



BI & Analytics Agenda 2018

25th of April 2018, Zürich Marriott Hotel



The goal of the BI & Analytics Agenda 2018 is

- to offer a high quality information and networking platform to BI, controlling and finance professionals
- to benefit from vendor presentations, exclusive BARC analyst input and best practice projects presented by Swiss end-user companies
- networking and discussions with exhibiting software vendors and BARC analysts in the exhibition area

Event website:

www.businessintelligenceagenda.ch and www.biundanalyticsagenda.ch

Concept



For 2018 we will cover the following trending topics:

- ✓ Trends and market overview
- ✓ Digital Transformation and Big Data
- ✓ Benefits of Predictive and Advanced Analytics
- ✓ BI Organisation: best practices and no-go procedures

2018 Highlights:

- ✓ World-Café
- ✓ A diverse agenda with vendor presentations, case studies and analyst briefings
- ✓ Networking and discussions
- ✓ Extra services for greater on-site visibility





Target group and participants

The target group includes **decision-makers and project managers from business units and IT.**

We expect approximately **90-130 participants** (excluding exhibitor representatives). The last year, delegates from a range of companies have attended, including:



Participants 2017



> 130 Participants

Allianz Suisse | AXA Group Solutions Switzerland | Coca-Cola HBC Schweiz | HG
Commerciale | LGT Bank | Manor AG | PostFinanz AG | Sanitas Krankenversicherungen |
Siemens Schweiz | Sunrise Communications | Takeda Pharma Vertrieb GmbH & Co. KG |
VBZ Verkehrsbetriebe Zürich | Swisscom | Zurich Insurance Group |



Package 1 – CHF 5.950,-*

- Exhibition space of 4 m²
- Participation of 2 representatives of your company
- Free tickets for 2 customers
(no partners, no representatives)



Package 2 – CHF 9.000,-*

- **20 minutes customer presentation** by one of your customers **
- Exhibition space of 6 m²
- Participation of 3 representatives of your company
- Free tickets for 4 customers
(no partners, no representatives)



Package 3 – CHF 13.500,-*

- **20 minutes vendor presentation** by a member of your team
- Exhibition space of 6 m²
- Participation of 4 representatives of your company
- Free tickets for 8 customers
(no partners, no representatives)



Overview sponsoring packages

* All prices exclude VAT; a pre-marketing fee of CHF 3.500 is included in the aforementioned prices and is due on the date of booking. The remaining amount will be invoiced on January 8th, 2018 and is payable prior to the event.

** Presentation must be given by your customer. Please name your speaker by January 19th, 2018. In cases where no customer presentation can be provided, an additional fee of CHF 4.500 will be due to switch to a vendor presentation.



Hospitality Sponsorship Apèro – CHF 3.000.-*

- Sponsorship of the get-together after the conference
- Announcement on the event website and the congress brochure etc.
- Exclusive - only once available

Add-on to our Mailing – CHF 5.000.-*

- Your postcard can be added to our mailing
- Get directly on the desk of more than 10.000 potential customers
- Exclusive - only once available

Lanyard sponsorship – CHF 5.000.-*

- Your logo on the lanyard of every participant
- Alternatively we can use your lanyard (if available) for the participants' badges
- Exclusive - only once available

Moderator of conference session – CHF 2.000,-*

- Get full attention from the entire audience
- Limited availability, high quality representative required



Graphic Recording – CHF 5.000.-*

Using vivid text notations and insightful graphics, a graphic recorder captures the key concepts and issues being discussed, feeding these back instantly to the meeting via a large chart-paper. We will produce a poster with your logo on it and send it to the participants and more interested parties.

Photo wall – CHF 3.000.-*

Present your company as a partner at our photo wall. To facilitate the networking on site, we take a polaroid and post it next to the business card. Utilize this fun opportunity to prominently position your logo and company.

Upgrade Workshop Day – CHF 2.000.-*

BARC will host several workshops on March the 07th, during that time we give you the chance to:

- use your exhibition space to get in contact with the participants
- send one representative of your company to also participate in the workshop

Table moderator in World-Café – CHF 2.000,-*

There will be a 40min World-Café for in-depth and interactive discussion of four different topics. Become moderator of one of the tables and boost your profile and expertise in this interactive format. You will also have the opportunity to present the results of your table to the entire audience for 5min.

