

INFORMATION & PROGRAMME 2020



PROGRAMME 2020



Our world is impacted by a ubiquitous digital transformation, which requires companies to re-think business models, operating models and technology platforms. These developments affect all organisations in all industries and have the ability to disrupt complete markets.

Our target audience finds itself in the middle of it. They have to make the right decisions so their organisation can maintain their leading position or become a frontrunner in their industry.

ICT Media supports our community with content, network and personal development/careers. For 2020, we will be working on the CxO's agenda in good cooperation with our valued partners.

Important topics for next year will be:

- New leadership
- Digital trends
- Innovation & transformation
- Digital strategies
- New technologies
- Ecosystems & partnerships
- Sourcing
- New ways of working
- Intelligent enterprises / Data-driven organisations
- Talent management

Of course, we are always open for ideas and suggestions, please share!?

Kind regards,
Rob Beijleveld,
CEO ICT Media

Welcome DAI

Digital is now at the core of almost every business. Business & IT are increasingly intertwined, with mixed teams, that represent business, dev, ops, architecture and security functions. Business is becoming more and more IT-savvy, companies are driven by software and data. What does this mean for the role of the CIO? In some companies a CDO has been appointed to lead the digital transformation. In others, the CIO has stepped up and taken responsibility for digital business as well as the digital core.

Hardcore information about digital maturity to support decision making is in great demand, at management and at board level. In this respect, 2020 will be a special year for ICT Media and especially the CxO community from the demand side, and partners from the supply side of the market.

The DAI - Digital Acceleration Index – will enter the stage. It is a method, developed by Boston Consulting Group, to measure the digital maturity of an organization in great detail. ICT Media has used the DAI for its annual CIO of the Year Award for several years now. From now on the DAI will be at the heart of most of ICT Media's activities, supported by the CIO Platform Netherlands and BCG. The DAI initiative has gained wide support already.

Publishing, content marketing, events... gradually everything will be underpinned by hard facts about digital maturity of enterprises and government institutions.

ICT Media has noticed a growing interest for knowledge programs, like the very successful High-Performance Digital Organisations-program. This program helps CIOs and CDOs to

reach the next level in digital transformation. Coming year, we will roll out two similar programs: Highly Secure Organisations and High Performance Platform Economy.

In 2020, we will host three flagship events. It will all start in March with Inspire, an inspirational summit, followed by the famous CIO Dinner. Then, in June, it is time to move from inspiration to insight, by attending the CIO & CDO Insights event.

But then again, even inspiration and insight are not enough, as long as action is missing. That is where, in November, CIODAY comes in. It is the largest event of its kind in the Benelux, the event to round it all off by learning how to get the job done.

