

HRO World Summit Europe Conference

(17) 18-19 November 2009 | Location To Be Confirmed Shortly



HRO World Summit Europe, now in its 6th year, is the largest and most comprehensive HR transformation conference in Europe.

In 2009 it will undergo some key updates to better reflect economy and the needs of its key audience – the clients and buyers.

It will bring together 250 senior executives to exchange views and experiences on how to transform human resources activities within complex organizations through shared services and outsourcing. This year we will focus on special interest areas and give the option of a conference-within-a-conference to best utilize our delegates' time and budget.

This event is designed for executives, including those in general management, HR, finance, procurement, IT and operations, and provides answers on the what, how and when of HR transformation.

AN EVENT FOR EXECUTIVES TRANSFORMING THEIR ORGANIZATIONS

Who will attend:

HRO World Summit Europe 2009 will bring together over 250 senior executives transforming their HR operations. They will include:

CEOs, COOs, General Managers
HR Directors
HR Managers
CFOs
Financial Directors
Directors of Shared Services Centers

Directors of Business Service Centers
Heads of Process Improvement
Heads of Shared HR Services
Operations Managers
Business & Financial Analysts
Investment Researchers/Analysts

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Participant profile:

Senior executives from across industries, commerce and government come to HRO World Summit Europe 2009 to learn more about how best to transform their organizations through shared services and BPO.

<u>Geography</u>	
Benelux	35%
UK	27%
USA	12%
France	10%
Germany	6%
Scandinavia	5%
Other	5%

<u>Job Titles</u>	
C-Levels, MDs, GMs	25%
VPs, Directors	42%
Managers	29%
Other	4%

Why our events are different:

- Organized, researched and managed by the leading independent networks for executives engaged in business transformation
- Focus on actual customer experience, rather than theory, primarily from senior executives of Global 1000 organizations and government
- Superior level of networking with peers
- High degree of interactivity and learning quality--both using the latest technology during presentations and by ensuring informality and true networking opportunities

Organizers: SharedXpertise:

SharedXpertise is an independent, global membership-based community of professionals focused on transforming business processes and functions. Our process and sector-specific events produces a variety of strategic, highly interactive events -- delivered by globally-recognized peers and industry experts -- for executives, managers and practitioners in the business transformation, shared services and business process outsourcing communities. We collect, share and advance peer-to-peer knowledge of business process transformation amongst our buyer/practitioner and provider members with the goal of helping all interested parties realize the greatest benefit possible from the collective industry knowledge through Industry Networking & Events, and Publishing & Research.

We also partner with other leading conference organizers around the world to ensure our members are aware of other knowledge-based, thought-provoking events.

About HRO Europe



Like HRO Today in North America, only HRO Europe fills the information gap between HR business leaders and HRO providers. HRO Europe's 20,000+ readers throughout Europe are primarily HR business leaders in large and mid-sized businesses and government. Its stories, features, and columns focus exclusively on HR outsourcing from the buyer's perspective.

HRO World Summit Europe Conference

SPONSORSHIP WILL....

- Provide a more defined proposition than ever before
- Give all sponsors will be able to participate in the development of the conference
- Allow an opportunity for more varied packages suited to your organization and event objectives
- Provide global exposure for your business to a targeted audience of senior executives via the SharedXpertise community and the pages of HRO Today Europe
- Strengthen your brand image/awareness amongst senior executives looking at or already engaged in shared services, BPO, recruitment, payroll and learning
- Allow you to demonstrate your expertise to key decision-makers through speaking opportunities
- Allow you to develop the face-to-face relationships crucial to any business.

Below are the levels of sponsorship available:

Please note that these packages have a new focus for 2009 - There will be a strict limit to the number of sponsors in line with the packages below.

