

INFORMATION & PROGRAMME 2019



15TH ANNIVERSARY



Our world is impacted by a ubiquitous digital transformation, which requires companies to re-think business models, operating models and technology platforms. These developments affect all organisations in all industries and have the ability to disrupt complete markets.

Our target audience finds itself in the middle of it. They have to make the right decisions so their organisation can maintain their leading position or become a frontrunner in their industry.

ICT Media supports our community with content, network and personal development/careers. For 2019, we will be working on the CxO's agenda in good cooperation with our valued partners.

Important topics for next year will be:

- New leadership
- Digital trends
- Innovation & transformation
- Digital strategies
- New technologies
- Ecosystems & partnerships
- Sourcing
- New ways of working
- Intelligent enterprises / Data-driven organisations
- Talent management

Of course, we are always open for ideas and suggestions, please share!?



Kind regards,
Rob Beijleveld,
CEO ICT Media

CIO on the main stage

The CIO is currently experiencing a remarkable comeback. The high expectations of chief marketing officers and leaders in the area of digital and data seem to be somewhat tempered, while the CIO is taking steps from technology towards business and board. As a network organization that has supported the CIO in all ways since 2005, ICT Media wholeheartedly welcomes this development.

2019 is a special year for ICT Media. The illustrious CIO Magazine and CIODAY, Europe's largest event for and by CIOs, are experiencing their fifteenth year of success. This, coupled with the impressive performances of our primary target group, explains the choice to make 2019 a real CIO year.

Theme focus

The CIO is on the main stage within all our media, round tables, congresses, summits and other events. A theme-oriented approach and set-up has been chosen, which includes the total CIO agenda. Complemented with those of similar or related functions such as the CDO, CTO, COO and CEO. Moreover, we will stimulate the interaction between these leaders even more strongly.

Basically ICT Media organizes three CIO events this year: the CIO Dinner Show on 26 March, the CIO & CDO Insights in the beginning of June and last but not least the larger than ever set up CIODAY on 25 and 26 November. Where the dinner show mainly inspires ('get inspired'), CIO & CDO Insights gives deeper insight into why, what and how ('get insight'). Finally, on CIODAY, all puzzle pieces fall into place ('get the job done').

Main themes are innovation, transformation, data, leadership and cooperation in ecosystems. As in previous years, the technological or administrative floor is sought on sub-topics. Think of specific themes like artificial intelligence, analytics, internet of things, cloud computing, data management, new organizational and working methods, emerging technologies and so on.

Media portfolio

Of course, the media portfolio of ICT Media connects to the above set-up and themes. The website IT-executive is becoming more and more leading. On www.itexecutive.nl news and information is presented on a daily basis for, by and from the CIO, CTO and adjoining target groups. IT-executive also maintains separate streams for the CDO and CEO.

The extra-thick CIO Magazine is published four times a year in 2019 and contains a selection of the best recent target group articles. In addition, both magazine and website provide space for relevant partner content. Besides possible newspapers (BoardroomIT) and target group specials (CDO Magazine and BAAS), a book on '15 Years CIO Community' is taken into consideration.

The value of the CIO for the Dutch economy and society will not go unnoticed in 2019!

What kind of content are we looking for in 2019?

From a demand perspective:

- Inspiring stories in the areas of leadership, strategy, innovation, technology, market disruption, partnerships, talent management, et cetera.
- High-profile cases about demand-driven themes.
- Interviews / keynotes by top CxOs (CEOs, COOs, CIOs, CDOs, CTOs ...) of large corporations and large government organizations.
- Interviews / keynotes by top CxOs (CEOs, COOs, CIOs, CDOs, CTOs ...) of fast-growing companies that have the potential to disrupt their market
- Vision interviews about the discipline or leadership with CxOs, separate from a person's current context.

From a supply perspective:

- Interviews with real top executives / world leaders on the impact of IT / technology.
- Articles with a vision that is not based on a product or a commercial interest.

- Research on themes related to the practice and challenges of our target group.
- Emerging companies with ground-breaking technologies or business models that support the demand side in their strategic, tactical and operational challenges.
- Exciting blogs / columns with a central vision or opinion.
- Interviews with relevant thought leaders, regardless of a specific product, supplier or other interested (commercial) party.

From a government perspective:

- New rules and regulations that influence the CxO agenda, such as data privacy, security, international agreements and so on.
- Government initiatives that influence the CxO's agenda.
- Interaction of CxOs and their organisations with Dutch and European politics and government.

We distinguish the following content types:

- Editorial content: items from a demand perspective without a commercial angle.
- Partner content: items from supplier perspective without a commercial angle.
- Advertorials: commercial content, with or without logo or brand name.
- Advertisements: visual commercial communications.