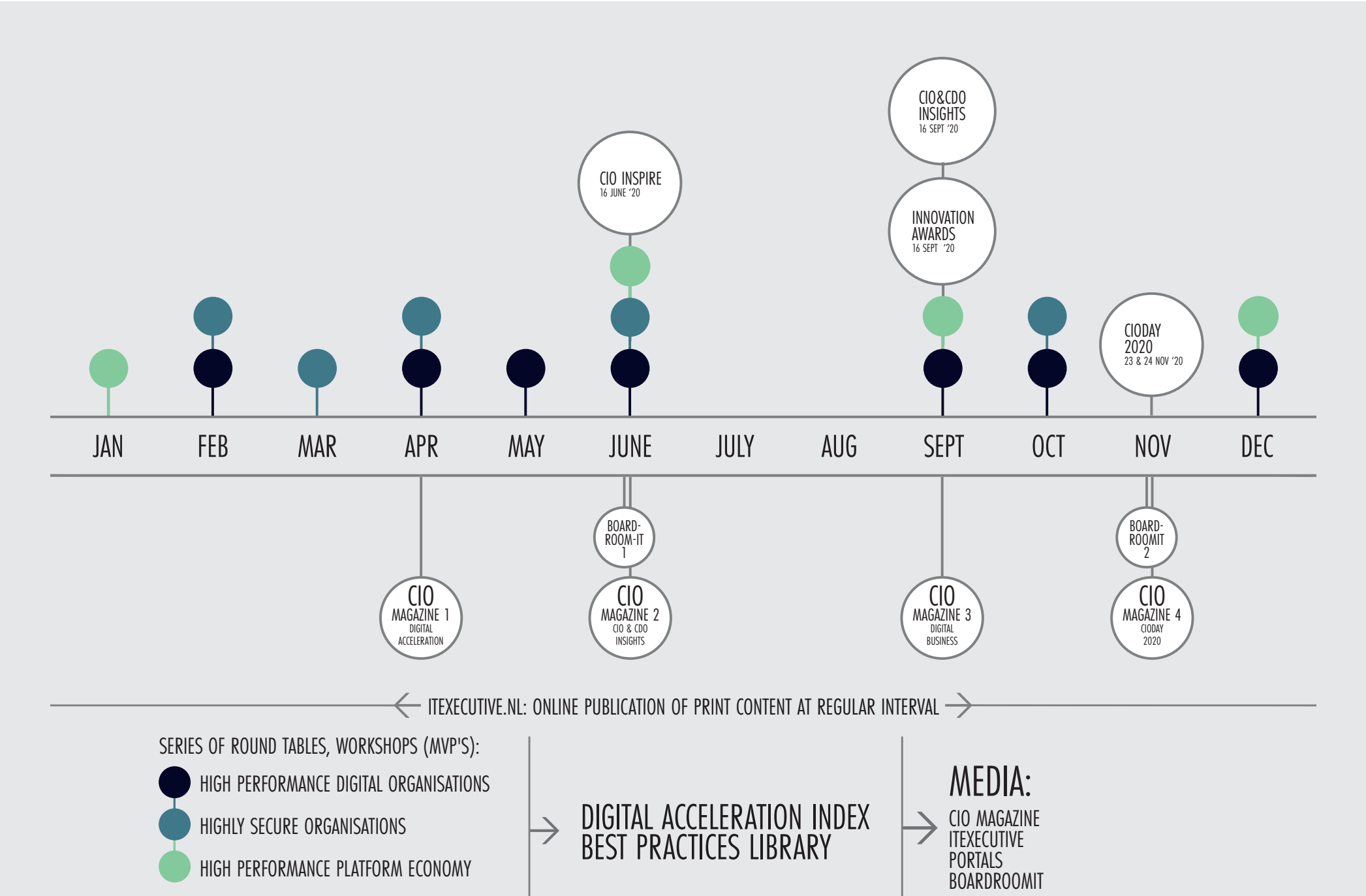
All these programs and events are supported, followed and commented on by our media: CIO Magazine, Boardroom IT and IT Executive. They provide the community of CxOs with inspiration and information, and the partners from the supply side with great options for content marketing.

Our editors talk to CIOs and CDOs almost every day, to record their success stories, experiences, personal stories and best practices. On the other hand, they also guide and assist our partners in their efforts to communicate with CxOs through inspiring and inspiring visionary blogs and articles. Also, they interview CEOs heading well-known big IT service providers and software vendors to share their business acumen with the CxO readership.

All in all, I know 2020 will be a fabulous year. Can't wait... Can you?

Arnoud van Gemeren, editor-in-chief.

CALENDAR 2020



EVENTS 2020



1. HPDO/HSO/HPPE/ Cloud Journey programs and round table sessions

Based on the Digital Acceleration Index we run programs like High Performance Digital Organisations (HPDO), Highly Secure Organisations (HSO), Cloud Journey and High Performance Platform Economy (HPPE).

2. Round Table sessions

During the year we organize a series of small tailored events like workshops and/or executive round tables. In addition, surveys and white papers will be published on specific topics like Leadership, Digital Maturity, Adoption and Partnering. Supported by a professional communication platform, online and offline, with a website, newsletters and CIO Magazine.

3. Summit Formula ICT Media

Specific, to the point, accessible, interactive, and above all: relevant. The summit formula of ICT Media. Informal events about a current theme, with an inspiring plenary start and closer scrutiny during the break-outs.

The summits are exclusively intended for participants at C-level, such as CIOs, CTOs, CDOs, CMOs, COOs, VPs, directors, direct reports as well as content matter experts, authors, professors and researchers.

4. International Boardroom programs

Tailor made, high impact and demand driven exclusive boardroom sessions including VIP dinner. Boardrooms are held across Europe, twice per location per year. The agenda and dates are set by the members. Every meeting has its own topic, which is the basis for the discussion. Boardroom meetings are managed by an independent moderator.

