

OutsourceWorld

Your window to the world of outsourcing



Earls Court 1, London
3rd – 5th June 2003

www.outsourceworld.org

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Co-locating with **Internet World, OutsourceWorld London** is Europe's leading IT Outsourcing Exhibition & Conference providing the best networking opportunity for companies looking to break into or expand on their client base in the UK and Europe. It provides buyers with the opportunity to meet with leading outsourcing companies in a view to improve productivity and return on investment by removing the problems and costs associated with in-house services.



OutsourceWorld consists of an exhibition where buyers can meet with leading national and international IT Outsourcing companies. With such a wide selection of over 11,000 visitors, you will be able to meet face to face with companies wanting to reduce their IT expenditure.

The event also features a two-day conference, which provides buyers the opportunity to learn from the industry specialists as they discuss the benefits and pitfalls of today's IT Outsourcing industry through keynote presentations, case studies, and workshops. The final day of the event provides buyers and vendors with Question and Answer sessions and discussion panels focusing on consultancy, marketing to the Europe market, expansion through funding and acquisition among other topics.

Whether your questions cover concerns over selecting and conducting diligence of potential vendors, developing a successful strategy, managing the transition, the ongoing relationship or the legal, financial and HR Issues - **this event offers it all!**



The exhibition is free to all visitors, please visit our website to register for your free pass www.outsourceworld.org

Why Outsource?

Outsourcing is no longer about cost savings. Now it's an essential revenue and growth strategy for every corporation.

UK & European companies need to find new suppliers that can lower their annual IT costs and provide skilled resources.

By visiting OutsourceWorld, you will gain insight into outsourcing and meet outsourcing providers from all over the world who will be able to service your needs. If your company has an existing IT outsourcing programme, you will learn how to benchmark or alter that programme to suit your company's needs. At this event you will acquire the knowledge to design and implement outsourcing relationships which will in turn increase flexibility, improve performance and profitability and allow your company to focus on core business and projects.

Think of IT Outsourcing as an aid to allowing new and innovative ideas with cost effective management to ensure your companies success.

- Improve Company Focus
- Reduce IT expenditure
- Free up resources
- Gain access to world-class capabilities
- Make use of resources not available internally
- Share risks
- Take advantage of offshore capabilities

Meet the companies, see their work and hear from their clients how this can benefit your organisation.

This event provides unique solutions for any and every organisation from time to market software solutions, data entry and call centre models to business as well as the migration from ageing legacy systems.

Why Exhibit at OutsourceWorld?

This year co-locating with Internet World — the UK's definitive business and technology event, the audience promotion campaign is going to be bigger than ever. All top decision makers will be targeted from British business & Government. Last year, 11,421 buyers visited Internet World 2002, including the co-located events Nextech, Pocket PC London, and Teamwork. 83% of these visitors were at Director or Manager level — an overwhelmingly senior audience with real buying power.

Internet World 2003 along with its co-located shows is sure to be a major, multi-dimensional event. Having been established for ten years — Internet World is the largest, longest running event of its kind.

'One of the busiest events we've attended in the last five years'. (Nigel Dutton from O2 said of the 2002 show).

London is the IT Business Capital of the world, with the world's highest per capita usage of Outsourced IT Services. Centrally located, OutsourceWorld attracts visitors and delegates from all over the UK and Europe.



This event offers the opportunity to demonstrate your company's products and services to the most targeted, yet widest possible audience in one place — at one time.

Sponsorship & Advertising Opportunities

There are numerous ways in which you can highlight the presence of your company at OutsourceWorld London. Packages can be put together to fall into your budget. Advertising in the show guide will also increase your exposure as this will be included in the Internet World catalogue and given free of charge to all visitors at the event.

For further information, please contact
OutsourceWorld on +44 (0) 20 7613 5332
Or email: athornton@outsourceworld.org

Who will attend?

Please find a brief outline of the marketing campaign for OutsourceWorld alone. Along with the marketing campaign for Internet World and the other co-located shows, the marketing for this event is sure to exceed any other:

- 5000 CEO's, CFO's and IT Directors from the UK's top companies will be sent VIP invitations
- 50,000 carefully focused and targeted invitations will be sent out to decision makers from the UK's leading companies
- Extensive Trade publications will carry editorial and advertisements further endorsing the event and subscribers to many of the UK's leading publications will be offered free fast track Registration
- National press and financial publications will promote the event And promote online registration
- 163 Embassy's and Consulates will be sending invitations
- Over 100,000 targeted emails will be sent out prior to the event



PLUS:

- 1 million visitor tickets produced and sent out
- Approximately 50 full page colour advertisements in major publications
- Over 600,000 targeted emails sent out
- Linked logo and show description on www.outsourceworld.org & www.internetworld.co.uk
- Approximately 300,000 direct mailings
- Each exhibitor from OutsourceWorld and Internet World will be given an 80 word company description and link from the exhibitor listing page of www.internetworld.co.uk & www.outsourceworld.org

Previous exhibitors at OutsourceWorld's launch last year included companies from all over the world — India, Russia, Pakistan, Middle East, Asia, South Africa, Central & Eastern Europe and the UK, their services including:

- E-Business application and service providers
- ASP's
- Software Developers
- Web Content Developers and managers
- Systems Integrators and ERP providers
- Euro conversion expert
- E-Business incubators and accelerators
- Data warehousing, management and processing centres
- Remote Billing providers
- IT support centre and call centre
- Providers Back office operations providers
- Business process outsourcing specialists

If your company is a service provider within the outsourcing industry you cannot afford to miss this opportunity.

- 94% of the exhibitors at the Internet World event last year felt that their objectives were met
- 93% expect to generate business as a direct result of the show

For a small investment, your company can benefit from the exposure and promotion of this exhibition, even before you benefit from the thousands of expected trade buyers at the show itself.

How can I participate?

To reserve your space at OutsourceWorld London 2003 simply call +44 (0) 20 7613 5332

Exhibition stands are available in all sizes, from 9sqm (minimum):

- Space-only stand: £395 per sqm
- Shell-Scheme stand: £425 per sqm (*Shell Scheme includes Walls, Carpets, Company sign, & stand cleaning*)

Special Prices apply for Country Pavilions — please contact James Freeman: jfreeman@outsourceworld.org for further information on this.

What is the Conference all about?



Whether you are new to the ideas of outsourcing, wish to find the best strategy for your company, find out what your competitors are doing or discover where the best outsourcing providers are located, the OutsourceWorld conference aims to answer all these questions and more.

Survival in an economic downturn requires adapting to change. It requires reducing costs while maintaining customer service. Likewise, ensuring profitability in times of economic growth requires decision makers to maintain their focus. The conference will help to increase your knowledge and provide you with the answers to all the benefits and pitfalls associated with the outsourcing industry. Industry specialists will be giving invaluable advice through their case studies, presentations and best practice strategies.

To view the calibre of speakers at the 2002 event, please see our website www.outsourceworld.org

**If you would like to put forward a presentation, please contact Lucy Blakeman on +44 (0) 20 7613 5332
Or email: lblakeman@outsourceworld.org**



How can I book a delegate position?

To reserve your position at the Conference as a delegate, please call +44 (0) 20 7613 5332

- £495 for a full conference programme (both days)
- £250 for a half conference programme (one day)

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