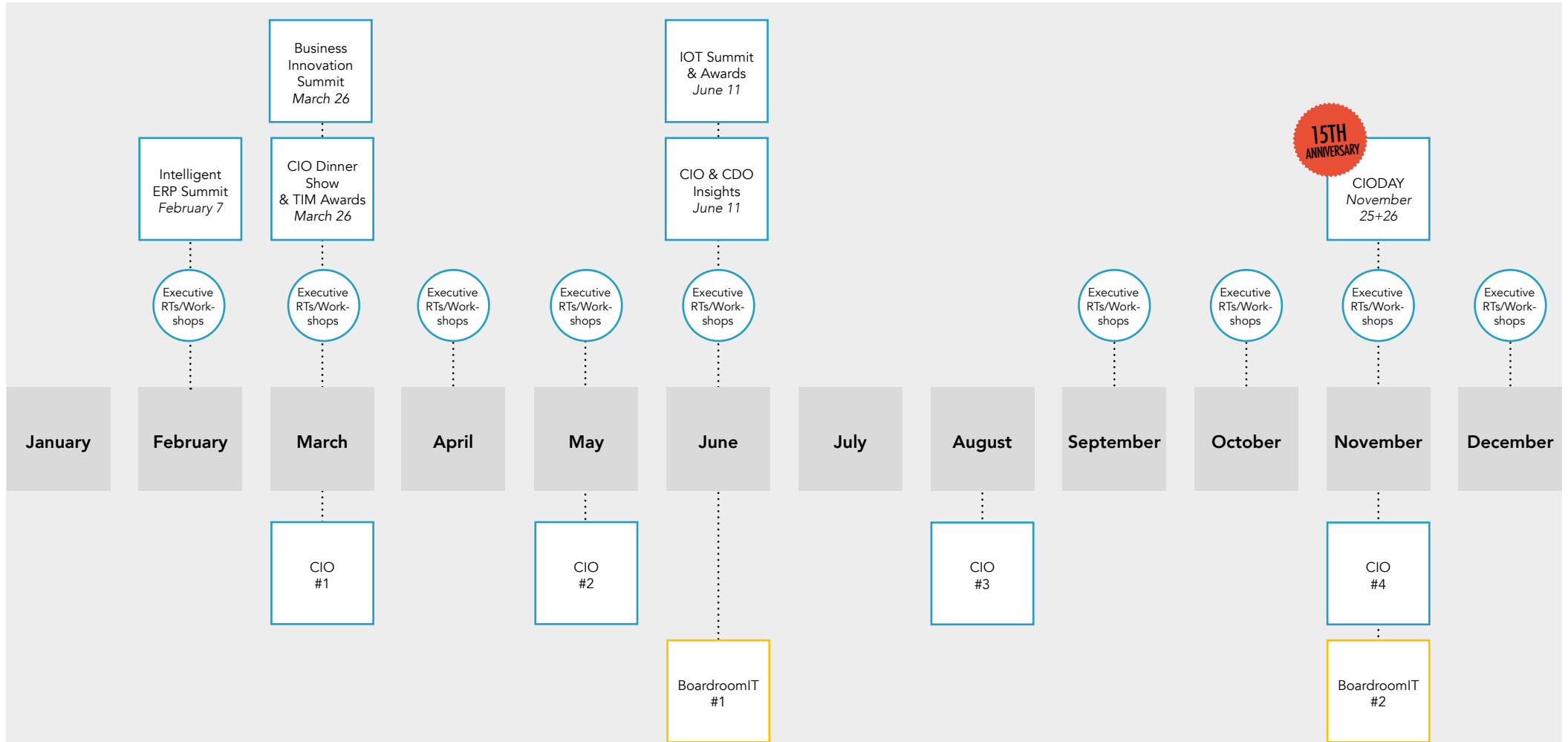
Involvement of one of our editors-in-chief with content production is optional (for a fee). Please note: publication of content produced without any involvement of ICT Media is not guaranteed for any of the above content types. The decision lies with the relevant editor-in-chief.

The above has been incorporated into the themes per publication and issue and the associated activity calendar. For the content guidelines, we refer you to <https://itexecutive.nl/richtlijnen/> (in Dutch).

Kind regards,

Arnoud van Gemenen (editor-in chief CIO Magazine & BoardroomIT) and Hotze Zijlstra (editor-in chief CDO Magazine)

CALENDAR 2019



Sample (round Table) Sessions & Workshops:

- 13-02-2019 Workshop Series by Applied Intelligence: Artificial Intelligence (1)
- 14-02-2019 Publieke cloud: Innovatie & Operatie
- 19-02-2019 CEO-rondetafelbijeenkomst
- 07-03-2019 RPA: growth in control
- 07-03-2019 Digital Series (1)
- 13-03-2019 Workshop Series by Applied Intelligence: Analytics (2)
- 14-03-2019 HPDO sessie
- 18-03-2019 The changing role of CFO's in Digital Transformation
- 26-03-2019 What is the role of the CIO in shaping the enterprise of the future?
- 03-04-2019 Workshop Series by Applied Intelligence: Automation (3)

