



Exhibitor Invitation to

BCS CMSG Event

BCS CMSG Tools Fair – Cradle to Grave Support

Synopsis: The CMSG Tools Event to be held on 15 June 2006 in London.

Exhibitors are invited to book a stand and may also present their tool in the associated presentation slots, depending on the package chosen.

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1 Introduction

We are planning a BCS CMSG Tools Fair on Thursday 15 June 2006 with 2 streams for change, configuration and release management in:

- Service Management
- The Application development lifecycle

The title of the event is:

BCS CMSG Tools Fair – Cradle to Grave Support

1.1 Summary

The focus of this event is to provide a keynote talk and 2 (parallel) streams of presentations. Gold sponsors are invited to propose 40 minute presentations on a specific area for which their tool is appropriate. Guidelines for presentations are:

- The presentation should be strongly focussed on the relevant business benefits, or be educational, explaining what is involved in that particular area.
- Customer experiences (and thus joint presentations) are to be strongly encouraged, and in any case are more convincing than a pure vendor presentation.
- The presentation may mention the vendor's tool(s) and highlight its key benefits and application to the problem area. This part of the presentation should be subsidiary to the main theme (maximum 25% of talk).

We anticipate 100-200 people attending during the day which will be **free of charge** to delegates to make it easier for them to come. The format and location will also encourage people to attend for perhaps only part of the day.

This is an opportunity to market to a focused audience of potential customers and network with competitors.

1.2 Keynote

We are in the process of agreeing a keynote speaker to combine the two streams, relating Application Lifecycle Management to ITIL.

1.3 Themes

The CMSG is particularly focussed on Configuration Management and thus we wish to focus presentations on areas most relevant to CM.

For the ITIL stream, example topics are:

- Implementing the ITIL CMDB
- Case Studies for CMDB
- Discovery Tools and the CMDB
- Software Asset Management – how to automate it

- Integrated incident problem, change, release, configuration and asset management – from development through to live use and retirement

For the application development lifecycle stream, we welcome papers on:

- ALM (Application Lifecycle Management)
- ALM Automation (e.g. ALF)
- Support for Agile methods (XP, Scrum) / different life cycle approaches – developing faster, quicker and better

1.4 Submission of Papers and Deadlines

If you are interested in being a gold sponsor, please submit a proposal for a paper and include sufficient detail to make the audience, meaning and value of the session clear.

- Short Title + Synopsis (eg. 150 words)
- Presenter Name
- Organisation/Affiliation
- Conference Objective addressed
- Theme
- Audience (Beginners/ Intermediate/ Experts)

All works submitted will be reviewed by the committee members, and we may wish to work with you to change the focus slightly to better fit in with the programme.

Papers should be submitted by 3rd March 2006.

Review of Papers will be done by the committee by 17th March.

Brochure copy will be required from exhibitors by 17th March.

Brochures will be sent out in early April.

1.5 Target Event Audience

The main target of the event will be delegates looking to both learn about ITIL or ALM and in particular advances in tool support and automation. Our core membership has always had a strong interest in CM and ALM.

This event will remain free to delegates and we believe will be more attractive as an education event, particularly focussed on tool support.

Other UK events around ITIL are vendor neutral, and so this event will provide a major benefit to delegates to learn more about specific tools and how they address ITIL areas.

The central London location means that it will be easy for people to attend for any period throughout the day, perhaps to meet with vendors on their shortlist or to help form a shortlist. It is thus a prime opportunity for people wishing to find out more about several vendors in one go, and will be marketed as such. With a good reputation for successful events (regularly 50-60 at 1 day events and 100 at the last two conferences) we anticipate between 100 and 200 people attending during the day.

Thus it will provide vendors/exhibitors with a golden opportunity to showcase their products and services.

1.6 Location

We have reserved the ballroom at the SAS Radisson Portman hotel (near Marble Arch) which has excellent conference facilities.

There may be an opportunity to reserve smaller rooms at the hotel for individual vendor presentations/meetings.

1.7 Provisional Timetable

Tea/coffee and will be served during the day, and there will be a buffet lunch.

The provisional timetable (subject to change) is:

Time		Stream 1	Stream 2
09:20	09:50	Registration	
09:50	10:00	Welcome	
10:00	10:45	Keynote	
10:45	11:15	Tea/coffee	
11:15	12:00	Session 1	Session 2
12:00	12:45	Session 3	Session 4
12:45	13:45	Lunch	
13:45	14:30	Session 5	Session 6
14:30	15:00	Tea/coffee	
15:00	15:45	Session 7	Session 8
15:45	16:30	Round Table / Q&A	