5. CIO Inspire

Innovation Summit & Award Dinner

Every year in spring we organize the Innovation Summit and the CIO Dinner including the Innovation Awards ceremony for the most innovative start/scale up, project and leader. The perfect occasion for relation management, networking and the presentation of the awards. The program includes:

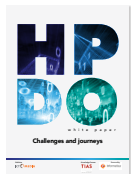
- In the afternoon; demand driven plenary keynotes and use cases
- In the evening; exclusive CIO dinner including awards ceremony

6. CIO & CDO Insights

This conference is all about Innovation & Transformation. It includes themes as Digital, New technology, New working, Talent Management, Strategic Sourcing, Platform Economy and all in the context of top-line growth. It will showcase the true stories about the What and How. It will facilitate discussions about the impact of technology on organizations operating models. It will display success stories with proven impact and results. Top line! Besides CIOs and CDOs also CTOs, CMOs, COOs, CEOs innovation leaders are welcome to join. There are many possibilities to participate in this one-day event with its varied program of plenary, peer, round table and expert sessions. Some 160 guests can attend the VIP dinner in the evening. In the morning and afternoon we expect about 200 participants.

7. CIODAY

CIODAY is the main annual network event for those at the very top of the demand side of the multi-billion IT market. This two day event in the Amsterdam Beurs van Berlage is the annual meeting for more than 700 CIOs, IT VPs and/or IT directors. The statistics show that the buyer's side of the market is always extremely well represented (around 70 percent). Numerous sessions are being held, such as an exclusive Pre-conference Program, VIP Dinner and plenary sessions. The plenary sessions also feature world class speakers. Furthermore the days are characterised by inspiring Discussion Table sessions, in depth Expert and Theme Sessions, an innovation tour and the annual announcement of the CIO of the Year.



MEDIA 2020

PR & content cooperation

CIO Magazine and itexecutive.nl are high quality IT and business technology content platforms. Besides the relevant themes like business strategy driven by digital, ecosystems, data & analytics, people & organization, digitize the core, new digital

growth, technology and security we put people first. This means plenty of room for interviews with leaders from our target groups, reports of meetings and top customer cases. All we stipulate is that they are of real use and value to the target group!

Partners can publish visionar articles promoting thought leadership in our CxO communities, write blogs to achieve interaction and can have their top execs or leading clients interviewed by our editors. This is content collaboration at its best!



OFFLINE CONTENT

Our printed media offer the following possibilities:

- Articles
- Interviews
- Customer cases
- Stories on or written with ecosystem partners
- Stories on special locations
- Articles on R&D (location)
- Articles on white papers
- Interviews with the vendor's CIO, CDO, Board, IT director, sourcing director
- Vision articles
- Study trip reports
- Short 'coffee-talk' interviews
- Presentations of survey results
- Ads

All content articles in our media can be published on the partner profile connected to itexecutive.nl and will be published to our newsletter readers.



ONLINE CONTENT

Our online portal, itexecutive.nl, offers the following possibilities:

- Publishing of articles, interviews, videos, white papers or customer case
- Lead generation campaigns
- Placing of advertisement on the website and/ or the newsletter
- Promotion of events
- Tailor made projects



CIO Magazine is a high-quality IT magazine. Not a magazine about bits and bytes, but a readable glossy, which appeals to digital leaders with catchy articles, an attractive layout and high-quality photography. CIO Magazine is a real community magazine. It offers CIOs, CDOs and direct reports a sounding board, a platform and provides inspiration and insight. The magazine informs, stimulates, encourages discussion, shares best practices and entertains. CIO Magazine regularly brings together demand (the target group) and supply (market parties).

in close cooperation with:
CIO Platform Nederland



Digital Acceleration

The DAI - Digital Acceleration Index - is a method, developed by the Boston Consulting Group, to measure the digital maturity of an organization in great detail. ICT Media has used the DAI for its annual CIO of the Year Award for several years now. From now on the DAI will be at the heart of most of ICT Media's activities, supported by the CIO Platform Netherlands and BCG. In this issue of CIO Magazine the focus is on the different dimensions of the DAI, what it can tell us about digital maturity and what the outcomes of the first wave of research are.

CIO & CDO Insights

What is the secret to successful digital transformations? You will hear it during CIO & CDO Insights, the already prestigious annual conference, hosted by CIO Magazine. This issue is all about digital innovation and transformation, primarily from the perspective of value for the business and the company. The event and also this issue of the magazine aim primarily to provide insight by showing success stories, with proven impact and results.

Digital Business

Digital is now at the core of almost every business. We see a growing intertwining of business & IT, with mixed teams, representing business, dev, ops, architecture and security functions. What does this mean for the role of the CIO? The business is becoming more and more IT savvy, companies are driven by software and data. CIO Magazine highlights the future of digital business.