Next to the regular events, we will organize several demand-driven Summits and/or dedicated roundtable Sessions

- GDPR / Data Privacy
- Digital Strategy
- Cloud
- Security
- Eco-systems
- Digital & Data
- Technology & Leadership
- Tech by Design
- Customer
- Infra / connectivity
- Transformation
- Tech Trends
- Leadership
- Internet of Things
- Data & Analytics
- Value Based Contracting
- Blockchain
- Robotica & Proces Automation (RPA)
- Applied Intelligence (AI / Big Data)

EVENTS 2019



1. round table sessions

(Security, Data Privacy, Cloud, Digital Transformation, Big Data, etc.)

One or several round table sessions (12-14 persons) or (white-label) briefings for the organisation itself (30-100 persons) can be organised as well. Especially the briefings will be realised in close collaboration with business partners, in a way that we create most value by using the available resources smartly.

2. Summits*

This year, we organise several summits, at which we will focus on ecosystems and client cases, supported by a sound, integrated marketing campaign.

The benefits of this approach:

- Claiming Thought Leadership the easy way
- Possibility of involving business partners specifically
- Strong focus on using own target list: pipeline building
- Easy to follow up after the event

*subject to sufficient partner interest

3. CIO Dinner Show & TIM Awards and Business Innovation Summit

Every year in spring we organize the CIO Dinner Show including the TIM Awards ceremony for the most innovative company, project, leader, eco-system and vendor. The perfect occasion for relation management, networking and the presentation of the awards. The program includes:

- In the afternoon; demand driven plenary keynotes, content driven round tables during the break out program
- In the evening; exclusive CIO dinner including awards ceremony

4. IoT Executive Summit & IoT Awards

Organized in good cooperation with IoT Journaal, this event is aiming for C-level executives that want to see and experience the latest developments and real world use cases involving the Internet of Things and other advanced technologies. The topics are either at the heart of IoT or complementary to the Internet of Things, enabling new and exciting

possibilities for organizations to explore ways of adding value to their bottom line or further enhance the interaction with their existing customers and adding new customers with new products or services.

The IoT Awards are the 'cherry on top' of the IoT Executive Summit: they are the ultimate recognition of the best IoT use cases. The winners are organizations that have implemented Internet of Things technologies and while doing so, have gained financially or in other ways, like optimising existing processes.

5. CIO & CDO Insights

This conference is all about Innovation & Transformation. It includes theme's as Digital, New technology, New working, Talent Management, Strategic Sourcing, Platform Economy and all in the context of top-line growth. It will showcase the true stories about the What and How. It will facilitate discussions about the impact of technology on organizations operating models. It will display success stories with proven impact and results. Top line! Besides CIOs and CDOs also CTOs, CMOs, COOs, CEOs and Innovation Leaders are welcome to join.

There are many possibilities to participate in this one-day event with its varied program of plenary, peer, round table and expert sessions. Some 160 guests can attend the VIP diner in the evening. In the morning and afternoon we expect about 200 participants.

6. CIODAY 15th Anniversary

CIODAY offers various possibilities for participation. A lot of work still needs to be done to the programme, but it is important that we decide together what added value we want CIODAY to have for us. There are several options that we can use. Some further explanation is provided at the bottom of this e-mail. Here, I confine myself to the main aspects.

Direct contact with target accounts:

- Further details of a VIP dinner table
- Further details of a roundtable session or a discussion table
- Further details of a high-speed keynote

Creating more visibility at CIODAY:

- Stand at the partner plaza (Diamond/Platinum)

- Meeting point at the partner plaza (Gold, Knowledge, Network)
- Innovation Cube at the partner plaza (optional for all partners but on the condition that genuine innovation is shown!)
- Branding opportunities

This year, we will particularly focus on CIOs and their direct peers who are working on Business & Technology and on Digital Transformation issues. In addition to our own efforts, we ask our partners to mobilise their network for this purpose. Together we will make it a success!

MEDIA 2019

PR & content cooperation (throughout the year)

With a select number of partners we will run a full flash media programme throughout the year and collaborate intensively in the various magazines: CIO Magazine, BoardroomIT and online platform itexecutive.nl. We will also involve these partners in various discussion tables and other media activities online. This cooperation method is strongly

focused on an integral PR & content marketing approach. We should like to discuss with you which opportunity this could provide for you.

With this approach, we have the benefit that the focus will be on good content collaboration and that we will be working primarily in a campaign-based way. Especially from a PR perspective

this is very interesting. This programme can commence immediately and will run per 12 months.

As a Partner you will have the advantage that we could work very well within your content strategy on the publication of a series of good articles, which, in addition to creating publication value, yields perfect opportunities

for you to demand attention for the use of these publications in your own network. Thought Leadership first!



