

INFORMATION & PROGRAMME 2021



INTRODUCTION & INDEX



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 2021, 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!?

A handwritten signature in blue ink, appearing to read 'Rob'.

Kind regards,
Rob Beijleveld,
CEO ICT Media

3 WAY OF WORKING

4 ONLINE MEDIA

5 EVENTS

6 EVENT CALENDAR

7 EVENT PRICING

8 CIO TV

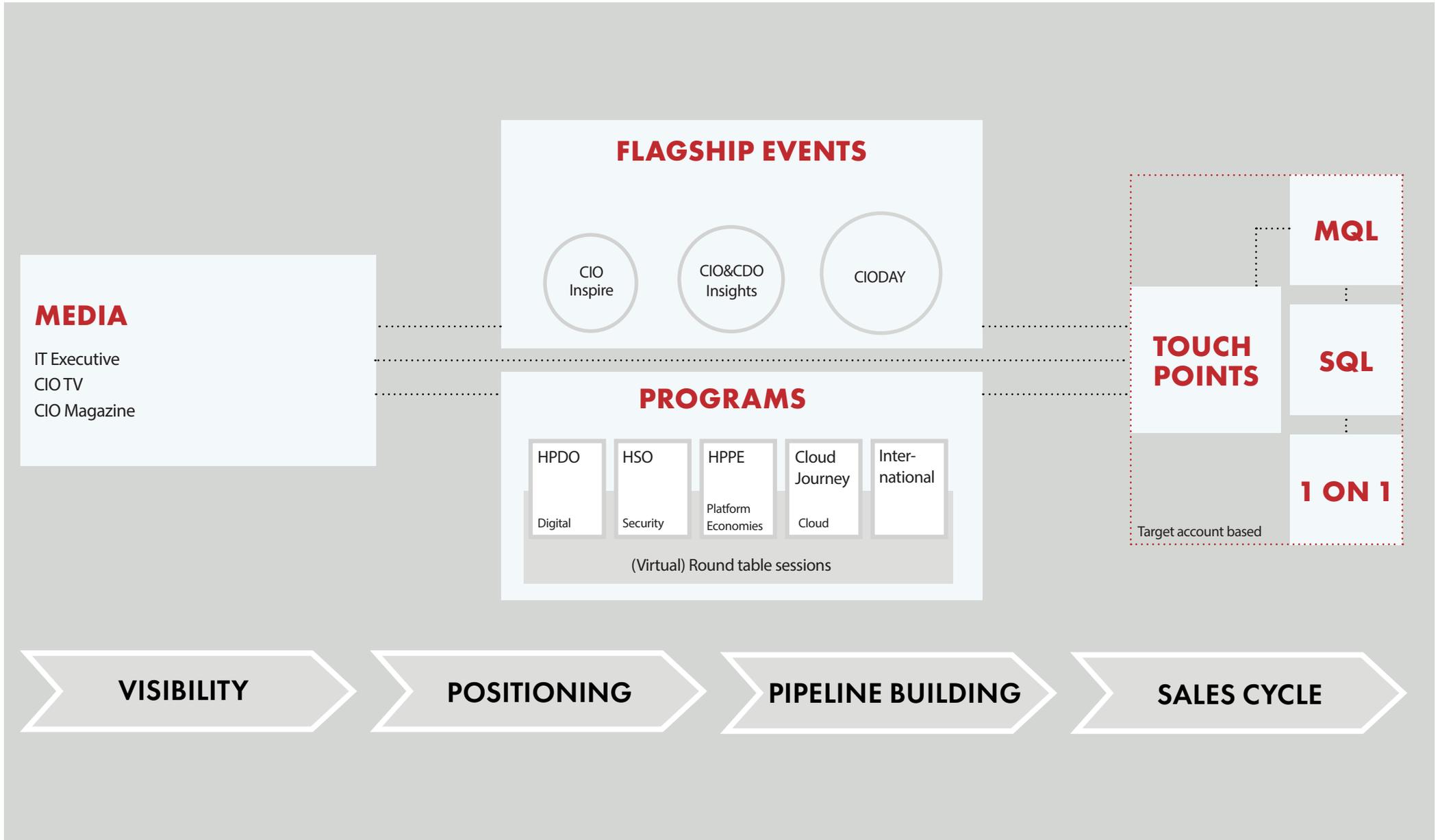
9 CIO ONLINE ROUND TABLES

10 INTEGRATED CAMPAIGNS

11 OFFICIAL STATEMENT

12 CONTACT

WAY OF WORKING



ONLINE MEDIA



8500 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.

Advertisement

Advertise on itexecutive.nl or in our newsletter through banners, linking directly to your website.



CIO Magazine Digital

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).

Title	itexecutive.nl		
Target audience	Management, board, c-level and direct reports		
Visitors a month (nov 2020)	8,500 unique visitors		
Appearance newsletters	Weekly		
Publisher	ICT Media BV (073-6140070)		
Contact	Huub Derks (huub@ictmedia.nl)		
Report	Two weeks after posting		
IT Executive Content	Price	Duration	Dimensions in pixels (width x height)
Article, interview or video	€450	Per post	
White paper or customer case	€750	Per post	
Including lead generation	€1,250		
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	500x400, 600x150, 320x360
Newsletter banner	€500	Per newsletter	600x150
Website + newsletter banner	€800	Per week	500x400, 600x150, 320x360
CIO Magazine Digital	Pricing	Inside front cover + first page inside pages	Inside back cover + last page inside pages
Advertise opportunities			Back cover
2/1 page	€ 4,500	+15%, advertisement only	+15%, advertisement only
1/1 page	€ 3,000		+15%, advertisement only +25%, advertisement only

Publication/distribution of CIO Magazine for 2021 is not scheduled yet due to the uncertain circumstances regarding COVID-19. We reserve the right to make adjustments in the format, publication date and distribution of CIO Magazine. Alternatives for printed versions are a.o. publications on itexecutive.nl, direct mails with digital inserts and/or commercials at CIO TV broadcasts.

EVENTS



FLAGSHIP EVENTS

CIO Inspire

Virtual Summit Series

Technology is developing in the highest gear. The use of data as a competitive weapon is growing rapidly, AI is entering. Acceleration everywhere, the business no longer waits, is tech savvy and innovates with it.