2 Exhibitor Packages

2.1 Gold Sponsor - £1,200

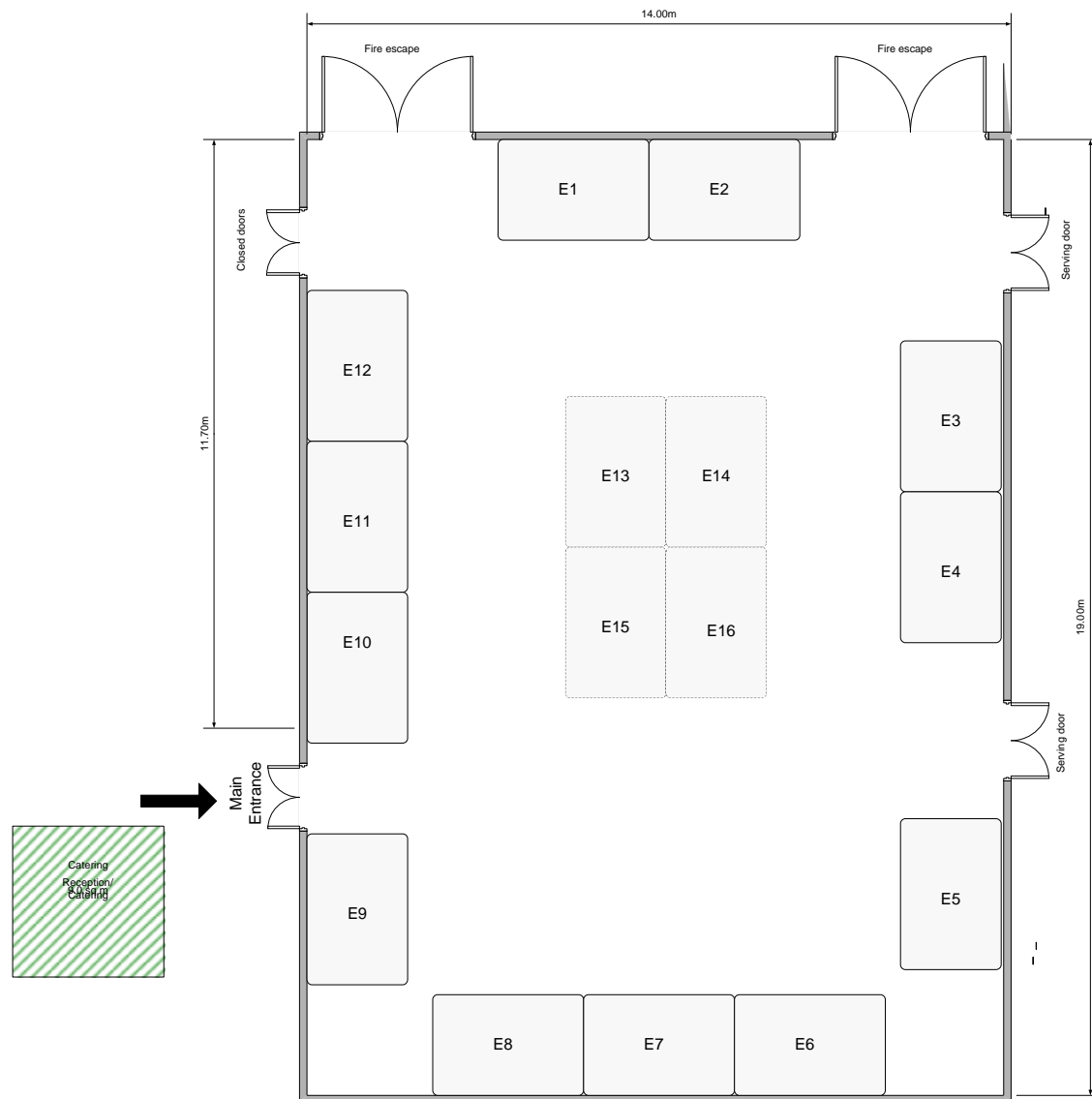
- Corporate Name/Logo on Event Material, including Brochures/Publicity
- Logo/link on Event Web Page
- Exhibition stand
- 40 minute presentation slot
- Tea/Coffee/Lunch for 3 people (including speaker)

There are provisionally 8 Gold sponsor slots available (due to timetabling of associated presentations).

2.2 Standard Sponsor - £600

- Corporate Name/Logo on Event Material, including Brochures/Publicity
- Logo/link on Event Web Page
- Exhibition stand
- Tea/Coffee/Lunch for 2 people

2.3 Layout of Stands



Stands are roughly 3x2m. They will not include a shell scheme. Vendors should aim to provide a standard “backdrop” or use a table which can be provided. The layout shown is provisional and may be changed.

2.4 What is included in the price?

- One 13amp electric socket
- Company entry (text only) in pre-event publicity, exhibition brochure and delegate packs
- Wireless internet access (cards obtainable from hotel)

2.5 Publicity

A brochure will be produced for mail shots and sent out to mailing lists including existing CMSG members and past attendees at events.

Other related groups that will be involved in the event include the BCS Service Management Specialist Group and the itSMF.