OFFLINE CONTENT

Our printed media offer the following possibilities:

- Articles
- Interviews
- Customer cases
- Stories on or written with ecosystem partners
- Stories on special locations
- Articles on R&D (location)
- Articles on whitepapers
- Interviews with the vendor's CIO, CDO, Board, IT director, sourcing director
- Vision articles
- Study trip reports
- Short 'coffee-talk' interviews
- Presentations of survey results
- Ads

All content articles in our magazines can be published on the partner profile connected to itexecutive.nl and will be published to our newsletter readers.

ONLINE CONTENT

Partner profiles connected to itexecutive.nl offer the following:

- Publishing of articles in the CIO stream
- Publishing of articles in the Technology stream
- Publishing of articles in the Sourcing stream
- Publishing of whitepapers in the CIO stream
- Publishing of whitepapers in the Technology stream
- Publishing of whitepapers in the Sourcing stream
- Publishing of interviews
- Promotion of events
- Promotion of your own CIO, IT director, or sourcing professional
- Publishing of customer cases
- Publishing of short videos (not to be sent in newsletters)
- Publishing of articles on your R&D
- Hosting of surveys
- And more...

Note: Banner campaigns (skyscraper, full banner, leaderboard, floor banners) are possible but these are not included in the package. All uploaded content will be sent weekly with the itexecutive.nl newsletter to 6,500 subscribers.

Targeting possibility: send content in a special CIO, CDO or Board newsletter instead of the general itexecutive newsletter. All uploaded content will be linked to your partner site.



EXPERT PANEL

Vendor discussion tables (not included in all packages):

- Several times a year we organise vendor discussion tables at our own location, Villa Voorburg in Vught.
- All discussion tables are hosted by the editors in chief.

All packages are cross-media, covering both offline and online media, discussion tables and extra marketing at our events.

These packages are unique in the Netherlands because all decision making levels within companies will be reached: CIOs, CFOs, CDOs, CMOs, direct reports, IT directors, IT buyers, IT professionals, HR professionals, and consultants).



Technology

In its first issue of 2019 CIO Magazine focuses on the super fast developments in technology. What is possible and not yet possible in the cloud? How to leverage the possibilities of the Internet-of-Things? How to employ artificial intelligence and all other developments in the field of data? And don't forget to pay some attention to information security...

Innovation & Transformation

Digital transformation is knocking on your door. It takes speed, agility, customer obsession and guts to be successful in this new game. The technology is here and so is your vision, so what is keeping you? What makes taking off so difficult? Chances are that it is culture, organisation and people. It takes enormous effort to get people to change, to convince them of the value of a new way of working. CIO Magazine will focus on exactly these topics.

High-Performance Digital Organisation

Digital is transforming our way of doing business. Information technology is becoming an integral part of products and services. This has set requirements for organisations, governance and architecture. Unfortunately, not all organisations are on track. Which action is required to keep up the pace? What is the role of the CIO and CDO? What about data as important asset to stimulate growth, efficiency, agility and innovation?

Leadership

A rather abstract concept, leadership. A fine definition is: knowing when one can contribute – and then step forward. And so anyone can be a leader. This issue of CIO Magazine is of course dedicated to the CIO as a leader. What is asked of the CIO, now that he has become the cornerstone of the digital transformation? Extra: a special about CIODAY-2019 – all about the conference and the competitors for the CIO of the Year Award.

Title	CIO Magazine	Publisher CIO Magazine	Rob Beijleveld
Target audience	CIOs and Direct Reports	Editor in Chief	Arnoud van Gemeren (arnoud@ictmedia.nl)
Circulation	3,000 copies	Design Manager	Mathieu Westerveld (mathieu@ictmedia.nl)
Website	www.itexecutive.nl	Sales CIO portfolio	sales@ictmedia.nl
Publisher	ICT Media BV (073-6140070)	Traffic advertisement	media@ictmedia.nl; send files of 5mb or more with wetransfer

CIO Magazine	Themes	Deadline article and advertisement	Appearance
CIO Magazine #1	Technology	February 21, 2019	March 2019
CIO Magazine #2	Innovation & Transformation	April 25, 2019	May 2019
CIO Magazine #3	High-Performance Digital Organisation	July 1, 2019	August 2019
CIO Magazine #4	Leadership	September 16, 2019	November 2019

Advertise opportunities	Pricing*	Inside front cover + first page inside pages	Inside back cover + last page inside pages	Back cover	Specifications
2/1 page advertisement	€ 4,500	+15%, advertisement only	+15%, advertisement only	+25%, advertisement only	2/1 page: 420x285 mm, 1/1 page: 215x285 mm, CMYK-design, cuttingmarks and 3 mm bleed, Images at least 300 dpi, text min. 15mm of the edge, No text through the middle of the spread, submit as a high resolution pdf.
1/1 page advertisement	€ 3,000				

