

HDI Presents the 5th Annual



Exhibitor Prospectus

*Managing, Integrating & Maximizing
the Infrastructure of Tomorrow*

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

**MGM Grand Hotel – Las Vegas, NV
Exhibition: November 7th & 8th, 2007
www.ITIM2007.com**

**Exhibitor Information &
Sponsorship Opportunities**

Event Overview

The ITIM Conference & Expo 2007

The fifth annual IT Infrastructure Management Conference & Expo (ITIM 2007) will take place November 6 - 9, 2007 at the MGM Grand Hotel, Las Vegas, NV.

ITIM 2007 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 600 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.
- **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.

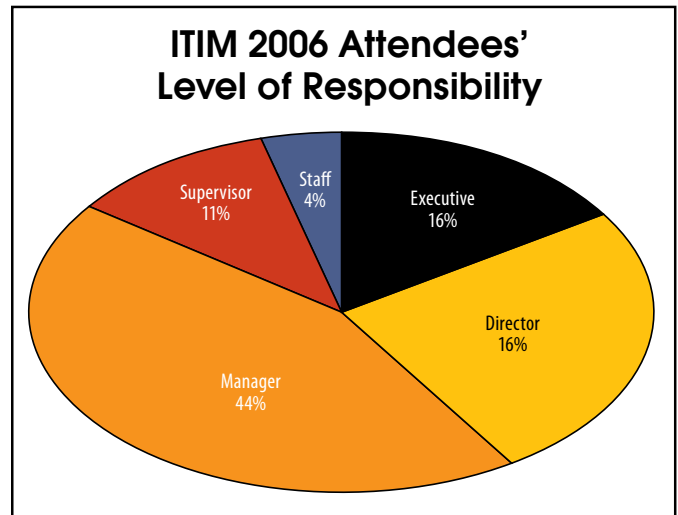
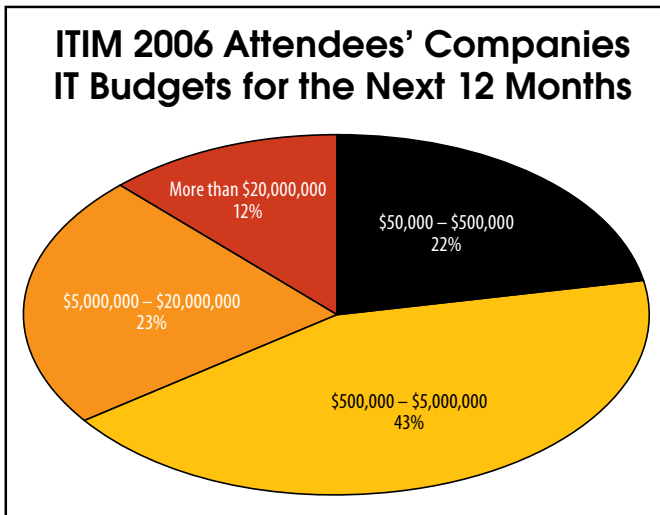
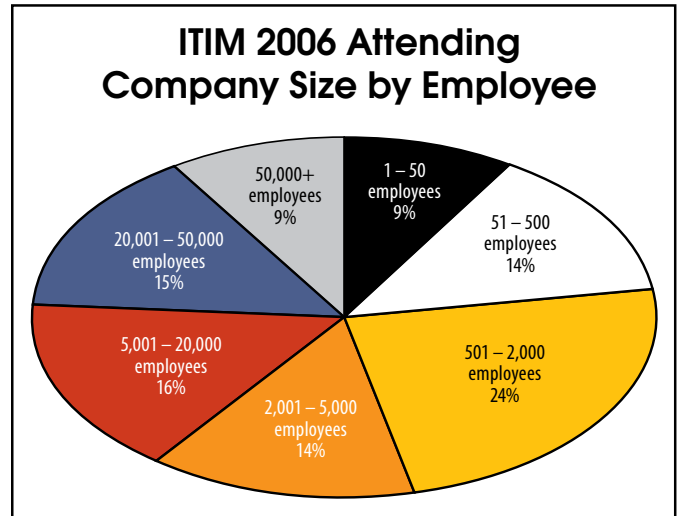
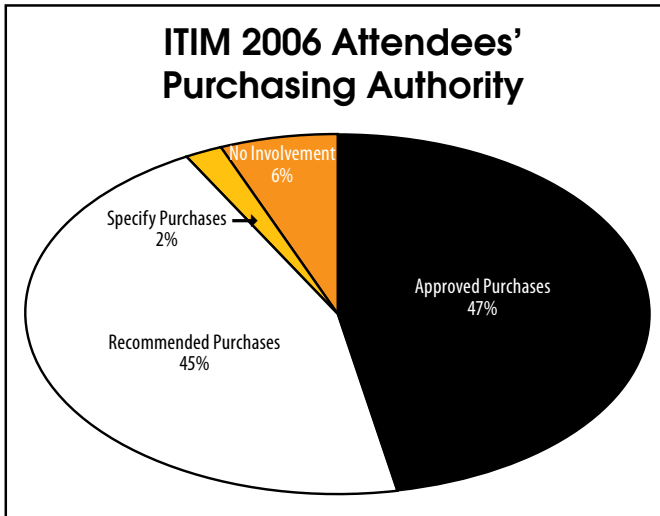
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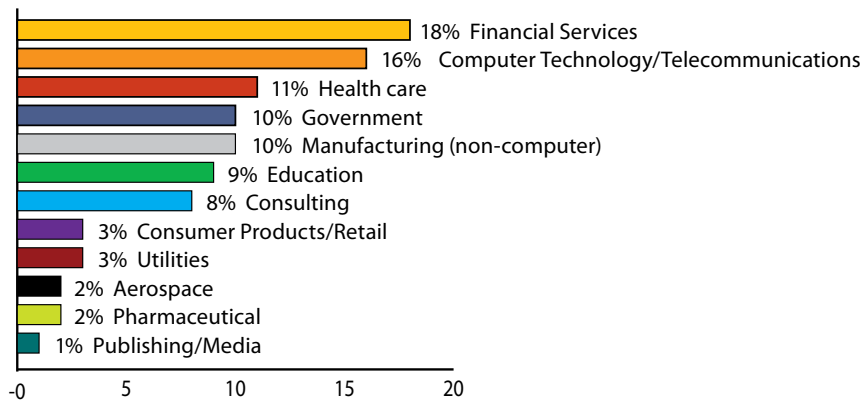


