will Attend

- CISO
- Director/Head of IT Security
- Director/Head Data Protection
- Director/Head IT Risk Management

Past Keynote Speakers

- Kim Aarenstrup, Group Head Of Information Security, **A.P. Moller - Maersk**
- Stephen Bonner, Managing Director - Information Risk Management, **Barclays**
- Gianluca D'Antonio, CISO, Information Security & Risk Management, **FCC Group**
- Adrian Seccombe, Associate Lecturer, **University of Surrey**, and former CISO, **Eli Lilly**
- Paul Simmonds, ex-CISO (*AstraZeneca*) & Board Member, **Jericho Forum**
- Erik Time, CISO, **Statoil**

2012 Attendee Demographics



Previous Sponsors



CO-LOCATED EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



INFRASTRUCTURE & OPERATIONS FORUM EMEA

Ian Oliver
Infrastructure & Operations



About The Infrastructure & Operations Forum

The Forrester's Infrastructure & Operations Forum examines the key issues for making I&O organizations successful and well-aligned with business objectives, answering key questions such as:

- How do I prioritize new I&O opportunities that improve customer service and experience against the backlog of projects already being considered?
- How do I effectively plan, justify, select, and optimize I&O solutions to make my organization more customer-centric over the next five years?
- What impact will these customer-centric technology investments have on people, skills, and the process of running I&O teams?
- How do I accelerate the transformation of I&O from an organization led by technology silos to one that emphasizes improved customer service and experience?

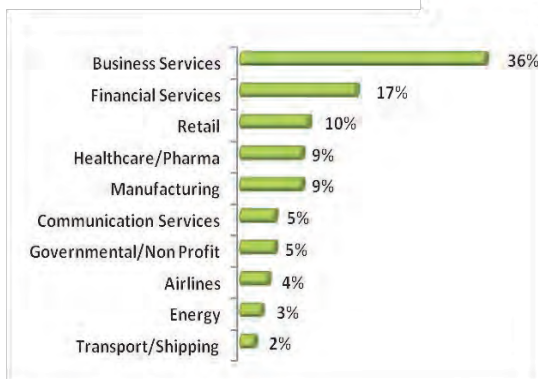
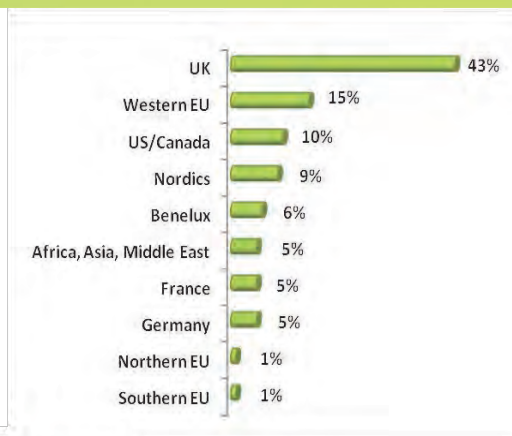
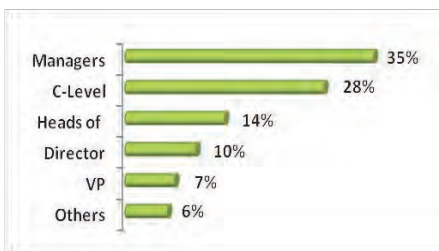
Who Will Attend

Infrastructure & Operations Professionals responsible for strategic decisions on data centers, servers, storage, networks, client devices, unified communications, and operations.

Past Keynote Speakers

- Adam Banks, Senior Vice President, Technology Office, **Visa**
- Andy Shooman, Vice President Infrastructure Management, **BAE Systems**
- Bill Haggard, Director, Enterprise Infrastructure, **Dallas Cowboys**
- Chris Swan, Chief Technology Officer, **UBS**
- David Murrell, Head of Servers, Storage & Desktop Service, **The Co-operative Group**

2012 Attendee Demographics



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CO-LOCATED EXECUTIVE IT FORUM SERIES

JUNE 10-11, 2013 • LONDON, UK



SOURCING & VENDOR MANAGEMENT FORUM EMEA

Stefan Valenti
Sourcing & Vendor Management



About The Sourcing & Vendor Management Forum

Forrester's Sourcing & Vendor Management Forum EMEA is designed specifically for sourcing and vendor management professionals, but is equally relevant for any decision-makers who affect the funding and sourcing of technology investments. At Forrester's Sourcing & Vendor Management Forum EMA, Forrester analysts and industry leaders share best practices that enable attendees to unlock business value through strategic sourcing - negotiating with suppliers for mutual success, implementing sourcing deal governance to mitigate risk, and adjusting vendor management practices to reflect the industrialization of IT services.