The CMSG is presenting at the Help Desk show in April and will be publicising the event then.

3 Booking a Package & Contacts

All prices exclude VAT.

Questions and bookings to be sent to (questions preferably via email) to:

Robert Cowham
CMSG
8 Paynesfield Ave
London SW14 8DW

Email: robert @ bcs-cmsg.org.uk / robert @ vaccaperna.co.uk

Tel. 020 8392 0935

Fax. 020 8392 0936

The event is taking place at:

Radisson SAS Portman Hotel
22 Portman Square
London W1H 7BG

Tel. 020 7208 6000

Fax. 020 7208 6001

Stands/packages will be reserved on a first come first served basis on receipt of a Purchase Order (via email (PDF/Word)/fax or post).

Payments must be received by 31-Mar-06 or you will not be listed in the brochure sent out to prospective delegates.

4 General Terms & Conditions

Exhibitors should take care to observe all health and safety regulations, particular with regard to electrical equipment.

4.1 Exhibition Contractors

Liaise with the SAS Radisson Portman Hotel directly.

4.2 Stand Regulations

All work must be carried out in conformance with local authority rules and regulations.

All stand structures, signs, etc, must be confined to the allotted area and may not project over or into gangways.

No direct fixings shall be made to any part of the exhibition hall and any damage or discoloration of such shall be charged to the exhibitor.

All stand structures must be self-supporting.

All work must be carried out using non-flammable materials.

The design of the stand must be such that it can be erected and dismantled within the time available.

It is the responsibility of the exhibitor to examine the site allotted to ensure the desired design can be accommodated in accordance with the results.

The organisers may, at the exhibitor's expense, remove or alter anything in, on or forming part of any stand, if in their opinion it is desirable to do so in the interests of the exhibition.

Balloons are not permitted without written authority from the organisers.

Materials used in stand display and construction must conform as follows:

- Plastics – must conform to Class 1 fire regulations; Lexam and Macralon are acceptable – Perspex is not.
- Fabrics – textile fabrics used for interior display purposes must be flameproofed in accordance with BS3120. Fabrics must be fixed taut and/or in tight pleats (not draped) to a solid backing and secured 3" above floor level, not touching light fittings.
- Stand dressings – Artificial plants and flowers must NOT be used for stand dressing. Silk type flowers are acceptable provided they have been fireproofed to BS476 (part 7) and are marked as such. Cellulose paints must not be used.

4.3 Electrics

Minimal electric/lighting connections are available (see previous section).

The organisers will require any electrical cables, accessories or appliances that do not comply with regulations to be removed or made compliant.

4.4 General Services

4.4.1 Accommodation

All exhibitor personnel are responsible for arranging any accommodation required. Please contact the hotel directly.

4.4.2 Catering

The hotel holds all rights to catering.

Coffee/tea will be available to exhibitors and delegates alike at the scheduled times within the programme. All will be served in the reception hall, as will buffet lunches.

There will be an extra charge for catering if you wish more people to be on your stand than is listed in the packages.

4.4.3 Damage to Hall

The organisers will pass on any charges to the exhibitor for any damage to the exhibition hall caused by the exhibitor, their staff or contractors.

4.4.4 Delivery of Goods

No deliveries are permitted to the exhibition hall once it is open to visitors. Any deliveries for replenishing stands must be made before 9am on the open days of the show.

The organiser's staff are not authorised to sign for deliveries. Please make sure someone is available on your stand to receive any such deliveries.

If you arrange for material to be delivered to the hotel prior to the event, please ensure that it is delivered no earlier than the day before the event.

4.4.5 Emergency Procedures

A copy of the emergency procedures will be provided on arrival. It is the responsibility of the each exhibitor to ensure that all their stand staff read and understand these procedures.

4.4.6 Fire Precautions

All fire exits are clearly marked. Fire extinguishers are located around the hall. Please ensure all stand personnel are aware of the nearest fire point. Please ensure that all fire regulations regarding the building of your stand are strictly adhered to.

Each exhibitor is responsible for ensuring that all materials used on their stand are fire resistant and conform to local authority regulations.

4.4.7 Insurance

The organisers accept no responsibility for any loss or damage which may befall the property of any exhibitor or third party employed by the exhibitor nor any personal injury or loss sustained by exhibitors or any person.

Exhibitors are strongly advised to ensure that they have adequate insurance to cover for all products and personal injury during the exhibition period, including transportation.

4.4.8 Promotional Material

Promotional items must be distributed only from your stand.

Under no circumstances may anything (posters, stickers, etc) be attached anywhere other than your stand unless previously agreed in writing with the organisers (e.g. as part of special sponsorship).

4.4.9 Security

Although the organisers will take all reasonable precautions to secure the hall, you are requested not to leave valuables unattended on your stand at any time, but particularly during breakdown when security is difficult to monitor.