CIODAY 2020

CIODAY is the biggest gathering of digital leaders in the Benelux. Issue 4 of CIO Magazine contains a big special about CIODAY 2020 – all about the conference, the speakers and the most inspiring cases. The editors interview all competitors for the CIO of the Year Award. This is an issue full of vision by CIODAY's partners, unique insights by renown experts and insightful cases, as described by top CIOs and CDOs.

Title	CIO Magazine	Publisher CIO Magazine	Rob Beijleveld
Target audience	CIOs, CDOs, direct reports	Editor-in-chief	Arnaud van Gemenen (arnoud@ictmedia.nl)
Circulation	3,000 copies	Sales CIO portfolio	sales@ictmedia.nl
Website	www.itexecutive.nl	Traffic advertisement	media@ictmedia.nl; send files of 5mb or more with wetransfer
Publisher	ICT Media BV (073-6140070)		

CIO Magazine	Themes	Deadline article and advertisement	Publication
CIO Magazine #1	Digital Acceleration	February 24, 2020	April 2020
CIO Magazine #2	CIO & CDO Insights	April 27, 2020	June 2020
CIO Magazine #3	Digital Business	July 31, 2020	September 2020
CIO Magazine #4	CIODAY 2020	October 1, 2020	November 2020

Article/ Advertise opportunities	Pricing*	Inside front cover + first page inside pages	Inside back cover + last page inside pages	Back cover	Volume price €12,500 An article and advertisement in each of the 4 annual publications - 4x 1/1FC Advertisement - 4x 1/1FC Article
2/1 page	€ 4,500	+15%, advertisement only	+15%, advertisement only	+25%, advertisement only	
1/1 page	€ 3,000				
20 Additional CIO Magazines	€ 200				

*PR and media agencies receive 15% agency discount

BoardroomIT

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BoardroomIT

Digital business, with all its possibilities and risks, is no longer something of the future, but today's reality. More and more business leaders want to understand digital developments and their possible applications. This is where BoardroomIT comes in, a business paper distributed through controlled circulation via the Financieele Dagblad. Thus ICT Media is able to reach a unique target group of business managers. By also distributing these tabloids to digital leaders at the annual conferences CIODAY and CIO&CDO Insights, the reach of the readership is expanded with a wide range of CxOs.

CIO & CDO Insights

To create real digital progress means having alignment of systems, people and processes. How do we fit the pieces of the puzzle together? And how do we present a wonderful dish using the ingredients technology, talent and leadership? Boardroom IT sheds light on the trends, the most useful business cases and presents the program of the CIO & CDO Insights conference.

CIODAY

All about the conference program of CIODAY, the biggest CIO event in the Benelux. The focus is on the competitors for the CIO of the Year Award, but also on the conference theme of this year and of course the program itself. This is an issue full of vision by CIODAY's partners, unique insights by renown experts and insightful cases, as described by top CIOs and CDOs.

Title
Target audience
Circulation
Website
Publisher

BoardroomIT
Board members, CIOs, CDOs and Digital Leaders
55,000 copies
www.itexecutive.nl
ICT Media BV (073-6140070)

Publisher BoardroomIT
Editor in-chief
Sales BoardroomIT portfolio
Traffic advertisement

Rob Beijleveld
Arnoud van Gemeren (arnoud@ictmedia.nl)
sales@ictmedia.nl
media@ictmedia.nl; send files of 5mb or more with wetransfer

BoardroomIT tabloid CIO & CDO Insights CIODAY	Deadline article and advertisement April 29, 2020 October 14, 2020	Publication June 2020 November 2020	Circulation 55,000, including distribution to subscribers of the Financieele Dagblad and CIO Magazine 55,000, including distribution to subscribers of the Financieele Dagblad and CIO Magazine
Advertisement opportunities		Pricing*	Dimensions in mm
2/1 page advertisement or article		€ 14,000	554x390 mm
1/1 page cover 4 advertisement		€ 12,000	265x390 mm
1/1 page cover 3 advertisement		€ 8,000	265x390 mm
1/1 page cover 2 advertisement		€ 6,500	265x390 mm
1/1 page advertisement or article		€ 5,000	265x390 mm
1/2 portrait or landscape advertisement or article		€ 3,500	125x390 mm or 265x190 mm
1/4 page advertisement or article		€ 3,000	125x190 mm

Volume price - €9,000
- 2x 1/2FC Advertisement
- 2x 1/2FC Article

in close cooperation with:
with FD / FD Media Groep



*PR and media agencies receive 15% agency discount. Publication is subject to sufficient partner content and interest. ** Distribution (via FD) if Break-even

ONLINE 2020

6500 visitors a month
3500 newsletter subscribers
2325 social media followers

IT Executive

Our online platform itexecutive.nl reaches a broad target group of decision makers at C-level at the largest companies and institutions in our country with an affinity for IT, digitization, sourcing and leadership.