Additional communication opportunities	Pricing*	Dimensions in mm	To be delivered by the customer
Wrap	€ 4,500	afmeting in overleg	wrap per CIO Magazine
Insert	€ 5,000	max. 215x285	3,000 copies
Outsert	€ 5,000	max. 215x285	3,000 copies
Reply card	€ 3,000	max. 215x285	3,000 copies
Whitepaper	€ 3,000	max. 215x285	3,000 copies

Yearly membership	4 editions	€ 100,-
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BoardroomIT

1

2



CIO & CDO Insights

Efforts aimed at digitisation are meaningless when they are not aligned with vision, mission and way of working. To create real change means having extensive alignment of systems, people and processes. How do we fit the pieces of the puzzle together? And how do we present a wonderful dish using the ingredients technology, talent and leadership? Boardroom IT sheds light on the trends and presents the programme of the CIO & CDO Insights event.

CIODAY

All about the conference programme of CIODAY, the biggest CIO event of the Benelux. The focus is on the competitors for the CIO of the Year Award, but also on the conference theme of this year and of course the programme itself.

Title	BoardroomIT	Publisher	BoardroomIT	Editor in Chief	Rob Beijleveld
Target audience	Board members, CIOs and Digital Leaders	Design Manager	Arnaud van Gemeren (arnoud@ictmedia.nl)	Sales BoardroomIT portfolio	Mathieu Westerveld (mathieu@ictmedia.nl)
Circulation	55,000 copies	Traffic advertisement	55,000, including distribution to subscribers of the Financieele Dagblad, BAAS, CDO and CIO		media@ictmedia.nl; send files of 5mb or more with wetransfer
Website	www.itexecutive.nl				
Publisher	ICT Media BV (073-6140070)				

BoardroomIT tabloid	Deadline article and advertisement	Appearance	Circulation
CIO & CDO Insights	April 29, 2019	June 2019	55,000, including distribution to subscribers of the Financieele Dagblad, BAAS, CDO and CIO
CIODAY	October 14, 2019	November 2019	55,000, including distribution to subscribers of the Financieele Dagblad, BAAS, CDO and CIO

Advertise opportunities	Pricing*	Dimensions in mm	Specifications
2/1 page advertisement or article	€ 14,000	554x390 mm	RGB-design, Images at least 300 dpi, submit as a high resolution pdf.
1/1 page cover 4 advertisement	€ 12,000	265x390 mm	
1/1 page cover 3 advertisement	€ 8,000	265x390 mm	
1/1 page cover 2 advertisement	€ 6,500	265x390 mm	
1/1 page advertisement or article	€ 5,000	265x390 mm	
1/2 portrait or landscape advertisement or article	€ 3,500	125x390 mm or 265x190 mm	
1/4 page advertisement or article	€ 3,000	125x190 mm	

in close cooperation with
with FD / FD Media Groep



*PR and media agencies receive 15% agency discount. Publication is subject to sufficient partner content and interest. ** Distribution (via FD) if Break-even



Title	itexecutive.nl
Target audience	Management, board and c-level
Visitors a month (november 2018)	6,000 unique visitors, 25,000 pageviews a month
Appearance newsletters	Weekly
Website	www.itexecutive.nl
Publisher	ICT Media BV (073-6140070)
Publisher IT-Executive.nl	Rob Beijleveld
Editor in Chief	Felix Speelman (felix@ictmedia.nl)
Design manager	Mathieu Westerveld (mathieu@ictmedia.nl)
CX Manager	Huub Derks (huub@ictmedia.nl)

Sales online	sales@ictmedia.nl
Traffic online	Huub Derks (huub@ictmedia.nl), send files of 5mb or more with wetransfer

Partner profile	Content capabilities:	Year subscriptions
Partner profile	Official partner of itexecutive.nl and our magazines. Including a logo on a permanent slider	€ 1,250
Online profile	Partnerpage, name, logo, NAW Including free posting of content (max 100) by customer. Posted articles will be published in the newsletters.	€ 5,000

Display	Specifications	Pricing*	Duration
Header Banner Ad	728x90 px	€ 1,750	1 week
Sidebar Ad Square	336x336 px	€ 950	1 week
Sidebar Ad Rectangle	336x672 px	€ 1,250	1 week
Article Top Banner Ad	728x90 px	€ 1,750	1 week
Article Inline Banner Ad	728x90 px	€ 1,750	1 week
Article Bottom Banner ad	728x90 px	€ 1,750	1 week
Footer Top	728x90 px	€ 1,250	1 week

Display Mobile	Specifications	Pricing*	Duration
Header Banner Ad	728x90 px	€ 1,250	1 week
Article Inline Banner Ad	728x90 px	€ 750	1 week

