

Exhibitor Prospectus



HDI Presents the 4th Annual



Managing, Integrating & Maximizing the Infrastructure of Tomorrow

**The premier executive
conference for strategies &
best practices to manage
the IT infrastructure lifecycle**

*Venetian Resort Hotel - Las Vegas, NV
Exhibition: November 6th & 7th, 2006
www.ITIM2006.com*

**Exhibitor Information &
Sponsorship Opportunities**

The ITIM Conference & Expo 2006

The fourth annual IT Infrastructure Management Conference & Expo (ITIM 2006) will take place November 5 - 8, 2006 at the Venetian Resort Hotel, Las Vegas, NV.

ITIM 2006 is the premier event for IT management and executives responsible for the deployment, management and retirement of IT infrastructure technology—the IT professionals dedicated to the achievement of best practices and success across the entire IT organization. As an exhibitor you will connect with more than 500 conference attendees focused on the IT lifecycle, IT governance and compliance, IT/business alignment, security and IT service management.

The Audience:

- CIOs & IT Directors
- Network Management
- Security Managers
- Problem Managers
- Migration & Change Managers
- Technology Planners
- Knowledge Managers
- Service Management
- Anyone involved in IT operations charged with implementing best practices

The Conference Program:

The ITIM conference program will explore issues focusing on the deployment, management and retirement of IT infrastructure technology. It is designed for the IT professional dedicated to the achievement of best practices and success across the entire IT organization. **Tracks include:**

- **IT Lifecycle Management:** this track will focus on the full lifecycle of IT infrastructure management, including all the tools and processes needed for the effective sourcing, acquisition, deployment, management, monitoring and support of corporate IT assets.
- **IT Security:** this track will explore all aspects of IT security management and the steps that IT organizations and businesses can take to improve IT security. Sessions will explore the latest security risks and solutions, how IT infrastructure can be protected, and the how-tos of contingency planning.
- **IT / Business Alignment:** in today's information and technology-driven business environment, IT is crucial to business success. IT/business alignment involves developing and sustaining a strong and mutually beneficial relationship of respect between IT and business. This track will focus on how to develop and nurture that relationship between IT and non-IT management and executives so that they can work effectively together to achieve greater overall success.

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- **IT Governance & Compliance:** this track will feature information-packed sessions on how to gain control over IT operations and ensure compliance with today's complex audit requirements.
- **IT Service Management:** to ensure the overall success of IT within an organization, the service desk must be fully integrated with the rest of the IT organization. This track will focus on practical processes that must be in place to maximize and support the overall success of IT, including the ITIL process framework and other best practices in IT service management.

82% of ITIM 2005 attendee job levels were from the Manager/Director/Executive categories

ITIM 2005 Attendees Purchasing Authority

42% Approved Purchases

9% Specify Purchases

44% Recommend Purchases

5% No Involvement



HDI® is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and online forums; and establishing internationally recognized, standards-based industry certification and training programs. In addition to membership, certification, and training, HDI produces the industry-leading HDI Annual Conference and Expo for customer service and technical support professionals, and the IT Infrastructure Management Conference & Expo. HDI is member-focused, and remains vendor-neutral in its efforts to facilitate open, independent networking and information sharing within the association network. HDI has more than 7,500 members worldwide, (including 90% of the Fortune 500), and more than 50 active U.S. chapters. For more information, visit www.ThinkHDI.com.

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A Sampling of ITIM 2005 Conference Attendees

Senior Vice President Global Service Desk
JP Morgan Chase and Company

Senior Manager, Global Support Services
FedEx

Director, Infrastructure
General Motors

Senior Systems Engineer
Verizon

Service Desk Manager
UPS

IT Manager
Cisco Systems, Inc.

COO
Anheuser-Busch Cos., Inc.

Director, Technology Support Center
Blue Cross Blue Shield of South Carolina

Associate Director/Infrastructure Services
Bristol Myers Squibb

IT Director
Federal Reserve Bank

Director of Info. Tech.
Federal Home Loan Bank of Indianapolis

VP, Information Systems
Aetna, Inc.

Director of IT Services
Applied Industrial Technologies, Inc.

Director
The Hartford Financial Services

Senior Network Engineer and Team Lead
Hartford Financial Services Company

Manager, Service Delivery Production Control
ALLTEL Communications

Director, Systems Support
Coca-Cola Company

Director, IT Operations
State of Rhode Island Dept. of Administration

Service Level Management Specialist
Halliburton

AVP Information Systems
Pfizer

VP Infrastructure & OPS
Boeing

Director, IT Operations
UPS

Global Problem, Change, & Release Management Supervisor
ExxonMobil

VP Information Technology
Wells Fargo Bank

Director, Technology Support Center
Staples

Managing Director
New York Stock Exchange

CTO
Hallmark Cards, Inc.

