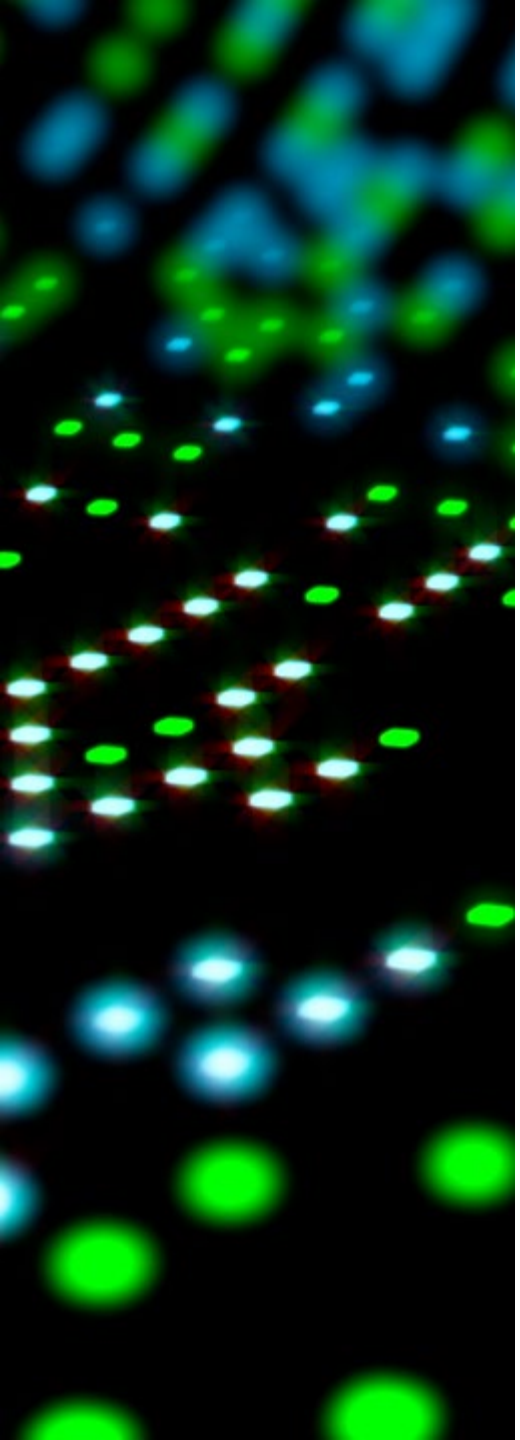
May 23, 2024

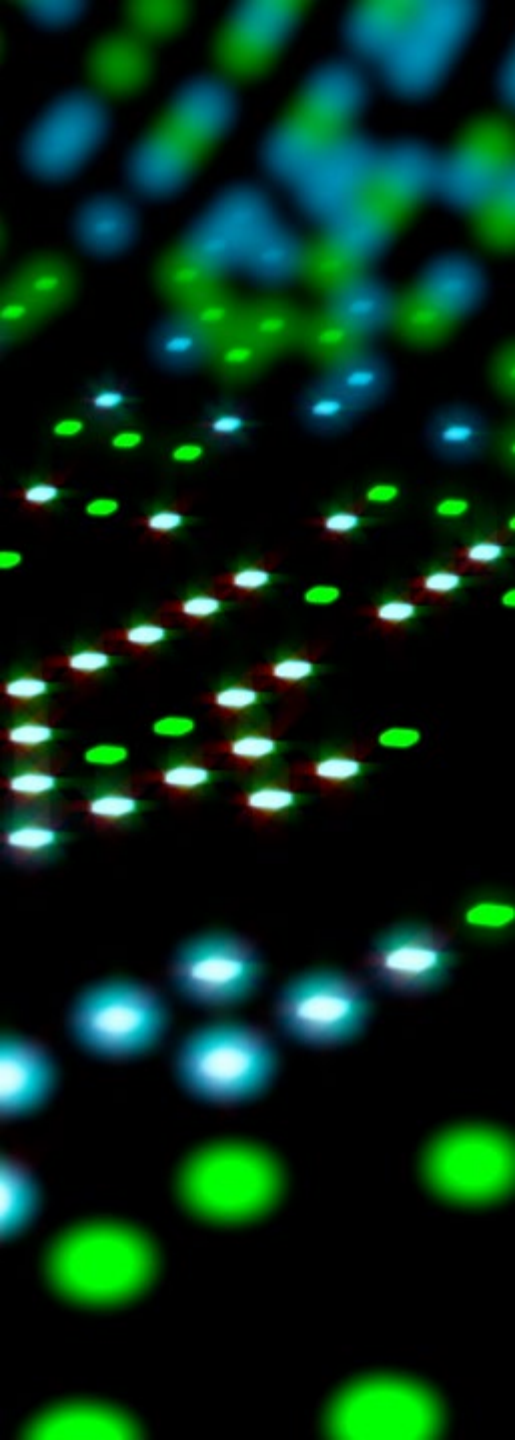
Physical conference at Dansk Industri, Copenhagen