The Audience

ITIM 2006 Attendee Demographics



Industries at ITIM 2006



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The Audience

A Sampling of ITIM 2006 Conference Attendees

Director of Information Systems
Honda Motor Company

Managing Director
Federal Reserve Bank

Wordwide Practice Manager
Arch Chemicals

Director, Data Center Operations
Fujitsu

VP, Infrastructure Services
AG Edwards

IS Director, Infrastructure & Support
JP Morgan Chase

Director, Service Delivery
Allstate Insurance

VP Information Services
Charles Schwab & Company

Senior Manager, Global Support Services
The Hartford Financial Services

Chief Technology Officer
Pitney Bowes

Service Level Management Specialist
Raytheon

Network Manager
Eli Lilly & Company

Chief Executive Officer
Discover Financial Services

AVP – Information Systems
Ameriprise Financial

Director of Configuration Management
MGM Mirage

Senior Network Engineer
Pacific Life Insurance Company

VP Information Systems
Pfizer

Director, IT Operations
CompUSA

VP, Operations
American Express

Director, Global IT Support
IBM

Director, Enterprise Systems
Armstrong World Industries

VP, Computer Engineering
Nestle USA

IS Operations Director
Accenture

Chief Operating Officer
Hitachi

Director of IT Operations
Bridgestone/Firestone Inc.

Senior Director, Technology Systems Group
Xerox Corporation

Manager, Integrated Global Support
Wells Fargo

VP, Operations
Phelps Dodge

Director, Technical Support
First Horizon National Corp.

Chief Operating Officer
Anheuser-Busch

Managing Technology Director
American Airlines

VP, Service Delivery
Sprint Nextel

Technology Integration Specialist
Lockheed Martin Information Technology

Manager, IS Enterprise Support Center
Shaw Industries

Director, IT
Levi Strauss & Company

Application Service Director
General Dynamics

AVP Information Systems
Gap Inc.