Director Support Services
Expedia, Inc.

Infrastructure Manager
Pfizer, Incorporated

Director, IT/Shared Services
KeySpan Energy

Worldwide Director of Infrastructure
The Boston Consulting Group

Network Manager
Commercebank N.A.

Director, Enterprise Systems
General Dynamics

VP, Service Delivery
Sprint

Director, Global Program Mgmt.
DHL

Application Service Director
Monsanto Company

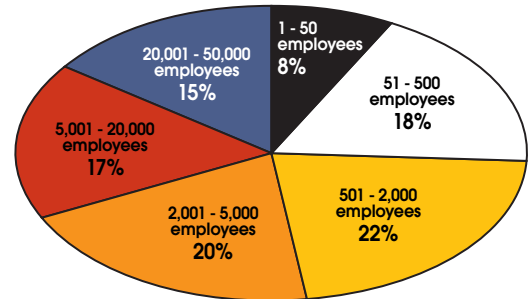
SVP, Global Services
BankOne

IT Infrastructure Services Program Manager
DHL

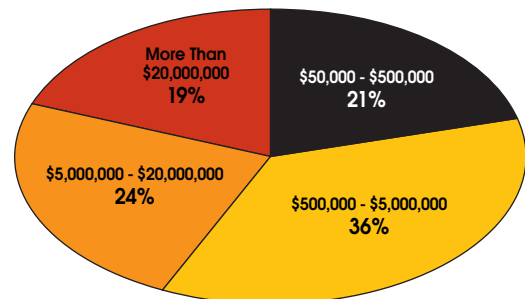
Managing Director, Infrastructure Operations
JPMorgan Chase, Infrastructure Operations Center

Chief Technology Officer
Avaya, Inc.

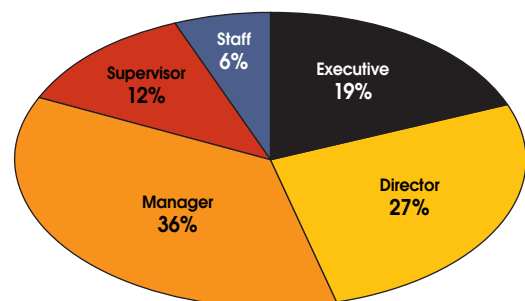
ITIM 2005 Attending Company Size by Employee



ITIM 2005 Attending Companies' IT Budgets for Next 12 Months



ITIM 2005 Attendees' Level of Responsibility



Industries at ITIM 2005



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The Exhibition

HDI is a leader in producing events for the IT and technical support industry. Its events offer conference attendees a dynamic, content-rich conference program, coupled with the most comprehensive expo floors featuring the newest technologies and services for the IT professional. This event brings together 500 CIOs, CFOs, COOs, CTOs, IT directors, VP/Director Network and System Administrators, VP/Directors, Corporate Services; VP/Directors, Computer Operations; VP/Directors, Telecommunications; IT and support professionals and managers of IT finance, security, asset, change, knowledge and problem management.

The ITIM Expo provides a forum for your company to directly connect with decision-makers as they make critical purchasing decisions. The ITIM 2006 Exhibit Hall will feature the leading vendors offering a range of IT infrastructure products and technologies critical to implementing a comprehensive enterprise IT solution, including:

- Network infrastructure and services
- Telecomm, wireless & VoIP technologies
- IT security solutions
- Network performance & management
- Data storage, management and compliance
- IT support center & service management products and services

To give exhibitors maximum exposure to attendees, a reception for attendees will be held in the exhibition hall; all lunches will be served in the exhibition hall; and the right mix of scheduling the exhibition hours will allow you one-on-one time with the largest gathering of buyers who have a proven interest in IT infrastructure solutions and integrated systems and service management products and services.