Now that digital transformation is taking a higher gear, all eyes are looking at the CIO. How can he support or even shape innovation and thereby give direction to his organization? Where does he focus on transformation, innovation and people, process and technology?

What is the role of the CIO and IT in all these developments? That is the central question at the CIO Inspire series in 2021. In a series of three inspiring sessions in a state-of-the-art studio CIOs and their business partners present their use cases.

CIO & CDO Insights

Virtual Summit & Award Ceremony

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 and facilitate discussions about the impact of technology on organizations operating models. It will display success stories with proven impact and results.

Highlight of the program is the CIO Magazine Innovation Award ceremony. Intended to reward innovative projects and encourage both suppliers and customers in the field of IT. The idea behind the awards is that players in the Dutch IT ecosystem will embrace a collaborative and innovative mindset.

CIODAY

Physical Conference

CIODAY is the main annual network event for those at the very top of the demand side of the multi-billion IT market. This event 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. CIODAY is characterised by an exclusive Pre-conference Program, break-out sessions, plenary keynotes and the annual CIO of the Year award ceremony.

Online Round Tables

In addition to our traditional media activities, we present CIO Online Round Tables. As ICT Media we see an increasing need for information and dialogue on themes such as leadership, organizational change and the use of modern technology in digital transformations. It will be a powerful online round table in a state-of-the-art TV studio format with the guest speaker, moderator and partner guest live in the studio and the attendees joining via a VC connection. 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.

Programs

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). These programs and organisation challenges are an industry initiative initiated by ICT Media, CIO Magazine and universities like TIAS and other top experts on these domains, providing guidance on digital strategies and hands on approaches to business and IT leaders. Typical for these programs is the active involvement of the CIOs and the flag bearers.