IT Executive offers news, background and opinion, but is emphatically not a source for regular IT news - there are countless other channels for that. The website offers stories from our editors, contributions from external authors and partners - content that is also partly published in CIO Magazine.

Article, interview or video

Your article, interview or video will blend in with our content on itexecutive.nl. The content will appear on our homepage and can later be found in the relevant category. Besides on itexecutive.nl the content will also be posted on our social media and in our newsletter.

White paper or customer case

Share white papers and customer cases on itexecutive.nl with the possibility to start a lead generation campaign.

Partner profile

Reach your target audience throughout the year by posting 4, 6 or 10 times. Find the content on your own profile page.

Advertisement

Advertise on itexecutive.nl or in our newsletter.

it executive



Title	itexecutive.nl	
Target audience	Management, board and c-level and direct reports	
Visitors a month (november 2019)	6,500 unique visitors	
Appearance newsletters	Weekly	
Publisher	ICT Media BV (073-6140070)	
Contact	Huub Derks (huub@ictmedia.nl)	
Report	Two weeks after posting	
Content	Price	Duration
Article, interview or video	€450	Per post
White paper or customer case including lead generation	€750 €1,250	Per post
Partner profile page including:		
4 posts	€1,500	Annual
6 posts	€2,250	Annual
10 posts	€3,000	Annual
Website banner package	€500	Per week
Newsletter banner	€500	Per newsletter
Website + newsletter banner	€800	Per week

CIO TV

Building on the success of our broadcasts during CIODAY, we position CIO TV as a fully-fledged medium. CIO TV offers technology leaders and their partners a unique platform to share stories around successful projects and programs. Naturally, a link is always made with actualities.

Broadcasted live every Tuesday and Friday from an atmospheric studio with a view on de Parade in 's-Hertogenbosch. Hosts Rob Beijleveld (CEO - ICT Media & Publisher CIO Magazine) and Hotze Zijlstra (Editor-in-chief) will be joined by top level CxOs and content matter experts.

Every broadcast, professionally directed and recorded by three cameras, will be shown on itexecutive.nl, shared in the newsletter, direct emails and social media.



REACH

6500 visitors a month at itexecutive.nl
3500 subscribers in our newsletter
2325 followers on our social media
target group of C and D level through direct mailing

FORMAT

45 minute broadcast
2 or 3 guests (CxO, Experts etc.)
1 Partner guest
3 Partner bumpers
Partner credits

PRICING

Single partner broadcast	€7,500
Duo partner broadcast (per partner)	€4,500

Price includes technology, facilities and promotion.



CIO ONLINE ROUND TABLE

PRAGMATIC BUSINESS

In addition to our traditional media activities, we present CIO Online Round Tables. As ICT Media we see an increasing need for information on themes such as leadership, organizational change and the use of modern technology in digital transformations.

It will be a powerful online round table with a fixed format. After a keynote and cases from a top level speaker on a relevant theme, there will be room for questions and answers, dialogues and discussion. The sessions are moderated by Rob Beijleveld, Hotze Zijlstra or Arnoud van Gemenen.

To ensure a strong and in-depth discussion the online round table will not be recorded and the Chatham house rules will apply.



Rob Beijleveld is CEO & owner of ICT Media and a.o. initiator behind foundations as CharITy, CIO Academy, CIO OTY Association and publisher of CIO Magazine. Furthermore he is organizer of several activities such as the annual CIODAY and the annual CIO Magazine Innovation Awards.



Hotze Zijlstra is a linguist and has more than 30 years of experience in the journalistic domain. He has been involved as an editor since the start of ICT Media. The personal and substantive freedom of the freelance career in combination with the long-term commitment of permanent clients forms the ideal creative breeding ground for him.



Arnoud van Gemenen is editor-in-chief of CIO Magazine, Boardroom IT and former editor-in-chief of TITM (Tijdschrift IT Management) and Outsource Magazine. He has a long track record in the Dutch IT media world. Arnoud is at his best when spotting and analyzing digital trends and their applications in enterprise and government.