Type	Number	Branding	Speaking	Exhibition	Staff Passes	Client Passes	Cost
Marquis	4	*****	Plenary + Panel	Display space	5	6	€ 32,000
Platinum	5	****	Panel	Display space	3	4	€ 24,000
Stream Host	2	****	Case Study	N/A	3	4	€ 20,000
Awards Dinner	1	***	Dinner	N/A	3	3	€ 20,000
Lunch	2	**	N/A	N/A	2	3	€ 15,000
Stream Sponsors	4	**	Stream	N/A	2	3	€ 12,500
Workshop Sponsors	2	**	Workshop	N/A	2	3	€ 12,500
Welcome Reception	1	**	N/A	N/A	2	2	€ 10,000
Breakfast	1	**	N/A	N/A	2	2	€ 10,000
Key Card	1	**	N/A	N/A	2	2	€ 9,000
Voting System	1	**	N/A	N/A	2	2	€ 9,000
Lanyard	1	**	N/A	N/A	1	1	€ 5,000
Event Supplement	10	**	N/A	N/A	1	1	€ 3,500

Past Sponsors Include:

Accenture
Access
ACS
Adecco
ADP
Alsbridge
ARINSO
Borderless
CaliberPoint
Ceridian
Convergys

ExcellerateHRO
EquaTerra
Freshfields
Globoforce
Hewitt
HR Access
HROA Europe
IBM
Kelly Services
LogicaCMG
Mr. Ted

Oracle
PA Consulting
Randstad
Vurv
SAP
SHL
Siemens Business Services
TPI
Xansa

HRO World Summit Europe Conference

MARQUIS SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with either
 - a **45-minute interactive presentation** in the form of a case study delivered by a client and introduced by the sponsor, or
 - introduce the keynote speaker, Christophe Laval, or
 - co-present the closing actions session
- The Marquis Sponsor's session will be delivered to the **plenary audience**. If the presentation is not delivered as one of the 3 options above, the presentation will be delivered to a stream session audience
- In addition, the Sponsor will get one **panel slot** for the nomination of a client's senior executive.

BRANDING

- The Sponsor's **name and logo will be featured** as a lead sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a **prime display space** for their own exhibition stand (Exhibition space will be allocated on a first-come first served basis and strictly limited)
- A One-Page Executive Profile in HRO Europe Magazine in 2009/10
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Six complimentary** passes to the conference for clients
- **5 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount)
- The **delegate list with contact details** will be provided to the Sponsor after completion of the conference.

COST

- €2,000

HRO World Summit Europe Conference

PLATINUM SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will receive one **panel slot** for the nomination of a client's senior executive.

BRANDING

- The Sponsor's **name and logo will be featured** as a platinum sponsor (prime size and location) on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the event
- The Sponsor will be allocated a **prime display space** for their own exhibition stand (Exhibition space will be allocated on a first-come first served basis and strictly limited)
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount)
- The **delegate list will be emailed by SharedXpertise** with the sponsors' promotion either before or after the event according to the sponsors' event objectives.

COST

- €24,000

HRO World Summit Europe Conference

STREAM HOST SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will be promoted as **the Host** of one of the two streams
- The Sponsor will contribute to the stream with a **45-minute interactive presentation** in the form of a case study delivered by a client and introduced by the sponsor.

BRANDING

- The Sponsor's **name and logo will be featured** as a stream host on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor will be **acknowledged at the opening** and the end of the stream event
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Four complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €20,000

HRO World Summit Europe Conference

AWARDS DINNER SPONSOR

BENEFITS

The sponsor of the Awards Dinner will be host of the whole delegate and sponsor audience at a prime city venue. The sponsor can be as involved as they choose in the planning of the format of the dinner.

PRESENTATION

- The Sponsor may make a welcome address to the participants of the dinner.

BRANDING

- **Branded dinner invitations** will be given to all delegates and speakers
- The Sponsor's **name and logo will be featured** as the dinner sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **name and logo will be featured** at the dinner and on the speaker platform
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **full page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event
- **Corporate identity** within the dinner area - to be supplied by the sponsor.

NEW BUSINESS GENERATION

- **Three complimentary** passes to the conference for clients
- **3 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €20,000

HRO World Summit Europe Conference

LUNCH SPONSOR

PRESENTATION

- The Sponsor may make an address to the participants of the lunch.