High-Performance Digital Organisations (HPDO)

The HPDO aims to bring together leaders with digital ambition and to help organizations that operate at the cutting edge of the digital edge through knowledge sharing and discussion online, as well as at exclusive events and round table sessions.

High-Performance Cloud (HPC)

An initiative of CIO Magazine, HPC highlights four important aspects that play a role in shaping your jour-

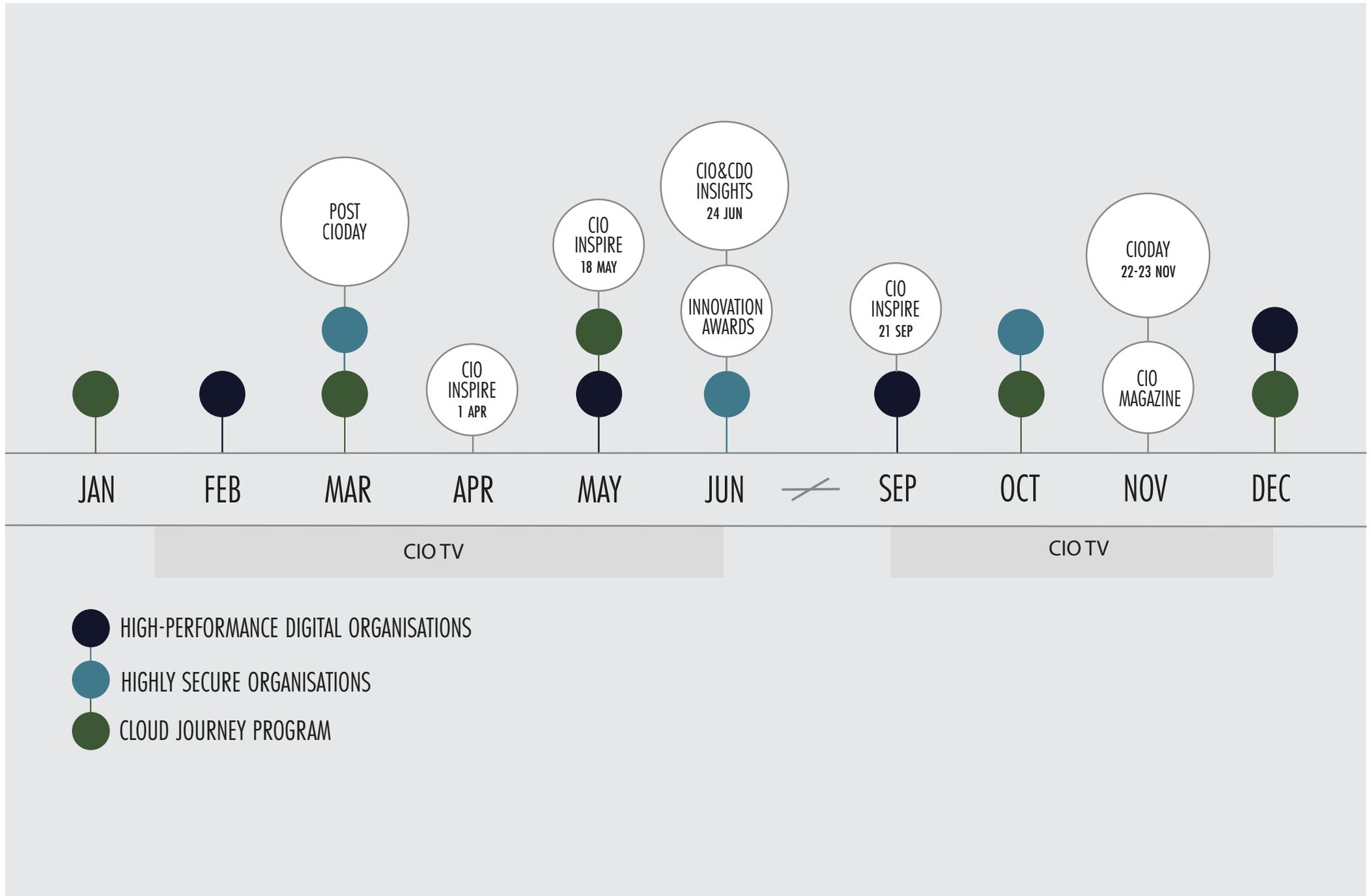
ney: business value pursued, people & organization, and technology – the big how for Cloud. The purpose of the program is, by sharing knowledge and experience, to provide C-level executives the practical insights and tools they can apply in their daily and challenges.

