



MANAGED SERVICES & HOSTING  
**summit** EUROPE

**28 MAY 2020**

NOVOTEL AMSTERDAM CITY

**CREATING  
VALUE WITH  
MANAGED  
SERVICES**

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# MANAGED SERVICES & HOSTING summit **it** EUROPE

An executive-level conference exploring the business opportunities for the ICT channel 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 forcing the channel to completely redefine its role, business models and relationships.

THE MANAGED SERVICES & HOSTING SUMMIT is firmly established as the leading managed services event for channel organisations. In its tenth year as a UK event, the Managed Services & Hosting Summit Europe is being staged for the fourth time in Amsterdam and will examine the issues facing Managed Service Providers, hosting companies, channel partners and suppliers as they seek to add value and evolve new business models and relationships.

The Managed Services & Hosting Summit – Europe 2020 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 and Solution VARs.

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

## AGENDA STRUCTURE

The format of the Managed Services & Hosting Summit – Europe 2020 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.

## 2020 CONTENT

### CREATING VALUE WITH MANAGED SERVICES

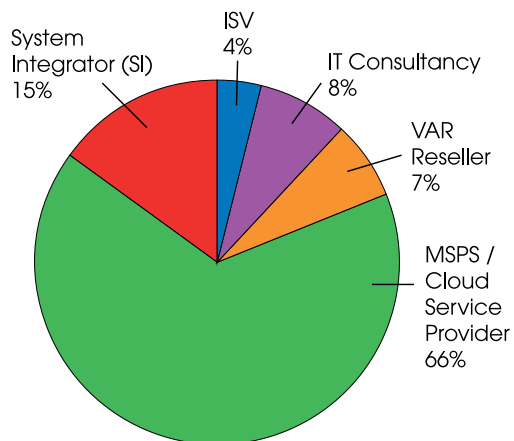
With services provision expected to outpace the rest of IT in at least the next two years, interest is continuing to rise in managed services.

The Managed Services and Hosting Summit Europe 2020, will examine the changing role of the channel as it transitions from hardware and software supply to full IT and Cloud service provider. This has implications for sales processes, how a new stack of technologies is built, supported and expanded and how businesses find and create value in the new model.

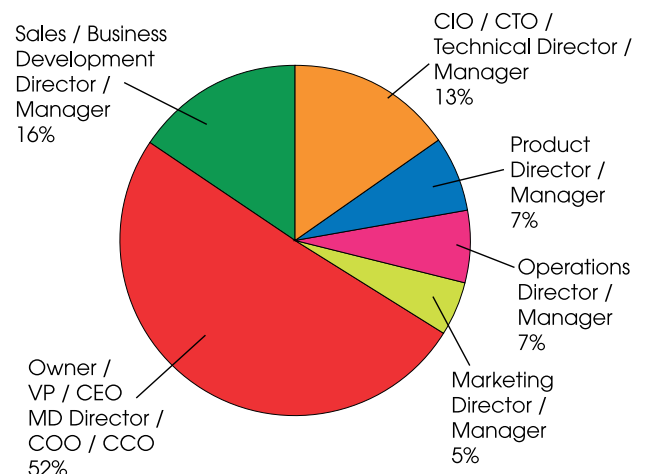
Other sessions will examine the issues behind the delivery of managed services in this new world and the opportunity and threats associated with the growing importance of security.



## COMPANY TYPE



## JOB ROLE



### 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 Europe 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 and Solution VARs.
- Platinum sponsors - position your company as a thought leader by 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.

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PACKAGES	Platinum £10,950	Gold £8,350	Silver £4,950
Opening Introduction Elevator Pitch (3 minutes) - Main Conference AM* <sup>1</sup>	✓		
Plenary Panel Session Participation * <sup>2</sup>	✓		
Breakout Session Speaking Slot * <sup>3</sup>	✓	✓	
Breakout Session Panel Slot * <sup>4</sup>	✓	✓	
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	✓	✓	✓

\*<sup>1</sup> Opening Introduction elevator Pitch (3 minutes) – Main Conference AM

\*<sup>2</sup> Participation in panel discussion in the main AM conference sessions

\*<sup>3</sup> Speaking slot in one of the conference breakout sessions

\*<sup>4</sup> Participation in one of the panel discussions within the conference breakout sessions



“PROVIDING EXTENSIVE NETWORKING TIME FOR DELEGATES TO MEET WITH POTENTIAL BUSINESS PARTNERS.”

**TO DISCUSS SPONSORSHIP OPPORTUNITIES CONTACT:**

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