ITIM 2005 Exhibitors

Altiris, Inc.	Funk Software, Inc.	Marval/Stroma	Reflectent Software
Apropos Technology	H & W Computer Systems Inc.	M-Tech Information Technology, Inc.	Robert Half Technology
Axios Systems	HDI	NetSupport	ScienceLogic
BMC Software Inc.	Hornbill Systems, Inc.	NetworkD Corporation	SteelCloud, Inc.
Chorus Systems	IBM	newScale, Inc.	TeamQuest
Computer Associates	iET Solutions	NTR - North America	TechExcel, Inc.
Control-F1	IHS Support Solutions	Peregrine Systems	TechTeam Global, Inc.
DriveSavers Data Recovery	Infra Corporation	PerformancelT	Texas Digital
Ecora Software Corporation	Intuit Information Technology	Persysent Technologies	Touchpaper
EXIN USA	Solutions	Pink Elephant	Vertical Solutions
Faronics Technologies	itSMF USA	PureShare, Inc.	WebEx Communications, Inc.
FrontRange Solutions	Managed Objects	RAC Houston	

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Sponsorship & Exhibitor Opportunities

Booth Packages*	Platinum Sponsor	Gold Sponsor	Exhibitor Package
Platinum packages include a 10'x20' booth space. Gold & Exhibitor packages include a 10' x 10' – with upgrades to a 10' x 20' available for \$5,000	\$25,000	\$8,000	\$5,000
Speaking Opportunity on the ITIM 2006 Conference Program As a Platinum Sponsor you may work with our program director to present a content session/case study on the conference program to the ITIM 2006 audience.	✓		
Exclusive Logo Placement Your company logo on the front inside cover of the official show guide, and on pre-event marketing materials.	✓		
Pre-Event Marketing Your company will be recognized as a Platinum Sponsor in pre-event marketing pieces such as eblasts and advertisements for the event.	✓		
Official Event Signage Your company logo will be prominently placed on signage at the conference, including at the keynote address and event functions.	✓		
One Full Conference Pass Learn at sessions and network with attendees at lunches and receptions!	✓	✓	
Panel Advertisement Your company's life-sized advertisement on a 3' x 8' panel lining the route from the conference to the expo.	✓	✓	
Traffic Driver Participant Attendees must stop at your booth for a stamp in order to be eligible for an exciting prize giveaway session. We require that your company donate a prize valued at \$150 or more.	✓	✓	
Logo in the Conference Materials Establish your company as an event sponsor by receiving special recognition with your logo in the on-site conference materials distributed to attendees at the event.	✓	✓	
Post-Conference Attendee Mailing Reach attendees for critical follow-up. This postal list is available for one-time use through a bonded mail house.	✓	✓	
Pre-Conference Attendee Mailing Let attendees know you will be at the show! This postal list is available for one-time use through a bonded mail house.	✓	✓	✓
Listing in the Conference Materials Capture attendees' interests with information about your company and your product and/or service offering in the on-site conference materials distributed to attendees at the event.	✓	✓	✓
Expo Passes for Your Customers VIP Passes for you to distribute to your top prospects and customers.	✓	✓	✓

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Leading IT Service & Support

Additional Sponsorship Opportunities

Conference Bag

Your company's name and logo will appear on the official conference bag. The bags house all conference material for attendees, and one piece of your company's 8 1/2"x11" marketing collateral can be inserted.

\$10,000

Welcome Reception Sponsorships

As a General Sponsor of the Welcome Reception, your company will be recognized with thank-you signage at the entrance of the reception, your company may distribute gifts and collateral on attendees chairs, and you will be recognized as a sponsor in all reception promotions with your company logo.

\$10,000 (limited opportunity)

Conference Party

Be the host to conference attendees as they relax and unwind at the Conference Party... this premier sponsorship opportunity is an excellent way to set your company apart from the rest, and can be customized to meet your marketing objectives. Your sponsorship will be heavily promoted in attendee marketing material and we work closely with you on signage and announcements thanking your company for your sponsorship.

\$25,000

Conference Bag Collateral Insertion

Make sure your message gets under the noses of attendees; this opportunity allows you to insert one piece of 8 1/2" x11" marketing material into the conference bags the attendees receive at registration. Maximize this opportunity and advertise where you can be found on the expo floor!

\$3,000

Conference T-Shirt Sponsorship

Sponsor the conference t-shirt and you will draw every attendee of the conference directly to your booth! Attendees receive, with their registration package, a voucher with your company's name and booth number, to redeem for their t-shirt. They must visit your booth. This sponsorship includes the cost of production for the t-shirt, which features your company's logo and message prominently on the back, along with the conference logo on the front right pocket.

\$7,000

Promo Materials Room Drop

Your marketing collateral — delivered to attendees' doorsteps! We'll place your promotional material under the door of every attendee and press representative registered for the conference.

Call for pricing on this opportunity.

Panel Advertisement

Boost your profile at the conference, greet attendees, and direct them to your booth with a promotional advertising panel that bears your company's customized message/ advertisement. You supply the artwork according to specifications, and we produce, mount, and insure placement of your panel. Panels are 3 feet wide by 8 feet high, and are placed in a general conference traffic area.