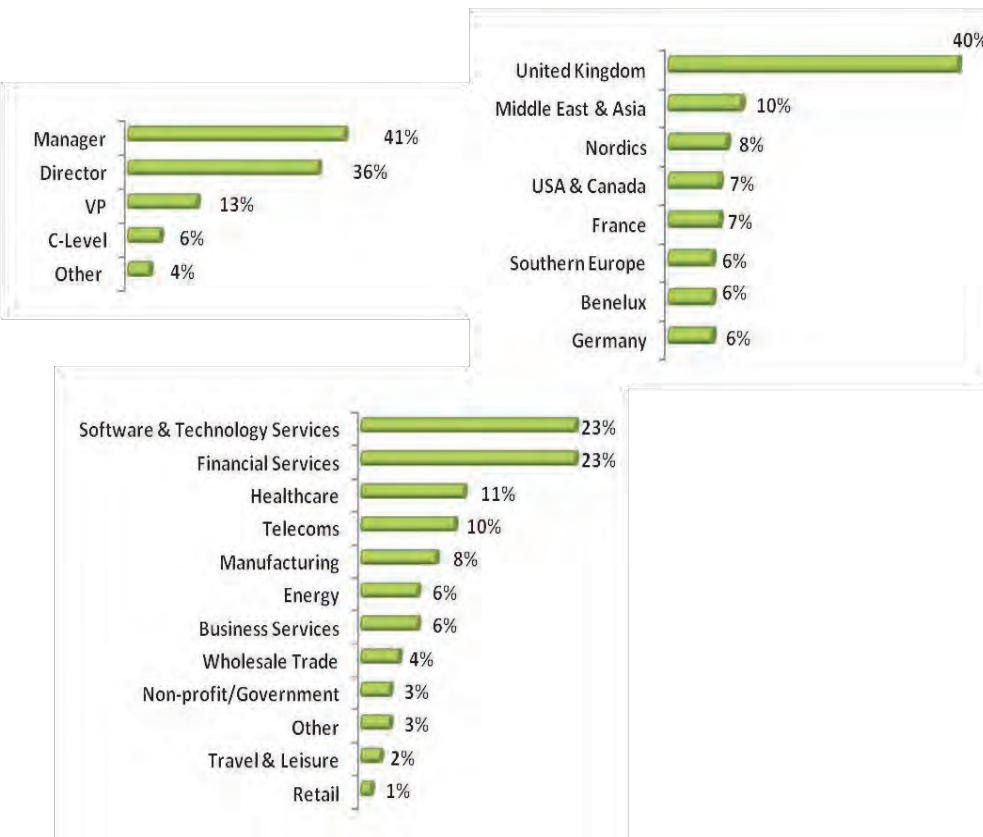
Who Will Attend

- Sourcing & Vendor Management Professionals.
- CIOs.
- Infrastructure & Operations Professionals.
- IT Procurement Professionals.

Past Keynote Speakers

- Irvine Caplan, Special Projects Director, Procurement, **Royal Mail**
- Samantha Covell, Head of IS Procurement, **AstraZeneca**
- Ian Dalby, Director of ICT, **Ministry of Justice**
- Mitchell J. Habib, Chief Operating Officer, **The Nielsen Company**
- Olivier Lefaivre, Head of IT Sourcing & Vendor Management, **AXA Group Information Systems**
- Maureen McKinney, Vendor Management Director, **Nike**
- Jim Nanton, Senior Vice President & CIO, **Hanes Brands**
- Filippo Passerini, CIO & Global Services Officer, **Procter & Gamble**
- Gerry Pennell, CIO, **The Co-operative Financial Services**
- Mike Royle, IT Director - Enterprise Services Europe, **Unilever**