FORMAT

Max. 60 minute online round table
Guest speaker
Partner seat
Moderator
Maximum of 12 seats in total
In-depth discussion on a customer case/ best practise or other relevant content

TARGET AUDIENCE

Personal invitations and communication to / with C- and D-level persons within the top 2000 organizations of the Netherlands

PRICING

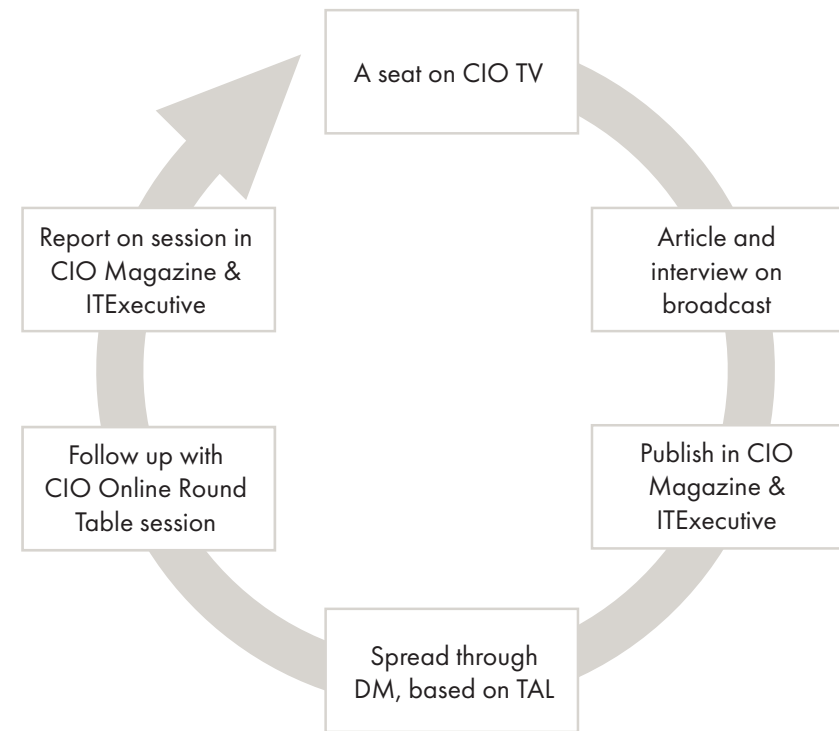
CIO Online Round Table €9,500
Price includes technology, facilities and promotion.

INTEGRATED CAMPAIGNS

Combine our services to reach the target audience in the most complete way possible. Combinations of services reinforce each other and jointly ensure a campaign in which the target group is served in different ways, so that you optimally work on the growth of your pipeline.

Of course you can always set up a campaign in consultation with our business managers, but we would like to give some suggestions of campaigns that we know work powerfully.

With this integrated approach you reach almost 100% of the CxOs of the top 2000 organizations in the Netherlands.



Campaign 1

- CIO TV broadcast
- Extensive article of the CIO TV broadcast including an interview
- Publishing the article and interview in CIO Magazine, ITEXecutive and the ITEXecutive social media channels
- Publishing the CIO TV broadcast and article through direct mail (based on TAL partner)
- CIO Online Round Table session
- Report of the Round Table session in CIO Magazine and ITEXecutive

€18,500

Campaign 2

- CIO TV broadcast
- Extensive article of the CIO TV broadcast including an interview
- Publishing the article and interview together with an announcement of the upcoming survey in CIO Magazine, ITEXecutive, the ITEXecutive social media channels and through direct mail
- Conduct the survey
- Writing of an article based on the survey results
- Publishing the article in CIO Magazine, ITEXecutive, the ITEXecutive newsletter and social media
- CIO Online Round Table session
- Report of the Round Table session in CIO Magazine and ITEXecutive

€20,000

Campaign 3

- CIO TV broadcast
- Extensive article of the CIO TV broadcast including an interview
- Publishing the article and interview together with an announcement of the upcoming survey in CIO Magazine, ITEXecutive, the ITEXecutive social media channels and through direct mail
- Conduct the survey
- Writing of an article based on the survey results
- Publishing the article in CIO Magazine, ITEXecutive, the ITEXecutive newsletter and social media
- CIO Online Round Table session
- Report of the Round Table session in CIO Magazine and ITEXecutive
- Cooperation in one of the High Performance programs, including researches, sessions and online reach

€ Tailor made

SERVICES TO CONNECT

Message Tree Building

ICT Media supports partners to build the right message tree to get their message across in the best way possible

PR/content services

We can also provide support in creating the right content (articles, interviews, white papers, customer cases, etc.)