Campaigns	Specifications	Pricing*	Duration
Homepage take over	Header banner + wallpaper + rectangle + article	€ 25,000	4 weeks
Survey	Header banner + article w/ survey	€ 2,500	2 weeks
Whitepaper	On request	/	/

Newsletter	Specifications	Pricing*	Duration
Advertorial incl Logo	Title max 40, body max 270, image 67x67 px	€ 500	Per newsletter
Full banner	728x90 px	€ 500	Per newsletter

Delivery specifications	Online layout specifications:	Restrictions:
Banners op itexecutive.nl	Static image or dynamic gif, max 50 KB, plus link	
Banners in newsletters	GIF, JPG, or PNG-image, max 25 MB, plus link	
Advertorial in newsletter	Image max 100x100 px, GIF, JPG, or PNG file, max 25 MB	Headline max 40 characters, text max 50 incl. link

*PR and media agencies receive 15% agency discount

SERVICES 2019

TRADITIONAL SERVICES

In the last couple of years, ICT Media has been offering all kinds of services, such as:

Message Tree Building

ICT Media supports partners to build the right message tree to get their message across in the best way possible

PR/content services

We can also provide support in creating the right content (articles, interviews, white papers, customer cases, etc.)

TAL services

Using the widest criteria imaginable we can benchmark organisations and establish relevance for the target lists in the process (target account mapping, industry mapping, defining Tier Technology Partners and defining Tier-System Integrators)

Data services

Using benchmarking we can establish how the DMUs of the top-1,500 organisations are structured, how the organisations have been set up, what their business roadmap is, and other relevant information

Sales services

We frequently organise presentations, training and coaching for sales teams of partners to help them in the transformation toward a sales-driven and account-driven approach for target accounts

NEW SERVICES

Next to the traditional activities of ICT Media (Events/Media/Research/Services) we have been developing a digital platform to further improve our services. This will help us in the next coming years, to not only improve our current activities, but also add new services for lead-nurturing and sales cycle support:

White space analysis on database/target account list

With this analysis, we will have a critical look at your target account list for missing organizations/ names/functions, based on pre-selected criteria. This benchmark ensures that current target lists are properly scrutinized for relevance and completeness (e.g. from DMU), so that we can create a much better focus in the execution (marketing & sales) and thus create a higher pipeline value.

Vertical or Account specific Message Tree Building & Content productions

Based on relevant information from our partners, we can work on building a good message tree and/or developing content in the form of articles/interviews/blogs/whitepapers to be more relevant and attractive.

Production of new content is also possible, whereby in most cases, available research is used and/or we conduct research into the market ourselves.

Account Based Marketing approach

ICT Media has been working with partners for several years to work in an account-oriented marketing approach. With the new service we are currently able to develop and implement targeted marketing on specific accounts (1 on 1) or groups of accounts (e.g. Finance vertical), resulting in a pipeline growth, higher win-chances and shorter sales cycles. First experiences show a 20% increase in order contribution after the first year is feasible. A prerequisite is a good selection of accounts, a close collaboration with both marketing and sales, including good follow-up by Sales.

Targeted vertical approach

From the total portfolio, ICT Media has always been able to set up vertical-driven round table sessions. With the new portfolio, we are able not only to make contact, but also to further develop the relationship between partner and participants to qualified leads.

Awareness campaign

In this first phase of integrated campaigns, we offer targeted content campaign running on target accounts (organizations / people) with the aim to bring the Partners' message under the spotlight of the right target audience. In first instance, the focus is primarily on an inbound campaign where visitors, clickthroughs, downloads, likes etc. count as the measuring point. In the second stage, we create an outbound campaign to position our Partner as much as possible. It is important to have the right messaging for Social Media tweets/ messages to Landing page and whitepaper about a 'top of mind' problem / challenge. The result is a number of Marketing Qualified Leads (MQLs).

Education

In a next phase of the buyer journey, an 'education' programme is carried out with specific activities such as videos, webinars and roundtables preferably under a central business theme that is the umbrella for the Partner proposition(s). The result is a number of Sales Qualified Leads (SQL).

Consideration

In the third phase of the buyer journey, SQLs are further developed into concrete opportunities, in close collaboration with sales- & business development representatives (SDR/ BDR) and possibly the account manager (AM). This includes matters such as customer cases, demos, expert sessions and targeted telemarketing can be used. The result is to further engage on pipeline opportunities.

Marketing as a Service

For this ICT Media will be working closely together with MARKaaS. MARKaaS is a digital platform generating metadata from over 90+ sources to influence sales cycles to realize Pipeline Growth, Deal Velocity and Higher Winrate.

MARKaaS exist of a unique combination of account-based marketing, marketing automation and growth marketing.