COMPUTERWORLD SUMMIT 2024



THEMES
AT COMPUTERWORLD SUMMIT 2024

- Security
- EA & Infrastructure
- Compliance
- AI
- Digitalization



PARTICIPANTS
AT COMPUTERWORLD SUMMIT 2024

We expect 200-300 IT professionals to attend the conference.

Who are the participants?

As a partner, you will meet employees from large, medium-sized and small businesses and organisations – and within both the private and public sector.

What are the titles of participants?

In 2023, the most common titles of participants at the Computerworld Summit were:

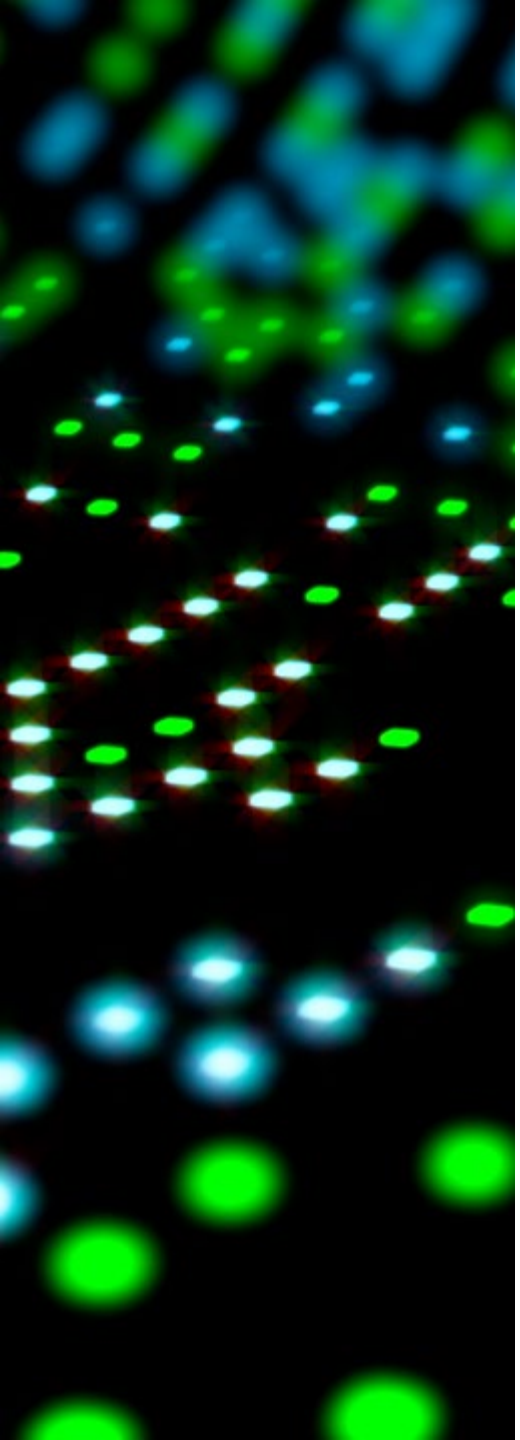
- CIO / IT Manager / IT Director
- Department Manager
- Application Manager
- Digitization Consultant
- Enterprise Architect / IT Architect
- Team Leader

A small selection of the companies that participated at the 2023 Summit:

Arla, ATP, BabySam, Bavarian Nordic, bec, Beierholm, DFDS, DR, DSB, DTU, ECCO Sko, Energinet, Flügger Group, FMI, FOA, Forsvaret, Fredensborg Kommune, Fødevarestyrelsen, GEA, Helsingør Kommune, HOFOR A/S, JFM, Københavns kommune, Københavns Lufthavne A/S, Københavns Universitet, LB Forsikring, Lemvigh Müller A/S, Lyngby Taarbæk Kommune, Nets A/S, Nomeco A/S, Nordea, Novo Nordisk, Nyborg Kommune, Nykredit, PFA Pension, Region Hovedstaden, Region Midtjylland, Regionshospitalet Randers, Tryg, Udenrigsministeriet, Udviklings- og Forenklingsstyrelsen, Willis Towers Watson, Aalborg Universitet etc.

