



MANAGED SERVICES & HOSTING
summit_{UK}

20 SEPTEMBER 2017

155 BISHOPSGATE • LONDON

**CREATING
VALUE with
MANAGED
SERVICES**

www.mshsummit.com

@MSH_Summit

An executive-level event exploring the business opportunities for Managed Service Providers, Systems Integrators, Solution Providers and Resellers around the delivery of Managed Services and Hosting. The rapid and accelerating change in the way customers wish to purchase, consume and pay for their IT solutions is redefining the role of the channel and fundamentally changing business models and relationships.

The Managed Services & Hosting Summit is firmly established as the leading Managed Services event for UK channel organisations. Now in its seventh year, the Managed Services & Hosting Summit 2017 will examine the issues facing Managed Service Providers, other channels and their suppliers as they seek to add value and evolve new business models and relationships to address the customer challenges and opportunities of the 'post-product' era.

The Managed Services & Hosting Summit 2017 features conference session presentations by major industry speakers and a range of breakout sessions exploring in further detail some of the major issues impacting the development of managed services. The summit will also provide extensive networking time for delegates to meet with potential business partners. The unique mix of high-level presentations plus the ability to meet, discuss and debate the related business issues with sponsors and peers across the industry makes this a must attend event for any senior decision maker in the ICT channel.



WHO SHOULD ATTEND?

Delegates: Directors and senior managers of Managed Service Providers, Systems Integrators, Solution VARs and ISVs.

Sponsors: Hardware & Software Vendors, Service Providers, Distributors, Hosting and Datacentre Providers, Cloud Service Providers

AGENDA STRUCTURE

The format of the Managed Services & Hosting Summit 2017 will incorporate a mix of keynote presentations and focused conference and breakout sessions covering the key issues that channel organisations face today when building a managed services and hosting business practice. Speakers will be drawn from industry experts, independent analysts and leading suppliers in the sector and delegates will also be able to network with peers and potential suppliers.

In addition to the conference plenary and breakout sessions there will be ample time for delegates to network and engage with sponsors in the Demonstration & Networking Area during the morning, lunch and afternoon breaks and at the drinks reception.

2017 CONTENT

CREATING VALUE with MANAGED SERVICES

The role of IT and the way companies are buying it is changing, creating threats and opportunities for existing MSPs and new market entrants alike. Our Managed Services and Hosting Summit 2017 will focus on how the market is changing and what it takes for MSPs to succeed and create value, both for their clients and themselves within an increasingly competitive market.

Amongst the issues discussed and examined will be:

- How the Managed Services market is changing in the face of evolving customer demand
- Emerging opportunities in managed services including IoT, M2M, HPC and Mobile
- Customer service - the crucial differentiator for Managed Services
- How does the Channel stay relevant and compete in the face of commoditisation of Cloud Hosting
- Professional services - automation vs personal services

PREVIOUS SPONSOR FEEDBACK

"This was our first MSP Show for UniPrint and we only signed after thorough evaluation of the attendee lists from the previous events. We shouldn't have been concerned. The organisers delivered the interactions they promised from the outset. We were very impressed by the quality of the conversations; all there with one common goal – to increase service levels via a hosted model."

Marketing Manager, UniPrint

"One of the best events for specific industry knowledge and channel engagements."

Marketing Events Manager, Datto

"This event is great – it gives me exposure – we're a North American company with about 80% of our business there. My job is to expand – we want half the business to come from international, half from North America. This UK and European market is a fantastic place to be and we have been doing really well here. Over the last eighteen months, we have tripled our business, and these types of event really help. Fantastic."

President and co-founder, ConnectWise International

"Catering was amazing! Excellent organisation, quality of content and delegates"

Business Development & Events specialist, LogicMonitor

"Quality of delegates at this event is some of the best in the industry! Great group."

Director of International Sales and Marketing, RapidFire Tools

WHY SPONSOR?

If you are an IT hardware or software vendor, hosting provider, data centre co-location provider, ISV or any other organisation involved in services delivered to end users via the channel and want to develop your sales pipeline and meet potential partners then the Managed Services & Hosting Summit is the ideal opportunity for you:

- Meet with key potential channel partners.
- Engage with key decision makers, directors and senior managers, of Managed Service Providers, Systems Integrators, Solution VARs, and ISVs.
- Platinum sponsors - position your company as a thought leader by delivering one of the plenary presentations and participating in main-stage open forum panel sessions.
- Platinum and Gold sponsors deliver your key messaging and positioning in selected breakout tracks and participate in open forums with other sponsors

The Summit will feature both plenary/general sessions and focussed breakout streams for delegates to choose from and sponsors can choose the level at which they participate in the conference program or simply network with delegates in the expo area during the breaks and over lunch.

