



## ***SPONSORSHIP PROSPECTUS***



**Wednesday 15 February 2012**

***AULA MAGNA***

***Louvain-la-Neuve - Brussels South***



## TABLE OF CONTENTS

TABLE OF CONTENTS .....	2
INVITATION .....	3
WHO WILL ATTEND? .....	4
LAST YEAR'S ATTENDANTS .....	4
AGENDA .....	5
LOCATION .....	6
SPONSORSHIP OPPORTUNITIES .....	7
EXHIBITION HALL & FLOOR PLAN .....	8
BOOTHs .....	9
BROCHURES IN DIGITAL FORMAT .....	10
SPONSORSHIP BENEFITS.....	11
SPONSORSHIP AGREEMENT & PURCHASE ORDER .....	13
IRISLINK 2012 PURCHASE ORDER .....	14
I.R.I.S. CONTACTS .....	15
AGENCY CONTACTS.....	15

## INVITATION



Dear Business Partner,

For several years now, IRISLink has been the annual event of the I.R.I.S. business community.

Last year, we welcomed one thousand attendants with very rewarding comments from visitors and sponsors.

Many CEOs, CFOs, CIOs, IT managers and user groups save the date of the IRISLink in their agendas and we hope you will do so too.

This year's edition, IRISLink 2012, will focus on I.R.I.S. latest innovative products in the OCR world, on main key drivers such as invoice processing, digital mailroom and legal archiving as well as on most representative achievements in Electronic Document Management and complex IT Infrastructure.

We will be welcoming more than 1.000 professionals at Aula Magna, located in Louvain-la-Neuve. In 2012, I.R.I.S. will celebrate its 25 years anniversary and we are very pleased to welcome our customers and partners in I.R.I.S. home town: I.R.I.S.' cradle was Louvain-la-Neuve's University and it came to life as a spinoff before becoming one of the most successful spinoff of that University.

Our aim will be to show that our technologies and know-how and those of our sponsoring partners, improve information management to feed customers' growth.

A full day of sessions and demonstrations will cover the latest trends in our business areas.

We hope you are convinced and will join us as a sponsor, in order for you to take full advantage of the most valuable opportunities to generate business.

Please learn more about how you can leverage on the different levels of sponsoring, varying from case studies and demonstration booths to dedicated sessions and visibility during the keynote.

Join us in hosting IRISLink 2012!

Pierre De Muelenaere  
President & CEO  
I.R.I.S. Group

*PS: If you weren't there last year, visit the IRISLink 2011 website: [www.iriscorporate.com/irislink2011](http://www.iriscorporate.com/irislink2011) to get an idea of our success formula...*

## WHO WILL ATTEND?

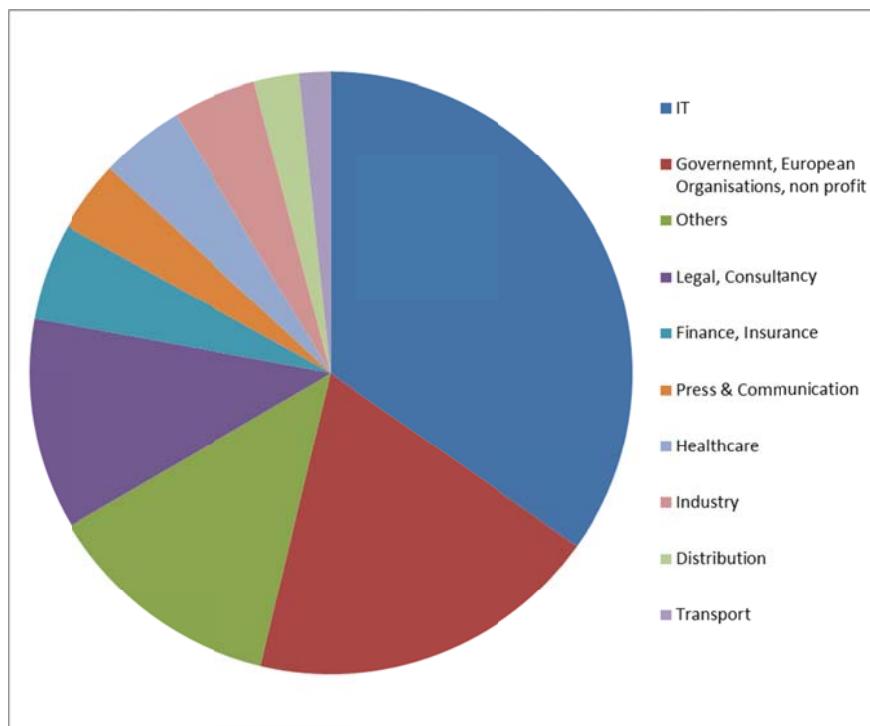
IRISLink has always attracted a large and quality audience and this year will not be different. We're expecting over 900 attendants, mainly from Belgium, France, Germany, Luxembourg and the Netherlands but also from other European countries, from Asia and the United States. Our visitors exist of:

- IT Directors, CIOs and CEOs
- Distributors
- IT Resellers and e-tailers
- System integrators, Value Added Distributors and Value Added Resellers
- Business Process Outsourcing specialists
- Press and industry analysts

From different sectors:

- Public Administrations
- Large Accounts (cross-sector)
- Leading Enterprise Content Management companies
- ERP and accountancy software Companies
- Leading MFP and scanner manufacturers
- Leading imaging solutions editors

## LAST YEAR'S ATTENDANTS



## AGENDA

### Wednesday 15 February 2012

- **9:00** Welcome
- **10:00** **Keynote by Pierre De Muelenaere**, President and CEO  
Latest innovations, strategic partnerships, testimonials and case studies... a high-value and inspiring session to understand how I.R.I.S. helps companies to generate growth.
- **12:00** **Awards Ceremony**  
A magic moment to reward customers and partners for their outstanding achievement in one of I.R.I.S.' core business fields.
- **12:30** **Walking Lunch in the Exhibition Hall**  
A unique opportunity to find the solution that best fits your company needs: data capture, information workflow, information management, optimized IT infrastructure. I.R.I.S. experts & partners will help you to find the best solution to ease your business processes.
- **14:00** **Sessions & Exhibition Hall**  
Create your own program from a variety of speaking sessions or visit the booths in the exhibition hall and assist to live demonstrations of the latest technologies in our sector.
- **17:30** **Closing Cocktail**
- **18:30** The End