Highly Secure Organisations (HSO)

The threats are real, the consequences sometimes far-reaching. There is a great need for discussion about cyber security with peers among CIOs and CISOs who are looking for good practices. We see a broader discussion around security, risk and liability, in the context of the digital transformation. That "forces" CIOs and CISOs to look at a holistic approach, broader than technology.

What's in it for partners
On a regular bases involvement in an active community of digital leaders. The opportunity to engage with top-level decision makers from a broad range of industries and position your company as Thought Leader and be seen as the trusted partner for the CIO/CTO/CDO and their direct reports

EVENT CALENDAR 2021



EVENT PRICING

CIODAY

Physical event & CIO of the Year Award ceremony

Diamond € 60,000

Participation in the Pre-conference (top 100 CIOs)
Facilitated booth including LCD screen
50 Tickets for guests
12 Tickets for own employees
1 Discussion Table session
1 CIO VIP Dinner table (8 pax)

Diamond profile in CIO Magazine
1x 1/1 FC advertisement in CIO Magazine

Platinum € 38,000

Facilitated booth including LCD screen
40 Tickets for guests
8 Tickets for own employees
1 Discussion Table session
1 CIO VIP Dinner tables (8 pax)

Platinum profile in CIO Magazine
1x 1/1 FC advertisement in CIO Magazine

Gold € 21,000

Meeting point
20 Tickets for guests
4 Tickets for own employees

1x 1/1 FC advertisement in CIO Magazine

All options include

Logo in communication campaign, event app, website, banner & screens
Usage of the event app and its network possibilities
Name list of attendees

Optional

Additional CIO VIP Dinner table € 7,500

CIO & CDO Insights

Virtual event & CIO Magazine Innovation Award Ceremony

Platinum € 19,000

Plenary use case or table talk
4 Tickets for own employees
Discussion table or expert session
Online campaign via itexecutive.nl and social media
Network carousel
Name list attendees

Gold € 9,500

2 Tickets for own employees
Discussion table or expert session
Online campaign via itexecutive.nl and social media
Name list attendees
Network carousel

CIO Inspire Series

Virtual event

Platinum € 17,500

Plenary use case or table talk
4 Tickets for own employees
Discussion table or expert session
Online campaign via itexecutive.nl and social media
Network carousel
Name list attendees

Gold € 9,500

2 Tickets for own employees
Discussion table or expert session
Online campaign via itexecutive.nl and social media
Name list attendees
Network carousel

NOTES

¹ Prices valid from 1/1/2021.

² Round tables are only possible if you are a partner at one of our events or programs

Programs

HPDO/HSO/Cloud Journey/HPPE

Program contribution per year for:

- Use of the program portal
- Use of insights from the survey and white paper
- Upload own content/white papers/leadgen
- Survey and white paper within the HPDO/HSO/HPPE/Cloud Journey program
- 12 x newsletter
- 2 x exclusive HPDO/HSO/Cloud Journey/ HPPE round table sessions
- participation in other HPDO/HSO/Cloud Journey/HPPE partner round table sessions (1 person)
- Visibility in total communication campaign (bannering/logo-visibility during the event/...)