TAL services

Using the widest criteria imaginable we can benchmark organisations and establish relevance for the target lists in the process (target account mapping, industry mapping, defining Tier Technology Partners and defining Tier-System Integrators)

Data services

Using benchmarking we can establish how the DMUs of the top-1,500 organisations are structured, how the organisations have been set up, what their business roadmap is, and other relevant information

Sales services

We frequently organise presentations, training and coaching for sales teams of partners to help them in the transformation toward a sales-driven and account-driven approach for target accounts

DAI Library

A portal with the best in class use cases provided by business partners and approved by CIOs and/or CIO Magazine

White space analysis on database/target account list

With this analysis, we will have a critical look at your target account list for missing organizations/ names/functions, based on pre-selected criteria. This benchmark ensures that current target lists are properly scrutinized for relevance and completeness (e.g. from DMU), so that we can create a much better focus in the execution (marketing & sales) and thus create a higher pipeline value.

Vertical or Account specific Message Tree Building & Content productions

Based on relevant information from our partners, we can work on building a good message tree and/or developing content in the form of articles/interviews/blogs/whitepapers to be more relevant and attractive.

Production of new content is also possible, whereby in most cases, available research is used and/or we conduct research into the market ourselves.

Account Based Marketing approach

ICT Media has been working with partners for several years to work in an account-oriented marketing approach. With the new service we are currently able to develop and implement targeted marketing on specific accounts (1 on 1) or groups of accounts (e.g. Finance vertical), resulting in a pipeline growth, higher win-chances and shorter sales cycles.

First experiences show a 20% increase in order contribution after the first year is feasible. A prerequisite is a good selection of accounts, a close collaboration with both marketing and sales, including good follow-up by Sales.

Targeted vertical approach

From the total portfolio, ICT Media has always been able to set up vertical-driven round table sessions. With the new portfolio, we are able not only to make contact, but also to further develop the relationship between partner and participants to qualified leads.

Awareness campaign

In this first phase of integrated campaigns, we offer targeted content campaign running on target accounts (organizations / people) with the aim to bring the Partners' message under the spotlight of the right target audience. In first instance, the focus is primarily on an inbound campaign where visitors, clickthroughs, downloads, likes etc. count as the measuring point. In the second stage, we create an outbound campaign to position our Partner as much as possible. It is important to have the right messaging for Social Media tweets/ messages to Landing page and whitepaper about a 'top of mind' problem / challenge. The result is a number of Marketing Qualified Leads (MQLs).

Education

In a next phase of the buyer journey, an 'education' programme is carried out with specific activities such as videos, webinars and roundtables preferably under a central business theme that is the umbrella for the Partner proposition(s). The result is a number of Sales Qualified Leads (SQL).

Consideration

In the third phase of the buyer journey, SQLs are further developed into concrete opportunities, in close collaboration with sales- & business development representatives (SDR/ BDR) and possibly the account manager (AM). This includes matters such as customer cases, demos, expert sessions and targeted telemarketing can be used. The result is to further engage on pipeline opportunities.

PIPELINE GROWTH

How:
Target the right contacts of the right accounts with the right content at the right time.

Why:
Create trusted relationships with stakeholders in the accounts to help solve their challenges.

What:
Increase the funnel with qualified leads from the accounts you want to target.

DEAL VELOCITY

How:
Align Sales & Marketing execution on dedicated customer journey for stakeholders in accounts.

Why:
More effective Sales acceleration

What:
Fast lead-to-revenue time

HIGH WINRATE

How:
Optimal solution mapping and partnerships.

Why:
More efficient Sales and Marketing

What:
Higher chance of winning deals.