## LOCATION

### **AULA MAGNA**

Place Raymond Lemaire, 1  
B-1348 Louvain-la-Neuve

<http://www.aulamagna.be>



## SPONSORSHIP OPPORTUNITIES

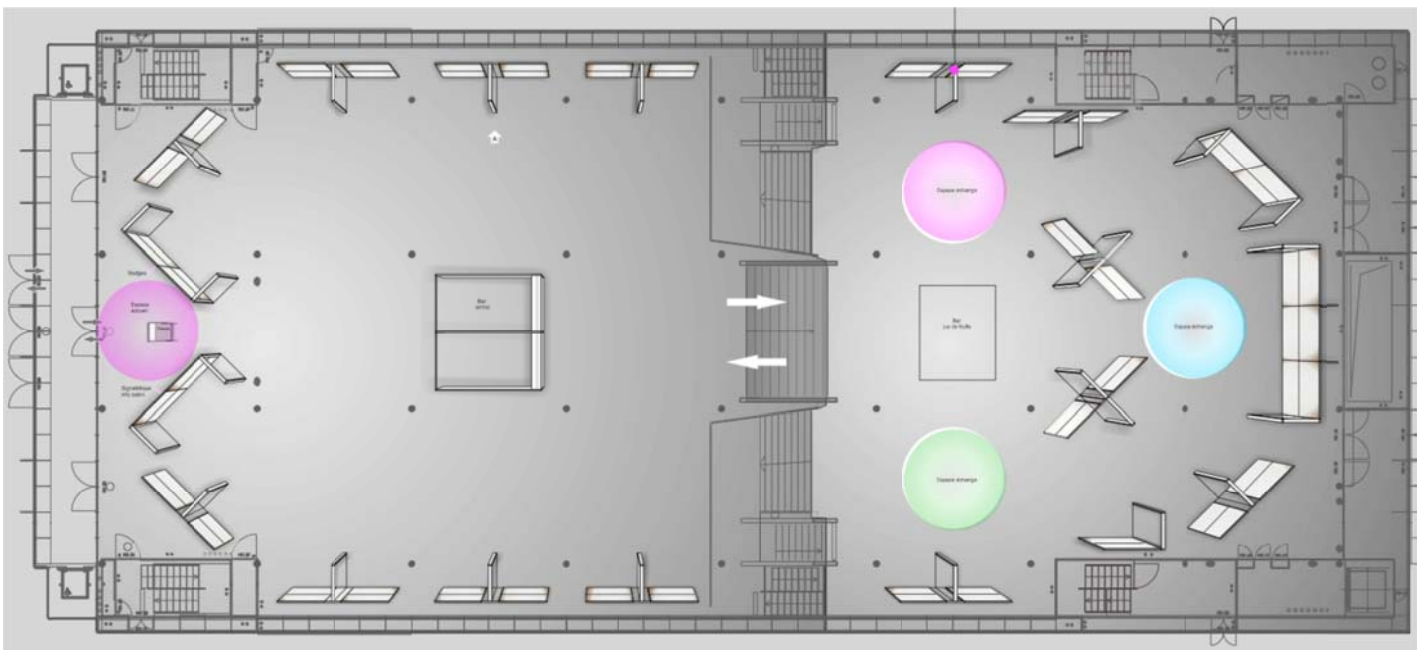
See the different sponsor packages available and choose the package that will best help you maximize your visibility.

Your benefits	PLATINUM	GOLD	SILVER	BRONZE
Investment - without VAT	20.000 €	15.000 €	10.000 €	5.000 €
<b>EXHIBITION OPPORTUNITIES - your booth</b>				
Exhibition space (in meters)	5 x 2	5 x 2	3 x 2	2 x 2
Standard signage (company logo; graphs; short text)	YES	YES	YES	YES
Electricity (3 electrical outlets)	YES	YES	YES	YES
Bar stools	2	2	2	1
1 high table (180 x 80 cm)	1	1	1	1 (80x80 cm)
A brochure display	YES	YES	YES	YES
17" flat screen	YES	YES	YES	YES
Internet connection (WIFI) - <i>See order form</i>	YES	NO	NO	NO
<b>SPEAKING OPPORTUNITIES</b>				
Sessions: speaking opportunity of <b>30 minutes</b>	1	1		
<b>MARKETING OPPORTUNITIES</b>				
Logo on bar tables during Walking lunch and Closing cocktail	YES			
Dedicated web page on IRISLink website for your customer registration	YES			
Logo displayed on stage during the main keynote session	YES	YES		
One press release in the I.R.I.S. press kit	YES	YES		
Logo on all electronic and paper invitations	YES	YES	YES	
Logo in the PPT presentation of the main keynote session	YES	YES	YES	
Opportunity to invite your prospects/customers to the event	Up to 50	Up to 25	Up to 10	
Logo, company description and link on IRISLink website	300 words	100 words	50 words	logo only
Logo on the event program	YES	YES	YES	YES
<b>MARKETING OPPORTUNITIES - Post-Event</b>				
Dedicated emailing on attendant database	YES			
PPT presentation (speaking opportunity) posted on IRISLink website	YES	YES		
PDF Brochures posted on IRISLink website for download	YES	YES	YES	YES
Logo on I.R.I.S. post-event emailing	YES	YES	YES	YES

## EXHIBITION HALL & FLOOR PLAN



The Exhibition Hall will be located in the Aula Magna Hall, a surface of 1.700 m<sup>2</sup> offering all the capacities to set-up more than 30 booths.



Example of Floor Plan – this floor plan can be adapted according to the number of exhibitors.