Price on request

CIO Hybrid Round Table²

Live from the studio

€ 14,500

75 minutes

Live in the studio:

- Guest speaker
- Partner seat
- Moderator

10 - 12 C-level participants based on TAL and attending via VC platform
Article about the session, published on itexecutive.nl and social media

CIO Online Round Table²

VC Based (Microsoft Teams)

€ 10,000

75 minutes

Log in VC platform:

- Guest speaker
- Partner seat
- Moderator

10 - 12 C-level participants based on TAL and attending via VC platform

Optional

Introduction article/interview for promotion and recruiting participants € 750,-

Video publications and distribution gross/net On request

CIO Physical Round Table²

€ 17,500

Full project management & organization of the session including:

Theme development and invite creation

10 - 12 C-level participants based on TAL

Dinner location including high level 4 course meal

Moderation

Photography

Article about the session, published on itexecutive.nl and social media

CIO TV

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

Broadcasted live every Friday from an state of the art studio. 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 multiple cameras, will be shown on itexecutive.nl and shared by the itexecutive newsletter, direct emails and social media.



FORMAT

60 minute broadcast
2 or 3 CxO guests
1 Partner guest
Partner credits

REACH

2500 views per episode
5000 impressions on social media
8500 visitors a month at itexecutive.nl
2325 followers on our social media

PRICING

Single partner broadcast
€9,500
Duo partner broadcast (per partner)
€5,000

CIO TV

CIO ONLINE ROUND TABLES

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 Gemeren.

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



FORMAT

Personal invitations and communication to / with C- and D-level persons within the top 2000 organizations of the Netherlands.
60 minute session
10 - 12 C-level participants based on TAL
In-depth discussion

CIO HYBRID ROUND TABLE

Speaker, partner, moderator are recorded live from a state of the art studio
Attendees log in via VC platform
Article on the session will be written and published on itexecutive.nl

PRICING

CIO Hybrid Round Table €14,500

CIO ONLINE ROUND TABLE

Speaker, partner, moderator and attendees log in via VC platform

CIO Online Round Table €10,000

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

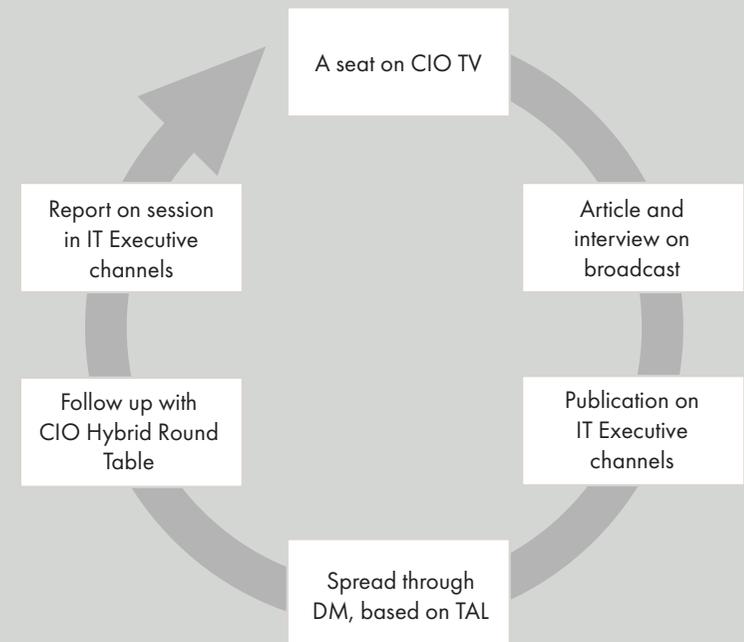
CIO TV broadcast
 Extensive article of the CIO TV broadcast
 Including Interview
 Published on itexecutive.nl, the weekly newsletter and social media channels
 CIO Hybrid Round Table session
 Report on the Round Table session
 Published on itexecutive.nl, the weekly newsletter and social media channels

€24,500

CAMPAIGN 2

CIO TV broadcast
 Extensive article of the CIO TV broadcast
 Including Interview
 Published on itexecutive.nl, the weekly newsletter and social media channels
 Announcing the upcoming survey
 Conduct survey
 Extensive article with survey results
 Published on itexecutive.nl, the weekly newsletter and social media channels
 CIO Hybrid Round Table
 Report on the Round Table session
 Published on itexecutive.nl, the weekly newsletter and social media channels

€28,500



OFFICIAL STATEMENT ICTMEDIA B.V.