MARKaaS creates powerful Account Based Marketing programmes fuelled by insight and with measurable impact using a unique digital platform with best-of-breed data-driven technology. Through ABM we identify, profile and influence key stakeholders, build stronger relationships, accelerate closing opportunities and create a higher closing rate.

Clients choose MARKaaS because of our understanding of the complex buying process that takes time to realize the revenue potential for B2B organisations.

MARKaaS is a joint effort between Rubert Rietkerk, Rob Beijleveld and Bart de Vaan and has the objective to support partners in having a more successful business pipeline.

PIPELINE GROWTH

How: Target the Right contacts of the Right accounts with the Right content at the Right time.

Why: Create trusted relationships with stakeholders in the accounts to help solve their challenges.

What: Increase the funnel with qualified leads from the accounts you want to target.

DEAL VELOCITY

How: Align Sales & Marketing execution on dedicated customer journey for stakeholders in accounts.

Why: More effective Sales acceleration

What: Fast lead-to-revenue time

HIGH WINRATE

How: Optimal solution mapping and partnerships.

Why: More efficient Sales and Marketing

What: Higher chance of winning deals.

MEDIA PACKAGES 2019



CIO MAGAZINE



BOARDROOM IT



ITEXECUTIVE

Advertisement: Number of pages to choose from advertisements / advertorials in CIO magazine. 4 editions per year.	4	2x 1/2FC	Partnerpage, Name, logo, NAW Including free posting of content (max 100) by customer. Posted articles will be placed in the newsletters. https://itexecutive.nl/richtlijnen/
Article: Amount of pages content supplied by the partner*	4	2x 1/2FC	
Online article: All editorial articles published in our magazines, will also be published on www.itexecutive.nl	YES	YES	
Subscriptions: Number of subscriptions of each magazine for employees (in boxes)	1	10	
Discussion tables: Opportunity to participate in a supplier/vendor round table session	2	1	
Package price including agency discount	€ 12,500	€ 9,000	
Agency discount	€ -1,875	€ -1,350	
Net package price per year	€ 10,625	€ 7,650	Online profile: € 5,000 Online Partnerprofile: € 1,250
Discount for direct payment	€ -531	€ -382.50	
	€ 10,094	€ 7,267	

Additional pricing

* Prices include agency discount

Order extra copies magazines per 10	€ 250
Additional hours Editor in Chief (for 10 hours)	€ 1,500

Additional prices for pages per article / placement (from 2nd page content, advertorial or advertisement)	Total price
extra price 2nd page (2/1)	€ 650 € 650
extra price 3rd page (3/1)	€ 500 € 1,150
extra price 4th page (4/1)	€ 400 € 1,550
extra price 5th page (maximum) (5/1)	€ 200 € 1,750

Quality

Articles / advertorial supplied by the customer has the value A, B, or C. The value is determined by the Editor in Chief.

Value A:	Article qualitatively approved for the magazine by the Editor in Chief		per page
Value B:	Article posted as advertorial approved by Editor in Chief "Partner article or advertorial"	Upgrade from B to A	€ 500
Value C:	Article / advertorial does not meet quality requirements and needs to be adjusted by Editor in Chief for qualitative content in the magazine	Upgrade from C to B Upgrade from C to A	€ 750 € 1,000
Articles from the magazines posted online by partner itself	Does not apply		

EVENT PACKAGES 2019

CIODAY

Diamond € 60,000

50 tickets for guests (demand only) 12 tickets for own employees! Facilitated booth 4 x 1/1 FC advertisement
Company profile in brochure Logo in communication campagne Logo in event-app Logo op webpage CIODAY Logo op banner Logo on screens
Come forward with panel members for sessions Come forward with theme's for the day LCD screen facilitated on the booth Expert- / round table session VIP dinner table (incl. invitation process based on TAL ²) Stay overnight for dinner guests 1 x 3/1 FC Diamond profile in CIO Magazine Addresses of participants afterwards Participation in pre-conference Active support in creating content for articles

Options

Additional entrance ticket	€ 3,990
Exclusive Coffee	€ 5,000
Juicy Details	€ 5,000
Scroppinobar	€ 7,500
Hosting After Dinner Party	on request
Divers Lifestyle options	on request
Report round table session	€ 3,000
Innovation Desk	€ 8,000
Follow-up 3x Workshops/round tables	on request

Platinum € 38,000

40 tickets for guests (demand only) 8 tickets for own employees! Facilitated booth 2 x 1/1 FC advertisement
Company profile in brochure Logo in communication campagne Logo in event-app Logo op webpage CIODAY Logo op banners Logo on screens
Come forward with panel members for sessions Come forward with theme's for the day LCD screen facilitated on the booth Expert- / round table session VIP dinner table (incl. invitation process based on TAL ²) Stay overnight for dinner guests 1 x 2/1 FC Platinum profile in CIO Magazine Addresses of participants afterwards