Director, Service Delivery
Mastercard International

Senior Systems Engineer
Verizon

Chief Technology Office
Hallmark Cards

VP Information Technology
Wells Fargo Bank

Network Manager
Boeing

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The Exhibition

The ITIM Expo provides a forum for your company to directly connect with decision-makers as they make critical purchasing decisions. This event brings together 600 CIOs, CTOs, COOs, CFOs, IT Directors, VP/Directors of: Network & System Administration, Corporate Services, Computer Operations, Telecommunications, IT, Finance, Security, and asset, change, knowledge & problem management. The ITIM 2007 Exhibit Hall will feature leading vendors offering a range of IT infrastructure products & 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 2006 Exhibitors

AdventNet	Information Management Process Design LLC	Numara Software
Axios Systems	Information Technology Process Institute	Persysent Technologies
BMC Software Inc.	Infra Corporation	Pink Elephant
CA, Inc.	Integrien Corporation	Proxy Networks
CCN, Inc.	Intel Corporation	Quint Wellington Redwood
Centennial Software	KACE	Rapid Technologies Inc.
Cordaware GmbH Informationslogistik	Lakeside Software	Robert Half Technology
CrossTec Corporation	Marval/Stroma	ScienceLogic
Enterprise Management Associates (EMA)	Microsoft Corporation	Sify Infrastructure Management Services
EXIN USA	M-Tech Information Technology, Inc.	Skinkers
FrontRange Solutions	NetOp Tech, Inc.	TeamQuest
Hornbill Systems	NetSupport, Inc.	TechExcel
iET Solutions LLC	NetworkD Corporation	Touchpaper
IHS Support Solutions	NetworkStreaming	WebEx Communications

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Sponsorship & Exhibitor Opportunities

Booth Packages*

	Platinum Sponsor	Gold Sponsor	Exhibitor Sponsor
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 \$5,500	\$27,000	\$8,500	\$5,500
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	✓	✓	
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 onetime 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	✓	✓	✓
Expo Passes for Your Customers VIP Passes for you to distribute to your top prospects and customers.	✓	✓	✓

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Additional 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" x 11" 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.

\$5,000

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.

\$3,500

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.

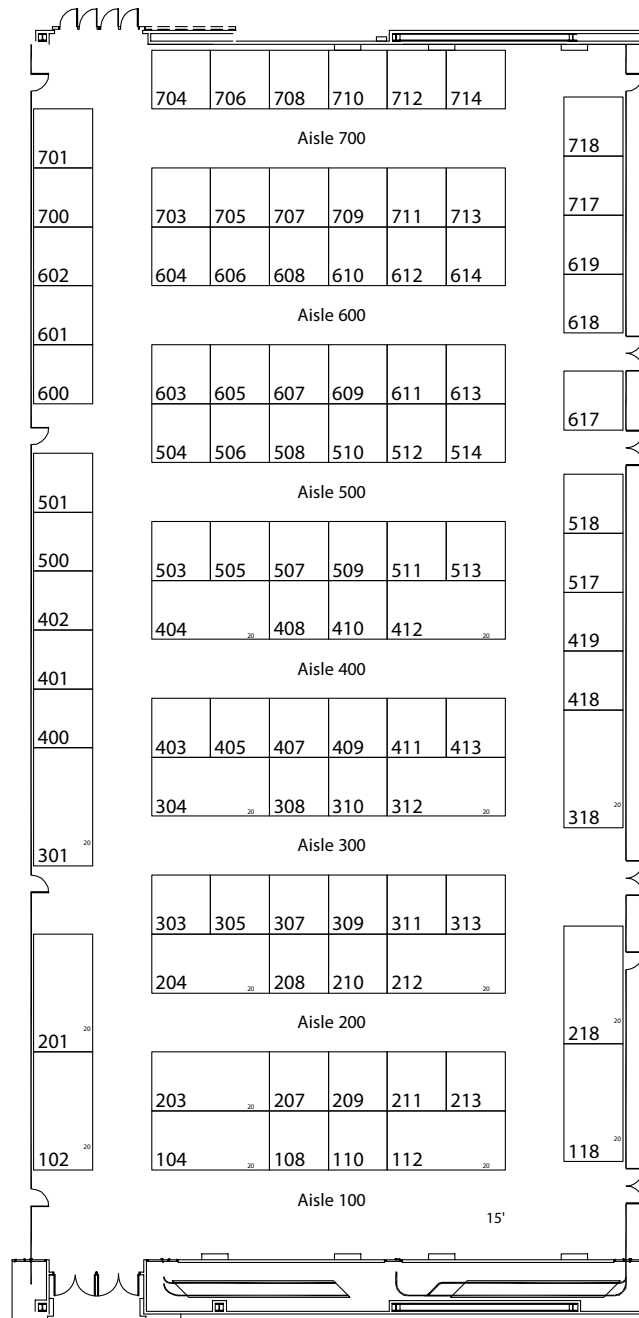
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ITIM EXPO 2007 Floor Plan

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ENTRANCE

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