Considering elements such as uncertainty (Government measures) regarding shifting all kinds of things like physical activities as well as launching all kinds of new products and services, we understand that different dilemmas can arise. Varying from budgetary, corporate policy to more pragmatic matters. Which initiatives do or do not ensure adjustments of objectives, plans scheduled, agreements made and/or orders issued. For us as ICT Media BV, it is not the transaction but the relationship that is central and primary. In good but also in 'bad' times!

We see our current exchange and cooperation as highly relational, and we would like to keep it that way. This also means that, in principle, we do not want to establish a merely transactional relationship.

If you are interested in the statement, please reach out to us and we will be happy to share.



OFFICIAL STATEMENT ICT MEDIA BV

Considering elements such as uncertainty (Government measures) regarding shifting all kinds of things like physical activities as well as launching all kinds of new products and services, we understand that different dilemmas can arise. Varying from budgetary, corporate policy to more pragmatic matters. Which initiatives do or do not ensure adjustments of objectives, plans scheduled, agreements made and/or orders issued. For us as ICT Media BV, it is not the transaction but the relationship that is central and primary. In good but also in 'bad' times!

The formal ICT Media BV principles are;

As ICT Media BV we will:

- Stay alert to the objectives from our Partners and will always look for alternative possibilities and come up with new opportunities if necessary and desired to facilitate these objectives as much as possible;
- Remain proactive in communicating and discussing all kinds of matters and plans;
- Remain flexible and creative with regard to agreements made, orders issued and or to be issued to find workable solutions together;
- Facilitate our community (target group) with all kinds of matters during the months of March-June. We will communicate frequently with our community and maintain or proactively initiate contacts.

We see our current exchange and cooperation as highly relational, and we would like to keep it that way. This also means that, in principle, we do not want to establish a merely transactional relationship. In that context, I also like to share our formal starting point on this;

As ICT Media BV we will and are able to constantly make adjustments to the current obligations arising from orders issued and/or to be issued. On the basis of:

- Apply a so-called open budget plan(ning);
- A so-called lump sum calculation;
- Using the so-called fair trade philosophy;
- A final financial settlement afterwards;
- The commitment to provide credit notes or so-called IOYs for 2H-2020 and/or 2021 for the purpose of valid contract- and financial administration.

We trust to be of service as always!

's-Hertogenbosch, The Netherlands, March 27, 2020

A handwritten signature in blue ink, appearing to read 'Rob'.

Rob Beijleveld
CEO ICT Media BV (Owner & Major Shareholder)

CONTACT



Publisher
Rob Beijleveld
CEO
rob@ictmedia.nl

Sales
Christoph Heller
Senior Business Manager
christoph@ictmedia.nl
+31 (0) 65 437 58 10

Programme/Content
Arnoud van Gemeren
Editor-in-Chief CIO Magazine
arnoud@ictmedia.nl

Hotze Zijlstra
Editor
hotze@ictmedia.nl

Online media
Huub Derks
Online media manager
huub@ictmedia.nl

© ICT Media BV
Parade 15
5211 KL's-Hertogenbosch
The Netherlands
+31 (0) 73 614 00 70

Version 20211.0



CIO/CDO/Technology leaders + Direct reports

Events

CIODAY
CIO & CDO Insights
CIO Inspire
CIO round tables

Media

CIO Magazine
itexecutive.nl
CIO TV

Research

High-Performance Digital Organisations
Highly Secure Organisations
Cloud Journey Program
High-Performance Platform Economy

Services

Message Tree Building
PR- & Content Services
Data Services
Marketing Services
Sales Services
Market Intelligence