2012 Attendee Demographics



Previous Sponsors



FORRESTER AUTUMN IT EVENT SERIES

OCTOBER, 2013 • LONDON, UK



Business Process Summit EMEA



Brian Porter

Application Development & Delivery Summit EMEA



Andrea Davies

1 Day Summit, October 2013, London, UK

Projected Attendance	120	80
Attendance Profile	Business Process Leaders and Practitioners focused on BPM, Lean and Six Sigma, BPM Suites, BPM Centers of Excellence, CRM, ERP, HRM, other enterprise applications, and building business process management skills throughout the organization to deliver breakthrough business value.	Application development and delivery leaders focused on software and application development management, customer experience and design, mobile apps, Lean and Agile practices, application architecture, and program management to deliver breakthrough business value.
Key Topics	<ul style="list-style-type: none"> • Adopt BPM, Lean, and Six Sigma to deliver business outcomes. • Drive change in customer-facing, operational, and administrative processes using business technologies. • Deliver information across business processes to drive decisions. 	<ul style="list-style-type: none"> • Use Lean and Agile to transform application delivery. • Build the right delivery organization for high performance. • Manage projects, programs, applications, and portfolios to deliver business value. • Choose and deliver applications, and portfolios to deliver business value. • Improve requirements and quality practices for application services.

Sponsorship Opportunities And Primary Deliverables

	Platinum £19,500	Gold £12,500	Silver £8,500
Opportunities Available Per Summit	1	2	5
Speaking Session - Forum Specific	30-minute Keynote Speech Morning Slot	20-minute Track Speech Afternoon Slot	
Exhibition Space - Co-located For Both Summits To Include Access To Both Audiences	4m Wide by 2m Deep	3m Wide by 2m Deep	2m Wide by 1.5m Deep
Summit Attendee Passes	5 Passes	3 Passes	2 Passes
Event Branding - Web, Brochure, Onsite	Yes	Yes	Yes

CUSTOMER EXPERIENCE FORUM EMEA

NOVEMBER, 2013 • LONDON, UK



Carl Erikson
Customer Experience Professional



Today's marketer's face a tough reality: The classic "marketing funnel" is broken. As the power of traditional marketing fades, companies must develop new approaches to engage and retain customers who will become brand advocates. Forrester's Customer Experience Forum EMEA is all about "marketers talking to marketers about marketing." For advice on marketing programs, organizational structures, customer-centric design, measurement tools, and anything marketing-related, Forrester's Customer Experience Forum EMEA is the must-attend event for B2C and B2B marketers.

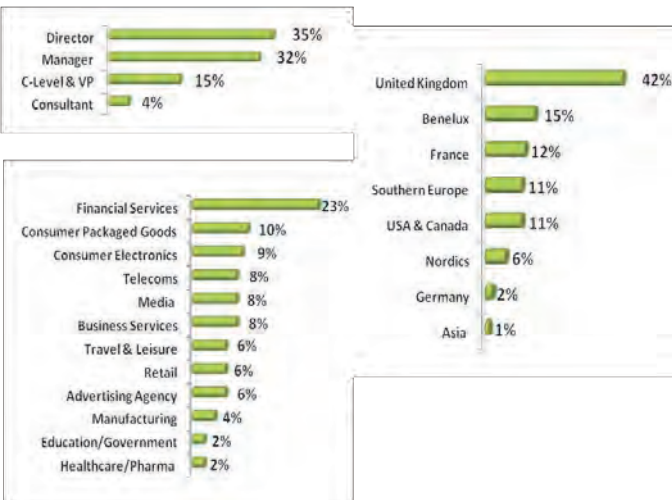
Who Will Attend

- Marketing Leadership Professionals.
- Interactive Marketing Professionals.
- Customer Experience Professionals.
- Market Research Professionals.