PACKAGES	Platinum	Gold	Silver
	£11,995	£8,995	£5,695
Guest MSP/End-User presentation slot *1 Plus a 15-minute boardroom/presentation slot during the lunch break	•		
Plenary Panel Session Participation *2	•		
Breakout Session Speaking Slot *3	•	•	
Breakout Session Panel Slot *4	•	•	
Table top booth in exhibition/networking area - 2 x 2m	•	•	•
Staff passes	6	4	2
Corporate logo on event website	•	•	•
Corporate logo online and designated HTML mailings	•	•	•
Corporate profile in conference guide	•	•	•

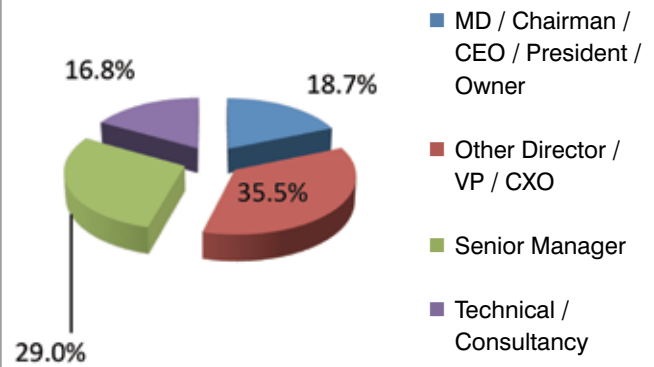
* 1 Speaking slot (15 minutes) in main conference sessions

* 2 Participation in one of the panel discussions in the main conference sessions

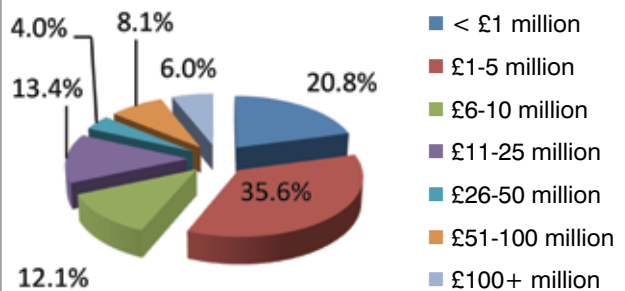
* 3 Speaking slot (15 minutes) in one of the conference breakout sessions

* 4 Participation in one of the panel discussions within the conference breakout sessions

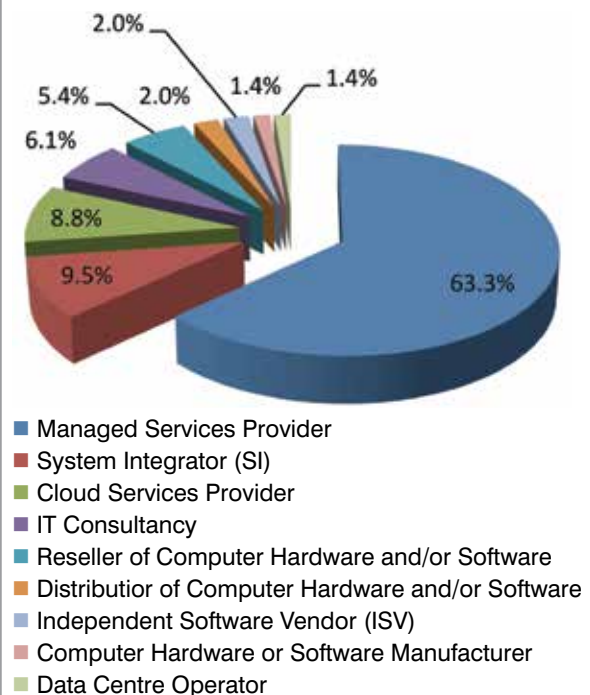
2016 EVENT DEMOGRAPHIC BY JOB TITLE



2016 EVENT DEMOGRAPHIC BY COMPANY TURNOVER



DEMOGRAPHIC BY TYPE OF COMPANY



TO DISCUSS SPONSORSHIP OPPORTUNITIES CONTACT:

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“Providing extensive networking time for delegates to meet with potential business partners.”



ITEUROPA



AN ANGEL EVENT