PROGRAMME

Time	Plenum	Track 1	Track 2
09:00-09:05	Opening remarks		
09:05-09:35	**Keynote - Jonathan Løw**		
09:35-10:00	**Partner – Dell**		
10:00-10:25	Partner – co-organiser		
10:25-10:55	***Break***		
		AI & Digitalization	**EA & Infrastruktur**
10:55-11:25		Partner	Partner
11:25-11:50		Partner	Partner
11:55-12:25		**Keynote - Peter Sergio Larsen, DSV**	Keynote - TBA
12:25-13:15	***Lunch***		
		AI & Digitalization	**Datadriven Business**
13:15-13:40		Partner	Partner
13:45-14:10		Partner	Partner
14:15-14:45		**Keynote - Emilie Lundblad, Hempel**	Keynote - TBA
14:45-15:05	**Break**		
15:05-15:30	Partner		
15:30-16:00	**Keynote - Jens Romundstad**		
16:00	Wrap up		



BECOME A SPEAKING TIME PARTNER

Invest in a **partner package with speaking time** to give you an inside advantage and enable you to have a dialogue with Denmark's IT professionals.

As a speaking time partner, you will be able to speak directly to participants and offer your take on how some of the most innovative companies and organisations have been reached by mail and how to create a difference between the ordinary and the extraordinary.

We recommend that you present potential clients with your solution as seen from a user's perspective via one of your existing clients that IT decision makers in the room can strongly identify with.

- How were the challenges solved?
- What works well?
- Why choose this exact product?

PARTNER OPPORTUNITIES
AT COMPUTERWORLD SUMMIT 2024

Platinum partner

- Plenum speaking time 25 minutes
- Large stand (12 m2) in the network area incl. 2 cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- 8 participants at the conference.
- 5 meetings on the day with selected participants.
- Logo and branding as co-organizer on the event site, on the day, on invitations and all participant communication.
- Company presentation on the website.
- Distribution of material to all participants.
- Option to scan participants you're speaking with at the stand.

Price DKK 160,000

Plenum partner

- Plenum speaking time 25 minutes
- Large stand (12 m2) in the network area incl. 2 cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- 8 participants at the conference.
- Logo on website.
- Company presentation on the website.
- Option to scan participants you're speaking with at the stand.

Price DKK 120,000

Track partner

- 25 minutes of speaking time, preferably with a customer case presented by the customer.
- 6 m2 stand in the network area. area incl. cafe tables, power and Wi-Fi.
- Leads in the form of all contact data on participants.
- Lead list with contact data and email permission of those who heard your presentation*.
- 3 participants at the conference.
- Logo on the website.
- Company presentation on the website.
- Expected number of participants: 70-100.

Price DKK 70,000

Meeting point

- 6 m2 stand in the network area. area incl. cafe tables, power and Wi-Fi.
- 3 participants at the conference.
- Logo on the web site.
- Company presentation on the website.