## BOOTHS



Each Sponsor will have a demo booth composed of:

- A standard panel with company logo, graphs and short promotional text  
**✎ The panel will be printed by I.R.I.S.  
It will be standardized for all exhibitors.  
To keep a unified image we kindly ask you not to bring pop-up stand or banners.**
- A demonstration table (dimensions varies – see sponsorship opportunities section)
- 2 or 1 bar stools
- Electricity with multiple electrical outlets
- A Brochure display for 3 brochures – we kindly ask you not to bring more than 3 brochures as you will have the opportunity to post all your content online.
- A 17” flat screen (only for Platinum, Gold and Silver)

For the printing of your signage, can we kindly ask you to send the content to:

Catherine Rochigneux

[Catherine.rochigneux@iriscompany.com](mailto:Catherine.rochigneux@iriscompany.com)

Tel: +32 10 487 438

Deadline: **Friday 20 January 2012**

✎ The content of your panel consists in: your logo, your text in bullet points and a picture if necessary. I.R.I.S. designers will take care of the design and we'll send you the final panel for approval.

## **BROCHURES IN DIGITAL FORMAT**

### **On IRISLink website**

To ease the attendants visit and ensure your information durability, a dedicated section will be created on IRISLink website with:

- The description of the solutions/services displayed on your booth
- A link to download your PDF brochures

We invite you not to bring to many paper documents at the show.

Attendants will receive clear instructions to visit IRISLink website and to download your brochures from there.

## SPONSORSHIP BENEFITS

### One demonstration booth

Each Sponsor will have a demo desk composed of:

- A standard signage
- A demonstration desk (bar table)
- 2 or 1 bar stools
- Electricity with multiple electrical outlets
- A Brochure display
- A 17" flat screen (not for the Bronze package)

### Breakout sessions

Platinum and Gold sponsors can present their products and services during a 30 min speaking opportunity to a high level audience.

### Walking lunch and Closing cocktail sponsorship

A nice way to promote your company while attendants are enjoying their meal! Platinum sponsors will have their company logo on the table bars of the walking lunch and closing cocktail.

### Logos in keynote session theatre

Platinum and Gold sponsors are visible during the main keynote session, through a dedicated banner.\$ or projection.

### Press Kit

An international selection of specialized press will attend the event to catch the latest innovations. The press kit will contain all the relevant information of the day. Platinum and Gold sponsors can insert one press release in the press kit.

### Logo on all invitations & all related promotional materials

I.R.I.S. will realize electronic invitations.

Your logo will be inserted on each invitation we send.

These invitations will be sent to our target audience as mentioned above:

- IT Directors, CIOs and CEOs
- Distributors
- IT Resellers and e-tailers
- System integrators, Value Added Distributors and Value Added Resellers
- Business Process Outsourcing specialists
- Press and industry analysts

From different sectors:

- Public Administrations
- Large Accounts (cross-sector)
- Leading Enterprise Content Management companies
- ERP and accountancy software Companies
- Leading MFP and scanner manufacturers
- Leading imaging solutions editors

### **Invite your prospects and customers to IRISLink 2012**

Invite your own customers or prospects and offer them the chance to meet key players of the document imaging, ECM and ICT sectors.

- Up to 50 guests for Platinum Sponsors
- Up to 25 guests for Gold Sponsors
- Up to 10 guests for Silver Sponsors

### **Dedicated webpage for your customer registration**

For Platinum sponsors, a dedicated webpage with their logo will be created to allow their prospects and customers to register to the event. You will receive on a regular basis the registration database to keep your sales force updated.

### **Logo and company description on the Event Section of I.R.I.S. website**

IRISLink has its own section on the I.R.I.S. website: [www.iriscorporate.com/irislink20112](http://www.iriscorporate.com/irislink20112) . A link on the I.R.I.S.' welcome page will guide visitors directly to the presentation of the event.