BRANDING

- The Sponsor's **name and logo will be featured** as the lunch sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **name and logo will be featured** at the lunch
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- Corporate identity within the dinner area - to be supplied by the sponsor.

NEW BUSINESS GENERATION

- **Three complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €15,000

HRO World Summit Europe Conference

STREAM SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with a **90-minute interactive presentation** in the form of a case study and/or debate delivered by a client and introduced by the sponsor
 - SharedXpertise, the Stream Host and Stream Sponsors will collaborate to build the most interactive and informative stream.

BRANDING

- The Sponsor's **name and logo will be featured** as a stream sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event.

NEW BUSINESS GENERATION

- **Three complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €12,500

HRO World Summit Europe Conference

WORKSHOP SPONSOR

BENEFITS

PRESENTATION

- The Sponsor will contribute to the event with a **90-minute interactive workshop** on one of two multi-process topics on Day 1. This sessions should involve a customer
 - SharedXpertise and the workshop sponsor will collaborate to build the most interactive and informative session.

BRANDING

- The Sponsor's **name and logo will be featured** as a workshop sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken.
- The Sponsor's logo will be prominently **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor will be **mentioned in press releases** that features the event

NEW BUSINESS GENERATION

- **Three complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €12,500

HRO World Summit Europe Conference

BREAKFAST SPONSOR

BRANDING

- The Sponsor's **name and logo will be featured** as the Day 2 breakfast sponsor on all conference materials, including: invitations, preliminary programs, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **name and logo will be featured** at the breakfast
- The Sponsor's logo will be **posted on the event website** with click-through to sponsor's website
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- **Corporate identity** within the dinner area - to be supplied by the sponsor.

NEW BUSINESS GENERATION

- **Two complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

COST

- €10,000

HRO World Summit Europe Conference

OTHER SPONSORSHIP OPPORTUNITIES

BENEFITS

We are happy to work with our sponsors to deliver more unique packages; here are some of the additional opportunities that have been successful previously. Where stated, each of the additional opportunities includes the following standard benefits:

- The Sponsor's **name and logo will be featured** on all conference materials, including: invitations, preliminary programs, web pages, advertisements, event posters, speaker platform, and any additional promotional efforts undertaken
- The Sponsor's **half page 4-colour advert and a company profile** will be included in the conference programme
- The Sponsor may invite practitioner guests at a 20% discounted rate (inclusive of the early bird discount).

KEYCARD

BENEFITS

The sponsor will be able to provide artwork for the keycards at the main conference hotel.

- The Keycard **sponsor's logo** (and artwork TBC) appear on each keycard
- **Two complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Standard benefits as per above

COST

- €9,000

VOTING SYSTEM

BENEFITS

An interactive voting system will be used throughout the conference.

- The Voting System **sponsor's logo** appear on each question and results page
- **Corporate identity of all voting pads** provided to all attendees in the main conference room
- **Two complimentary** passes to the conference for clients
- **2 passes** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*
- Access to, and branding on the **post-event research** report
- Standard benefits as per above

COST

- €9,000

HRO World Summit Europe Conference

LANYARD

BENEFITS

The sponsor will provide their own lanyard's for distribution by the event staff upon delegate registration

- **Corporate identity of all lanyards** provided to all attendees on registration
- **One complimentary** pass to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €5,000

EVENT SUPPLEMENT

BENEFITS

SharedXpertise recognizes that all companies are not able to sponsor the event at the higher levels, and that some sponsors may wish to test the market and the relevance to their organization.

We have re-introduced for 2009 the HRO World Summit Europe Event Supplement. This is a key publication that will contain profile information on each sponsor.

It will be circulated at the event and as an insert to the Winter HRO Europe magazine giving a broad circulation and a unique opportunity for extended coverage post event.

- **Templated company and services profile** to be published as an event supplement
- **One complimentary** pass to the conference for clients
- **1 pass** will be available to the Sponsor for its own staff- *please note this amount is strictly limited*

COST

- €3,500

For more information contact:

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