\$3,000

Badge Lanyard

A great way for your company to get visibility both at the show, and post-show! Your company's brand will be printed on lanyards that serve as a "walking reminder" to visit your company's booth at the event. These lanyards will be distributed to all attendees upon registering on site.

\$8,000

Conference Lunch

Take the conference attendees to lunch! Sponsor either Monday or Tuesday's lunch, and signage thanking your company for sponsoring the luncheon will be placed on each table; you may also place one piece of marketing collateral on each attendees' seat, and your corporate banner will be hung in the luncheon area.

Call for pricing on this opportunity.

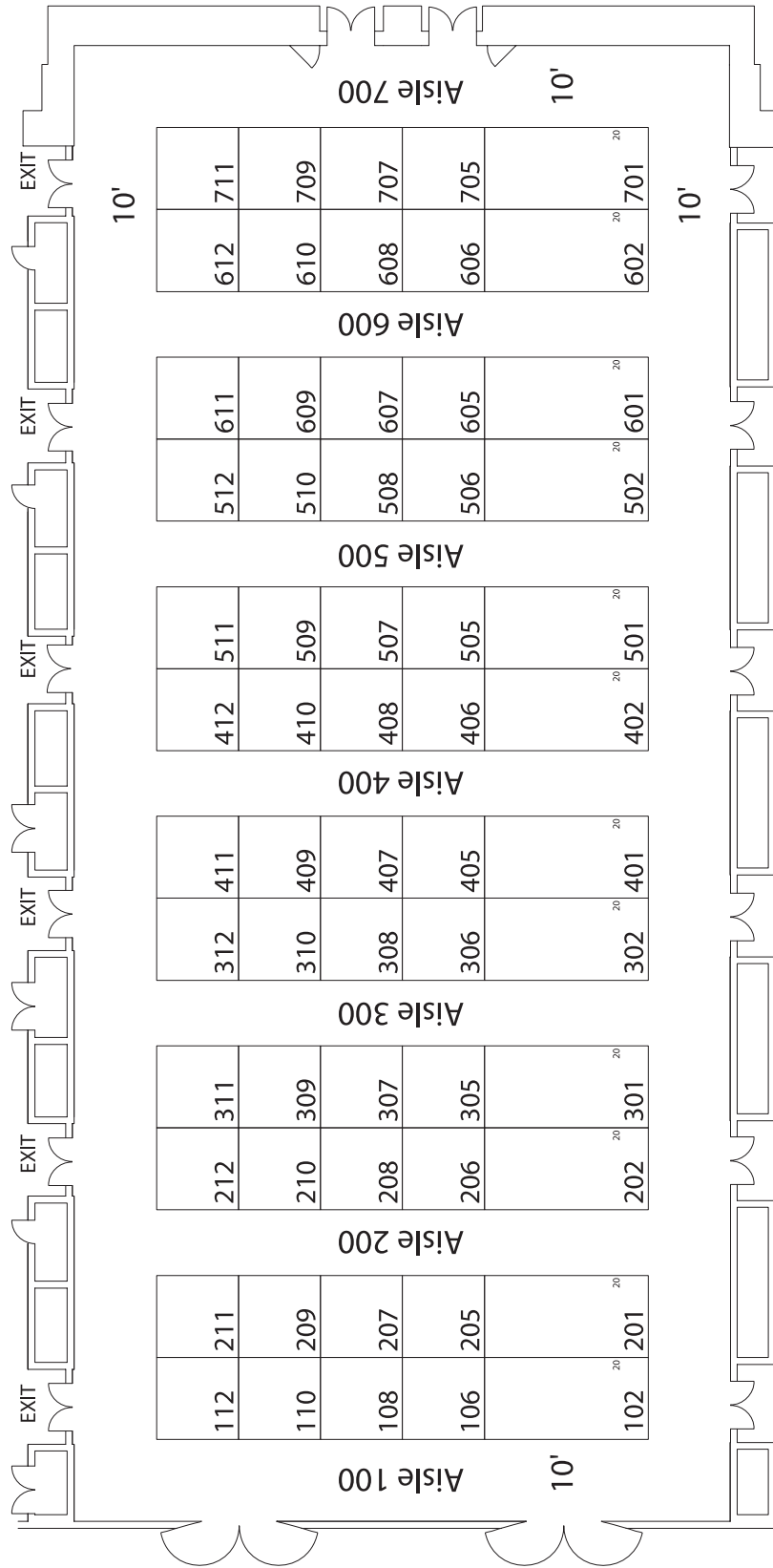
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ITIM Expo 2006 Floor Plan

ITIM 2006
 November 6 & 7, 2006
 The Venetian Resort • Las Vegas, Nevada



ENTRANCE

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