

PARTNERING WITH ITSMF UK



itSMF UK Partnership Options

itSMF UK is the country's leading membership association for service management professionals – with members ranging from individual service management practitioners to large multinational organisations.

We have spent the last three decades helping ITSM professionals to be better and to do better, by sharing best practice, creating opportunities for networking with other members and thought leaders, and providing a range of other membership services all at the heart of the service management community. Throughout this time, we have relied on our close partnership with ITSM service providers and product vendors, whose support is critical to the service we provide as a service management forum.

This brochure outlines the sponsor opportunities we can offer to partner organisations at our events and other activities throughout the year.

These are excellent opportunities for our vendor partners to raise product awareness, build on their brand and improve customer retention. Of course, the major reason to sponsor our events is to leverage the high quality itSMF UK audience for new lead generation.

Key marketing benefits of partnering itSMF UK

- Product awareness
- Customer retention
- Brand building
- Lead generation

In addition to the partnership options below, we are happy to put together a bundle that fits your precise requirements. Contact our partner engagement team on 0118 918 6500 to discuss.



ITSM Conference and Exhibition

Our two-day ITSM Conference and Exhibition takes place annually and comprises traditional presentations, workshops, and interactive sessions. Attracting around 400 attendees, our flagship event provides the perfect opportunity for service providers and product vendors to meet strategists and decision makers from large and medium-sized enterprises in every sector, from financial services and government to retail and academic institutions.

We have a wide range of sponsorship and exhibitor options at Conference, including the following:

- **Platinum sponsor** – Our prime sponsorship option, including a premium 3 x 2m stand position with 6 x 4m background screen for product promotion, six stand staff, mutually agreed speaker slot on the agenda, conference bag branding and insert, lanyard branding, table at the PSMA gala dinner (10 places), pre-conference e-shot, delegate badge scanner, full page ad in our Conference Guide or ServiceTalk, headline branding on our website and in all related publicity. **PRICE: £17,500**
- **Gold sponsor** – Premium 3 x 2m stand position with 6x4m background screen for product promotion, four stand staff, mutually agreed speaker slot on the agenda, table at the PSMA gala dinner (ten places), pre-conference e-shot, delegate badge scanner, full page ad in our Conference Guide or ServiceTalk, branding on our website and in all related publicity. **PRICE: £14,000**
- **Silver sponsor** – Superior 2 x 1m stand position, two stand staff, half page ad in Conference Guide or ServiceTalk, tea/coffee cup branding option (cups to be provided by sponsor), half table at the PSMA dinner (5 places), delegate badge scanner, branding on our website and in all related publicity. **PRICE: £5000**
- **Exhibitor** – 2 x 1m stand, two stand staff, delegate badge scanner, listing on our website and in all related publicity. **PRICE: £3950**
- **Conference bag insert** – **£250**

All prices exclude VAT at 20%



Professional Service Management Awards (PSMA)

PSMA provides an opportunity to highlight the achievements of the ITSM industry's leading lights, those whose dedication, commitment and imagination deserve to be celebrated. Following the judging process during the summer, the finalists are invited to our special gala awards dinner during Conference in November, where the winners are announced.

- **Award sponsors** – Around ten awards are presented in categories such as digital transformation project, team and young professional of the year, recognising the very best that the ITSM industry has to offer. The award sponsor package includes a full table at the PSMA dinner (10 places), presentation to the winner on the night, plus branding on our website, in awards programme, and in all related publicity. **PRICE: £3200**
- **Dinner sponsor** – Make the dining venue your own and extend a warm welcome to the award finalists. Package includes a full table (10 places), branded table settings/attendee gifts (provided by sponsor), branding and decoration around the dinner venue, plus branding on our website, in awards programme, and in all related publicity. **PRICE: £4000**
- **Pre-dinner drinks sponsor** – An excellent opportunity to host the reception at the start of the evening. Package includes a full table (10 places), branding in the reception area, plus branding on our website, in awards programme, and in all related publicity. **PRICE: £4000**
- **Table sponsors** – Host a table and entertain customers and prospects at one of the most memorable events in the industry calendar. Package includes a full table (10 places). **PRICE: £1200**
- Entertainment and award speaker sponsorship packages are also available – **POA**.

All prices exclude VAT at 20%



ITSM Tooling Day

Our popular gathering of the leading lights in the ITSM software industry. This is your annual opportunity as a vendor to discuss your current strategy, demonstrate new features, and find out what challenges attendees are currently facing. Our Tooling Day package includes a 45-minute presentation, 2 x 1m stand, two stand staff, plus branding in all related publicity. **PRICE: £1250**

Service Management Forums

The demands of the business on IT service management teams are increasing at a relentless pace. Our SM Forums provide the information, guidance, contacts, and insight you need to identify the right solutions for new challenges. Each event will focus on a particular area of service development – such as AI, service transformation or ITIL 4 – with presentations from the top SM technology companies and thought leaders.

Our SM Forum sponsorship includes a full-length speaker slot (topic and content to be agreed with event manager), an e-shot to all opted in itSMF UK members, plus branding in all related publicity. **PRICE: £2,000**

Webinars

Our sponsored webinars provide the ideal channel for leading ITSM vendors and service providers to share their message with the largest possible audience. The sponsor package includes one-hour webinar (presentation or interview format) supported by an experienced itSMF UK facilitator, recording for subsequent access by other members, plus branding in all related publicity. **PRICE: £995**

E-shots, Ads and Editorial

One of the most effective ways to get your message across to the broader community is via scheduled communications.

- **E-shot to members** – We can send your dedicated e-shot direct to each of our members, a highly focused audience of over 5000 service management practitioners. **PRICE £1000**
- **ServiceTalk** – Our member magazines ServiceTalk and ServiceTalk Express are the lifeline of the service management community, reaching out in print and PDF to our membership and well beyond – a total of around 10,000 people. Place a full-page ad or (subject to approval) a piece of editorial. **PRICE £750**

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itSMF UK
Burford House
Leppington
Bracknell
Berkshire
RG12 7WW, UK

Tel: +44 (0) 118 918 6500
Email: events@itsmf.co.uk



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