



VIRTUAL ICT: A REAL ASSET

Virtualization effects on business: its technologies and applications 2010 ROADSHOW

JANUARY 29th, ROME • FEBRUARY 17th, MILAN • MAY 20th, BOLOGNA • 29th SEPTEMBER, PADUA

AIM OF THE PROJECT

Important ICT market researchers affirm that, in few years, virtualization will be one of the trends that will more impact enterprise, able to modify IT and telco architecture that supports company activities. In practice, virtualization can be declined in different ways and extended to a large number of applications and technologies: from storage to networking, from servers to applications, until the brand-new usage and payment of IT systems according to the method of Software as a Service (SaaS).

Virtualization offers flexibility, resources optimization and business on demand, making the IT infrastructure faster, the IT department more proactive to the different company needs and the enterprise, on the whole, more capable to use technology to support business and reactive to competitive market. All this keeping an eye on cost saving that vVirtualization impacts a lot. Which are virtualization technologies? Which are its applications and affects on business? Which are the best practices to implement virtualization?

In order to answer these questions, in 2010 Soiel International will propose four dates of the congress with exhibitor area **VIRTUAL ICT: A REAL ASSET. Virtualization effects on business: its technologies and applications**. The 2010 events are the result of the successful dates in 2009 and the great outcome of more than 20 events about virtualization organized by Soiel International in last few months. Events will be held in:

ROME on JANUARY 29th

Sheraton Hotel EUR, viale del Pattinaggio 100

BOLOGNA on MAY 20th

Savoia Hotel Regency, via del Pilastro 2

MILAN on FEBRUARY 17th

Milan Marriott Hotel, via Washington 66

PADUA on SEPTEMBER 29th

Sheraton Hotel Padova, corso Argentina 5

The congress, **free of charge for visitors** after subscription, will develop itself through the morning in a single session and will be accompanied by an exhibitor area, where coffee breaks and lunches will be served and where companies will be able to meet visitors.

PROGRAM

Each congress program will run through a series of speeches held by the Sponsor companies, who will face, from a technological and applicative point of view, all the aspects of virtualization, through a cultural path that will go through some main aspects such as:

- Virtual data center: why and how?
- Increasing IT resources through the use of virtualization
- Virtualization and IT architecture: costs saving and improved performances
- Virtualization and IT management
- Virtual applications in support of operations
- Virtualizing IT infrastructure to increase information safety and availability
- Virtualized PC Desktop: thin client
- The effective virtualization is based on effective network of communications
- Virtualization, Network Performance Management and Data Acceleration
- The hidden risks of Virtualization.

DATE & LOCATION

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VISITORS TARGET

The congress will be mainly promoted through: IT Manager, CIO, Managing Director of small, medium and big end user enterprises, together with decision makers of public sector.

Invited people will be taken from Soiel International DB, which collects 320.000 names of professionals (94.000 of them with personal e-mail address).

SERVICES FOR VISITORS

All visitors participating at the congress will receive a folder containing:

- Sponsor and Exhibitor company profiles
- Speakers' bios
- A doc containing user id and password to download pdf format of the presentations from Soiel International website
- 1 printed copy of Office Automation

PROMOTIONAL ACTIVITIES

The event will be promoted through:

Advertising - ADV Pages on Office Automation, Executive.IT, Innovazione.PA and other magazines of the ICT sector

E-mailing - Direct e-mail marketing activity through Soiel International database

Fax mailing - Fax mailing activity through Soiel International database

Website - Banner and news posted on www.soiel and www.soieltv.it

Category Associations - Partnership with local Category Associations (Confindustria, Associazioni Piccole e Medie Imprese and more).

PARTICIPATION WAYS

SPONSOR

Sponsor participation provides a fee of **€ 5.000,00 (Vat not included) for each event** and includes:

- **20 minutes Speech**
- **Set-up Desk**
- **Excel File with all the names of event subscribed people**
- Company logo reproduction on promotional documentation of the event: invitations and ADV pages
- Company logo and company profile reproduction on the documentation of the event
- Speaker's bio with his photo printed on the documentation of the event
- Reportage on Office Automation
- Video interview to be posted on www.soieltv.it.

EXPO

Expo participation provides a fee of **€ 3.500,00 (Vat not included) for each event** and includes:

- **Set-up Desk**
- **Excel File with all the names of event subscribed people**
- Company logo reproduction on promotional documentation of the event: invitations and ADV pages
- Company logo and company profile reproduction on the documentation of the event
- Speaker's bio with his photo printed on the documentation of the event
- Reportage on Office Automation
- Video interview to be posted on www.soieltv.it.

DEADLINES & CONTACTS

- Deadline for **SPONSOR** participation: **within 45 working days before each event**
- Deadline for **EXPO** participation: **within 30 working days before each event**

For further information:

Soiel International • Mrs. Giovanna Cipriani • tel. +39 02 26148855 • e-mail giovanna.cipriani@soiel.it



PARTICIPATION FORM TO FILL OUT AND SEND TO:
SOIEL INTERNATIONAL • fax: +39 02 93661295 • e-mail: giovanna.cipriani@soiel.it

INVOICING DATA *(please fill out all gaps in capital letters)*

COMPANY.....

ADDRESS..... ZIP CODE.....

CITY.....

VAT NUMBER..... FISCAL CODE

INVOICE WILL HAVE TO BE DELIVERED TO (GAP STO BE FILLED OUT JUST IF DIFFERENT FROM THE ABOVE ONES)

ADDRESS ZIP CODE

CITY.....

P.O. NUMBER WILL BE EMITTED NO SI P.O. NUMBER.....

ACCOUNTING REPRESENTATIVE

NAME..... SURNAME

TEL..... FAX E-MAIL.....

PARTICIPATION WAYS

Here is confirmation for participating in **VIRTUAL ICT: A REAL ASSET 2010** that will be held in:

- | | | |
|--|---|--|
| ROME JANUARY 29TH | <input type="checkbox"/> SPONSOR € 5.000,00* | <input type="checkbox"/> EXPO € 3.500,00* |
| MILAN FEBRUARY 17TH | <input type="checkbox"/> SPONSOR € 5.000,00* | <input type="checkbox"/> EXPO € 3.500,00* |
| BOLOGNA MAY 20TH | <input type="checkbox"/> SPONSOR € 5.000,00* | <input type="checkbox"/> EXPO € 3.500,00* |
| PADUA SEPTEMBER 29TH | <input type="checkbox"/> SPONSOR € 5.000,00* | <input type="checkbox"/> EXPO € 3.500,00* |

* Vat not included

For a total import of € + VAT

The amount will be invoiced after signage of the form or after P.O. number communication, with payment after 30 days of invoice date through bank transfer through the following bank:
 Banco di Brescia – IBAN IT40H0350001601000000018118 C/C 000000018118 – ABI 03500 – CAB 01601

Date

Stamp and Signature

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