Price DKK 35,000

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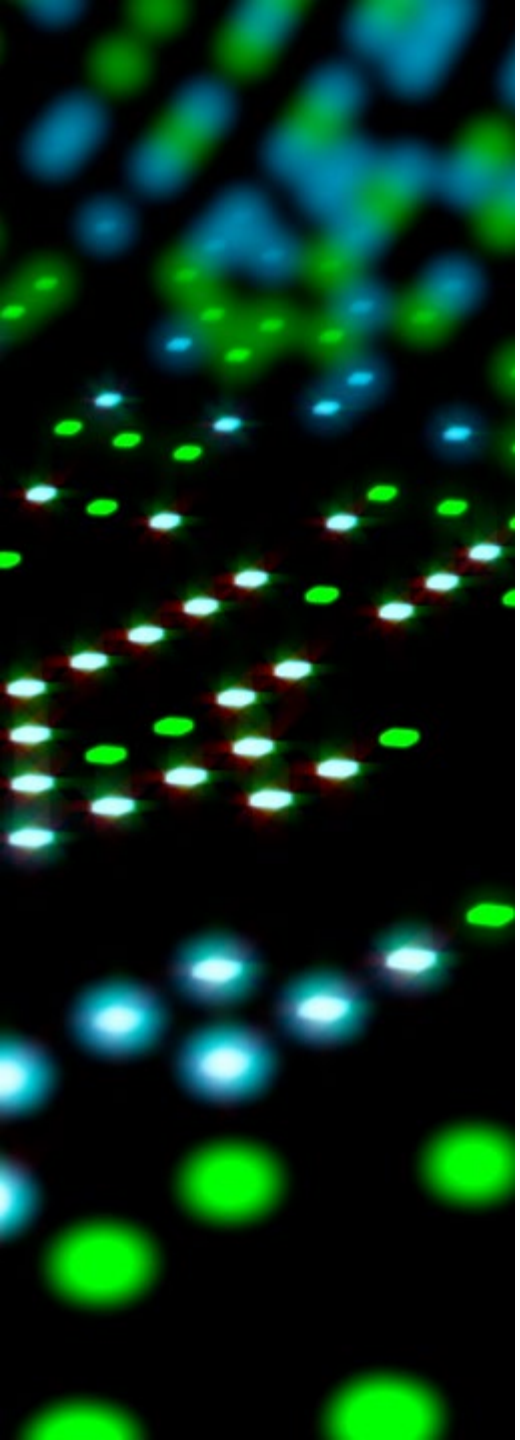
* All participants are scanned via a chip in their name tag



WHAT THE PARTICIPANTS HAD TO SAY ABOUT COMPUTERWORLD SUMMIT 2023

83%

Had a very good or good overall impression of the conference

32%

Considered using one of the suppliers they met at the conference

EXPOSURE OF COMPUTERWORLD SUMMIT 2024

Marketing

Computerworld Summit is this year's biggest and most publicised conference from Computerworld. We support it with massive promotion in the months leading up to the conference, so that participants are sure this conference is not to be missed.

We use the following platforms

- Banner advertising on Computerworld.dk
- Newsletters There will be banners on the newsletters we send out to 20,000 recipients each day
- Email invitations We send multiple invitation emails to our database of over 30,000 IT professionals
- Computerworld magazine The print version is issued 11 times a year.
- LinkedIn marketing
- Partner marketing You receive material you can use in your newsletters, on social media, Linkedin and on your website.

ADDITIONAL OPTIONS – GET THE MOST OUT OF YOUR PARTNERSHIP

ADVERTORIAL for upload on computerworld.dk incl. at least 500 readings and performance reporting:

- We write the article for you (based on an interview) - **Price: DKK 25,000 ex. VAT**
- You supply the article yourselves - **Price DKK 15,000 ex. VAT**

LINK TO WHITEPAPER in Computerworlds follow up mail to the participants

Price: DKK 5,000 ex. VAT

ONLINE BANNER on Computerworld.dk

Price: DKK 15,000 ex. VAT for 100.000 impressions

ONE PAGE ADD in Computerworlds printed monthly magazine

Price: DKK 10,000 ex. VAT

Will be handed out at the conference

ONE-2-ONE MEETINGS – You select participants with whom you wish to hold a meeting on the day. For 3 meeting min. 10 participants must be selected and for 5 meeting min. 15 participants must be selected.

Price: DKK 20,000 ex. VAT for 3 meetings / DKK 30,000 ex. VAT for 5 meetings

50" SCREEN FOR YOUR MEETING POINT
Including delivery.

Price DKK 5.000 ex. VAT

EXTRA QUESTIONS in the qustionaire for the participants after the conference (3 pcs.)

Price: DKK 5,000 ex. VAT

LEAD GENERATION based on a whitepaper

- Our journalist writes a whitepaper for you, incl. 6-8 pages layout + 20 leads with contact details - **Price: DKK 60,000 ex. VAT**
- You supply the whitepaper and get 20 leads with contact details - **Price: DKK 25,000 ex. VAT**

SEND YOUR OWN INVITATION – Send an invitation to exactly the target group you want to attend the conference and tell them about your partnership. Sent to approx. 5000 recievers.

Price: DKK 20,000 ex. VAT

SoMe PROMOTION of your speach/partnership on the Computerworld Events LinkedIn profile

Price: DKK 5,000 ex. VAT

GOODIE BAGS distributed upon entry

Price if you deliver the goodiebags : DKK 15,000 ex. VAT

Price if we produce the goodiebags : DKK 35,000 ex. VAT

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