Services for Sponsors

General Services

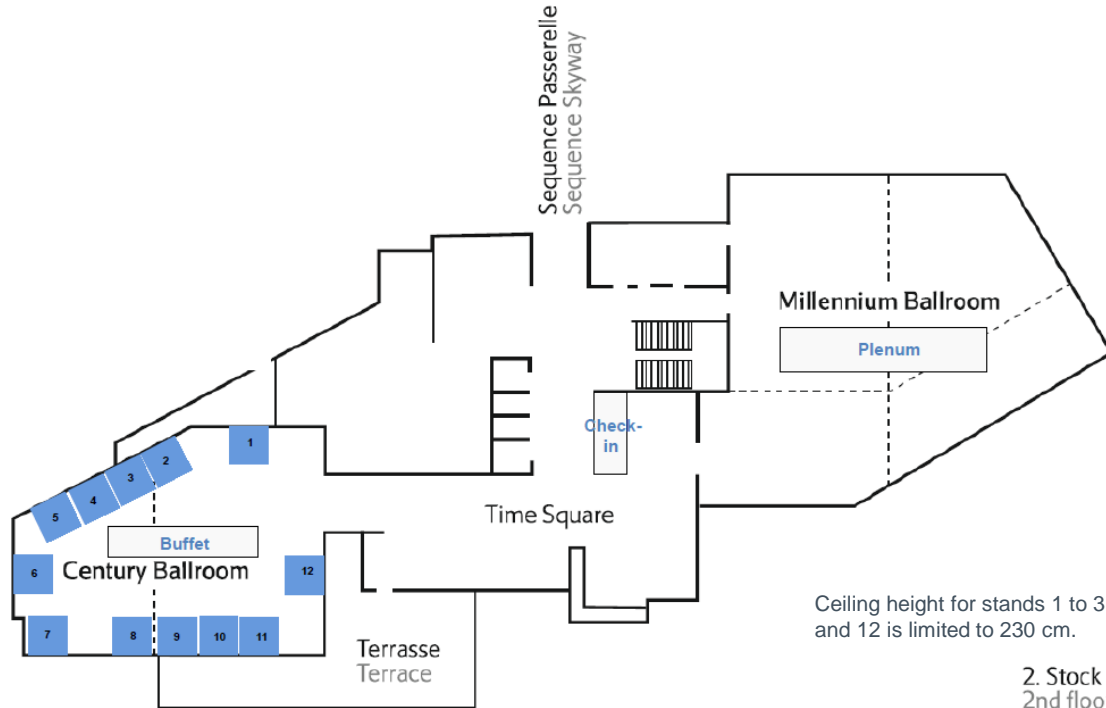
- Organisation and completion of the conference through BARC and Vereon
- Conference brochure for distribution to your customers / prospects
- Your logo printed on the cover of the conference brochure
- Publication of vendor's name and logo on all conference brochures and selected advertisements
- Access to the list of attendees (name, company, position and department, if available)
- Tickets for your guests (numbers depend on which sponsorship package you choose)

Marketing

- Mailing by post to 10.000 (approx.) selected addresses from the BARC and Vereon databases
- Invitation of potential attendees through our call center
- Marketing co-operation with exhibitors
- Advertisements, articles and/or supplements in various technical periodicals
- Email marketing via partners (e.g. TDWI)
- Advertisements for the conference in online media

Exhibition Area

Sponsors can select their exhibition place on a first come, first served basis (by written notification).



Ceiling height for stands 1 to 3 and 12 is limited to 230 cm.

2. Stock
2nd floor

Exhibitors 2017





If you have any questions, please do not hesitate to contact:



Daniella Campbell

Vice President -
Head of Sales DACH

+49-931-880651-58
dcampbell@cxpgroup.com

CXP Group
Berliner Platz 7
97080 Würzburg
Germany
www.cxpgroup.com



Thomas Kaiser

Client Manager

+49-931-880651-53
tkaiser@cxpgroup.com

CXP Group
Berliner Platz 7
97080 Würzburg
Germany

www.cxpgroup.com



Helena Mangold

Senior Client Manager

+49-162-2846125
hmangold@cxpgroup.de

CXP Group
Berliner Platz 7
97080 Würzburg
Germany

www.cxpgroup.com



Isabella Schlereth

Client Manager

+49-931-880651-44
ischlereth@cxpgroup.com

CXP Group
Berliner Platz 7
97080 Würzburg
Germany

www.cxpgroup.com