EVENT PACKAGES

CIODAY

Diamond € 60,000

50 tickets for guests (demand only)
12 tickets for own employees¹
Facilitated booth
4 x 1/1 FC advertisement
Participation in pre-conference for top 100 CIOs

Logo in communication campagne
Logo in event-app
Logo on webpage CIODAY
Logo on banner
Logo on screens

Come forward with panel members for sessions
Come forward with themes for the day
LCD screen facilitated on the booth
Discussion table session
VIP dinner table (incl. invitation process based on TAL²)
Stay overnight for dinner guests
1 x 3/1 FC Diamond profile in CIO Magazine
Name list of participants afterwards
Connectability through the CIODAY app
Active support in creating content for articles

Platinum € 38,000

40 tickets for guests (demand only)
8 tickets for own employees¹
Facilitated booth
2 x 1/1 FC advertisement

Logo in communication campagne
Logo in event-app
Logo on webpage CIODAY
Logo on banners
Logo on screens

Come forward with panel members for sessions
Come forward with themes for the day
LCD screen facilitated on the booth
Discussion table session
VIP dinner table (incl. invitation process based on TAL²)
Stay overnight for dinner guests
1 x 2/1 FC Platinum profile in CIO Magazine
Name list of participants afterwards
Connectability through the CIODAY app

Gold € 21,000

20 tickets for guests (demand only)
4 tickets for own employees¹
Meeting point
1 x 1/1 FC advertisement

Logo in communication campagne
Logo in event-app
Logo on webpage CIODAY
Logo on banners
Logo on screens

Come forward with panel members for sessions
Come forward with themes for the day
Connectability through the CIODAY app
Name list of participants afterwards

Additional options

Additional entrance ticket	€ 3,990
Exclusive Coffee bar	€ 5,000
Juicy Details	€ 5,000
Hosting After Dinner Party	on request
Divers Lifestyle options	on request
Discussion table session	€ 5,000
Expert/ round table session	€ 8,000
Report expert/round table session	€ 3,000
VIP dinner table (including overnight stay)	€ 7,000
Innovation space (7,25m²)	€ 10,000
Follow-up workshop/round table	on request
Hotel room drops	on request
Hosting CIO TV	on request

CIO & CDO Insights

Platinum € 25,000

30 tickets for guests (demand only)
6 tickets for own employees¹
Meeting point including LCD screen
2 x 1/1 FC advertisement in CIO Magazine

Platinum visibility in communication campaign (logo parade, pop-ups, et cet.)

Duo-keynote with customer in plenary programme
Discussion table in break-out programme
VIP dinner table

Gold € 17,500

20 tickets for guests (demand only)
4 tickets for own employees¹
Meeting point including LCD screen
1 x 1/1 FC advertisement in CIO Magazine

Gold visibility in communication campaign (logo parade, pop-ups, et cet.)

Discussion table in break-out programme
VIP dinner table

Silver € 10,000

10 tickets for guests (demand only)
2 tickets for own employees¹
Meeting point
Article on itexecutive.nl

Silver visibility in communication campaign (logo parade, pop-ups, et cet.)

Discussion table in break-out programme

Additional options

Hosting VIP dinner table	€ 3,000
Report round table session	€ 2,500
Exclusive Coffee bar	€ 5,000
Juicy Details	€ 5,000
Drinks	€ 2,500
Additional entrance ticket	€ 1,990
Follow-up Workshop/round table	on request

Prices valid from 1/1/2020. [1] Including sales, marketing & speakers, [2] only applicable in case TAL is known 10 weeks upfront.

CIO Inspire

Innovation Summit & Award Dinner

Innovation Summit

Event Partner - duo keynote & hosting a dinner table	€ 15,000
Network Partner - attendance summit & hosting a dinner table	€ 9,000

Award Diner

Dinner table	€ 6,500
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Partnership HPDO/HSO/HPPE/Cloud Journey program

Program contribution per year for:

- Use of the program portal
- Use of the marketing automation tool
- Publications in CIO Magazine
- Use of insights from the survey and white paper
- Upload own content/white papers/leadgen
- Own survey and white paper on a sub theme within the HPDO/HSO/HPPE/Cloud Journey program
- 12 x newsletter
- 2 x exclusive HPDO/HSO/HPE round table sessions
- participation in other HPDO/HSO/HPPE partner round table sessions (1 person)
- Visibility in total communication campaign (bannering/logo-visibility during the event/...)

Price on request

CIO/CDO/Executive round table *

€ 16,000 (C-level)

€ 13,000 (D-level)

- 10-14 C-level participants of Target Account List invited by ICT Media
- Locations ICT Media
- Complete Food & Beverage programme with 4 course meal
- Moderator for session
- Photography of session
- Full project management & organization of the session
- 3-5 page article in CIO Magazine & separate pdf
- Publication on www.itexecutive.nl
- Support in theme development and creating invite

*Only possible if you are a partner at one of our events or programs

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CIO/CDO/Technology leaders + Direct reports

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