Options

Additional entrance ticket	€ 3,990
Exclusive Coffee	€ 5,000
Juicy Details	€ 5,000
Scroppinobar	€ 7,500
Hosting After Dinner Party	on request
Divers Lifestyle options	on request
Report round table session	€ 3,000
Innovation Desk	€ 8,000
Follow-up 2x Workshops/round tables	on request

Gold € 21,000

20 tickets for guests (demand only) 4 tickets for own employees! Meeting point 1 x 1/1 FC advertisement
Company profile in brochure Logo in communication campagne Logo in event-app Logo op webpage CIODAY Logo op banners Logo on screens
Come forward with panel members for sessions Come forward with theme's for the day

Options

Additional entrance ticket	€ 3,990
Exclusive Coffee	€ 5,000
Juicy Details	€ 5,000
Scroppinobar	€ 7,500
Hosting After Dinner Party	on request
Divers Lifestyle options	on request
Expert- / round table session	€ 5,000
Report round table session	€ 3,000
VIP dinner table (including overnight stay)	€ 6,500
Addresses of participants afterwards	€ 1,500
Innovation Desk	€ 8,000
Follow-up 1x Workshop/round table	on request

CIO & CDO Insights

Platinum € 21,000

40 tickets for guests (demand only) 6 tickets for own employees! Meeting point including LCD screen 2 x 1/1 FC advertisement in CIO Magazine
Platinum visibility in communication campaign (logo parade, pop-ups, et cet.)
Duo-keynote with customer in plenary programme Discussion table in break-out programme VIP dinner table

Options

Innovation desk	€ 2,500
Hosting VIP dinner table	€ 3,000
Report round table session	€ 2,500
Exclusive Coffee bar	€ 5,000
Juicy Details	€ 5,000
Drinks	€ 2,500
Additional entrance ticket	€ 1,500
Follow-up Workshop/round table	on request

Gold € 15,000

20 tickets for guests (demand only) 4 tickets for own employees! Meeting point including LCD screen 1 x 1/1 FC advertisement in CIO Magazine
Gold visibility in communication campaign (logo parade, pop-ups, et cet.)
Discussion table in break-out programme VIP dinner table

Options

Innovation desk	€ 2,500
Hosting VIP dinner table	€ 3,000
Report round table session	€ 2,500
Exclusive Coffee bar	€ 5,000
Juicy Details	€ 5,000
Drinks	€ 2,500
Additional entrance ticket	€ 1,500
Follow-up Workshop/round table	on request

Silver € 9,000

10 tickets for guests (demand only) 2 tickets for own employees! Meeting point Article on itexecutive.nl
Silver visibility in communication campaign (logo parade, pop-ups, et cet.)
Discussion table in break-out programme

Options

Innovation desk	€ 2,500
Hosting VIP dinner table	€ 3,000
Report round table session	€ 2,500
Exclusive Coffee bar	€ 5,000
Juicy Details	€ 5,000
Drinks	€ 2,500
Additional entrance ticket	€ 1,500
Follow-up Workshop/round table	on request

Prices valid from 1/1/2019. [1] Including sales, marketing & speakers, [2] only applicable in case TAL is known 10 weeks upfront.

CIO Dinner Show & TIM Award ceremony

Business Innovation Summit

Participation & Networking	€ 2,500
Participation & hosting a round table	€ 7,500

Evening Programme

Event Partner	€ 10,000
Table Partner	€ 6,000
Premium Partner: Keynote & hosting a round table & hosting a dinner table	€ 12,500

Options

Welcome drinks	€ 3,500
Sponsoring TIM Awards	on request
Sponsoring parking tickets	on request

Summits

Rates	Target group persons	Guarantee	Non-guarantee ³
RT #1 and #2 (Boardroom + Master Class room)	12 to 15	€ 15,000	€ 12,500
RT #3 (Salon)	10 to 12	€ 12,000	€ 10,000
RT #4 and #5	6 to 8	€ 8,500	€ 7,500

[3] target group participants

CIO/CDO/Executive round table

€ 16,000 (C-level)

€ 13,000 (D-level)

- 10-14 C-level participants of Target Account List invited by ICT Media
- Location Villa Voorburg (Vught)
- Complete Food & Beverage programme with 4 course meal
- Moderator for session
- Photography of session
- Full traffic and organization of the session
- 3-5 page article in CIO Magazine & separate pdf
- Publication on www.itexecutive.nl
- Support in theme development and creating invite

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CIO/CDO/Technology
leaders + Direct reports

Events

CIODAY
CIO & CDO Insights
CIO Dinner Show
CIO round tables
CIO summits

Media

CIO Magazine
BoardroomIT
itexecutive

Research

Research programmes
Themes TBD

Services

Message Tree Building
PR- & Content Services
Data Services
Marketing Services
Sales Services
Market Intelligence