Past Keynote Speakers

- Georges-Edouard Dias, Senior Vice President, eBusiness, **L'Oreal**
- Sean Gilchrist, Digital Banking Director, **Barclays**
- Stephen Haines, UK Commercial Director, **Facebook**
- Sophie Heller, Vice-President Marketing & Communication, **ING Direct**
- Suhail Khan, Vice President and Head of Worldwide NPS, **Philips International**
- Joan Mattocks, Director Digital Operations, **Barclaycard**
- Tom Sneddon, Chief Marketing Officer, **InterContinental Hotels**
- Ian Maskell, Global Marketing Director, **Unilever**
- Sir Martin Sorrel, Chief Executive, **WPP Group**
- Joanne Whitmore, Senior International eBrand Manager, **Beiersdorf**

2011 Attendee Demographics



Previous Sponsors



Sponsorship Opportunities Available

	Platinum 1 Opportunity £40,000	Gold 6 Opportunities £29,000	Silver 15 Opportunities £14,500
Speaking Session	40-minute Keynote Speech Morning Slot	30-minute Track Speech Afternoon Slot	-
Exhibition Space	5m Wide by 2m Deep	4m Wide by 2m Deep	2.5m Wide by 1.5m Deep
Summit Attendee Passes	10 Passes	7 Passes	3 Passes
Event Branding Web, Brochure, Onsite	Yes	Yes	Yes

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Platinum Sponsorship Deliverables

Exhibit Space	Varies by Event - See individual Event page.
Executive Keynote Sessions	Main stage Keynote speaking opportunity for senior client or executive (CEO/CIO/CTO) in main session room.
Leads From Session	Forrester will scan attendee badges as attendees enter the session. Sponsor will receive all captured leads at the end of the Event.
Keynote Literature Placement	Distribute marketing material or promotional gift on individual chairs in the general session room before the sponsoring keynote.
Registration Pack Insert	Include a corporate marketing piece in the registration packet, which all attendees receive upon check-in.
One-Page Ad	One full page, four color advertisement in the on-site Event guide.
Conference Passes	<ul style="list-style-type: none"> • Forums: Ten conference passes for the sponsoring company delegates, clients and the speaker(s). • Summits: Five conference passes for the sponsoring company delegates, clients and the speaker(s). • Unlimited full-conference passes at a discounted rate.
One-On-One Analyst Meetings	Up to two 20-minute meetings with participating Forrester analysts. (For Forums Only)
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	<ul style="list-style-type: none"> • Forums: 90 word description in the On-Site Event Guide and Event Website. • Summits: 70 word description in the On-Site Event Guide and Event Website.
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.

Gold Sponsorship Deliverables

Exhibit Space	Varies by Event - See individual Event page.
Guest Executive Forum	Track speaking opportunity for a Forrester-approved, senior-level client or executive. This session can take place in the form of a case study presentation or a panel discussion that includes your clients.
Leads From Track Session	Forrester will scan attendee badges as attendees enter the session. Sponsor will receive all captured leads at the end of the Event.
Registration Pack Insert	Include a corporate marketing piece in the registration packet, which all attendees receive upon check-in.
Conference Passes	<ul style="list-style-type: none"> • Forums: Seven conference passes for the sponsoring company delegates, clients and speaker(s). • Summits: Four conference passes for the sponsoring company delegates, clients and speaker(s). • Unlimited full-conference passes at a discounted rate.
One-On-One Analyst Meetings	Up to two 20-minute meetings with participating Forrester analysts.(For Forums Only)
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	<ul style="list-style-type: none"> • Forums: 70 word description in the On-Site Event Guide and Event Website. • Summits: 50 word description in the On-Site Event Guide and Event Website.
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.

Silver Sponsorship Deliverables

Exhibit Space	Varies by Event - See individual Event page.
Conference Passes	<ul style="list-style-type: none"> • Forums: Three conference passes for the sponsoring company. • Summits: Two conference passes for the sponsoring company. • Unlimited full-conference passes at a discounted rate.
One-On-One Analyst Meetings	Up to two 20-minute meetings with participating Forrester analysts. (For Forums Only)
Sponsor Logo Branding	On-Site Event Guide Event website Event marketing materials.
Company Name, URL, and Description	<ul style="list-style-type: none"> • Forums: 50 word description in the On-Site Event Guide and Event Website. • Summits: 30 word description in the On-Site Event Guide and Event Website.
VIP Discount Code	Forrester will provide a VIP discount code that entitles the sponsor's clients, colleagues, and prospects a discount on full conference passes to attend the event.