Sponsors have strong visibility in this section, according to their level of sponsorship they can include:

- Company logo
- 300 words company description for Platinum sponsors
- 100 words company description for Gold sponsors
- 50 words company description for Silver sponsors
- Hyperlink to their website

### **Dedicated emailing\* on attendant database**

Platinum sponsors will have the opportunity to send an emailing on IRISLink attendant database with their own message. I.R.I.S. will take care of the email distribution and Platinum sponsors will benefit of lead generation via this target emailing.

\*I.R.I.S. will read and approve the content of the emailing before distribution

### **PPT presentation (speaking opportunity) posted on IRISLink website**

Platinum and Gold sponsors will have their PPT presentation posted on IRISLink website in the section dedicated to the breakout sessions. An additional visibility!

### **PDF Brochures posted on IRISLink website**

All sponsors can send their PDF Brochures to I.R.I.S. They will be posted on the IRISLink website in the Exhibition section.

### **Logo on I.R.I.S. post-event emailing**

I.R.I.S. will organize a post-event emailing to invite attendants to visit the IRISLink website. All the content of the show will be posted online: videos of the Keynote, interviews, case studies, breakout session PPTs, Booths description and brochures, press kit, etc.

All sponsors will have their logo displayed on this emailing.

NB: I.R.I.S. reserves the right to select attendees and sponsors if needed.

## SPONSORSHIP AGREEMENT & PURCHASE ORDER



Please complete all information, sign, date and return to Catherine Rochigneux  
NB: payment must be done before January 31<sup>st</sup> 2012 to be authorized to enter the show.

→ By e-mail: [catherine.rochigneux@iriscorporate.com](mailto:catherine.rochigneux@iriscorporate.com)

→ By Fax: +32 10 45 34 43

→ By Post: I.R.I.S. sa - 17, rue du Bosquet - 1348 Louvain-la-Neuve - Belgium

### Company Information

Company Name: .....

Contact: .....

Address: .....

Zip: .....

City: .....

Country: .....

E-mail: .....

Phone: .....

Mobile: .....

Fax: .....

Sponsorship Package  Platinum  Gold  Silver  Bronze

Date:

Signature:

## IRISLINK 2012 PURCHASE ORDER



Order Form			
<b>Company Name</b>			
<b>Booth responsible</b>			
<b>E-Mail</b>			
<b>Tel</b>			
	Quantity	Price Excl. VAT	Total
<b>Sponsorship Package</b>			
Platinum package		€ 20.000,00	
Gold package		€ 15.000,00	
Silver package		€ 10.000,00	
Bronze package		€ 5.000,00	
<b>Additional Material</b>			
Bar stools		€ 24,00	
Table (80 X 80 cm)		€ 25,00	
Table (180 X 80 cm)		€ 40,00	
17" flat screen		€ 90,00	
Internet WIFI Connexion <small>Bandwith can be limited according to Aula Magna capacity</small>		€ 100,00	
<b>TOTAL</b>			

Date:

Signature:

## I.R.I.S. CONTACTS

### I.R.I.S. Group

Rue du bosquet, 10  
1348 Louvain-la-neuve  
Belgium

Catherine Rochigneux  
Marketing Manager  
Tel: +32 (0)10 487 438  
Fax : +32 (0)10 453 443  
E-mail : [catherine.rochigneux@iriscorporate.com](mailto:catherine.rochigneux@iriscorporate.com)

More information on the event: [www.iriscorporate.com/IRISLink2012](http://www.iriscorporate.com/IRISLink2012)

I.R.I.S. Web site: [www.iriscorporate.com](http://www.iriscorporate.com)

## AGENCY CONTACTS

Dynamic Events  
Events Consultancy & Organisation  
Boulevard de l'Ourthe, 58  
B-4032 Liège  
Tel: +32 (0)4 368.51.82 – Fax: +32 (0)4 368.51.83  
[www.dynamic-events.be](http://www.dynamic-events.be)

Olivier Gérard  
Administrateur  
[Olivier.gerard@dynamic-events.be](mailto:Olivier.gerard@dynamic-events.be)  
Mobile : +32 (0) 478 / 21 44 39

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[els.librecht@hotmail.com](mailto:els.librecht@hotmail.com)  
Mobile : + 32(0) 477 / 70 54 22