



# Fujitsu World Tour 2018

Sponsoring Flyer

FUJITSU

Human Centric Innovation

# Co-creation for Success

shaping tomorrow with you



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**CLAUS-PETER UNTERBERGER**  
VICE HEAD, GLOBAL MARKETING, FUJITSU

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## Here's why you should become a Fujitsu World Tour sponsor in 2018...

The Fujitsu World Tour is still the largest roadshow of its kind, with more than 14,000 attendees at high quality events across 6 continents. It delivers a unique opportunity to experience first-hand how Fujitsu is helping organizations to connect the digital dots, by exploring how the latest insights and solutions can address the major challenges facing business and society.

The Fujitsu World Tour concept combines keynotes, breakouts, expert talks and demonstrations, all targeted for a senior decision maker audience. Our Fujitsu World Tour sponsors are able to share their propositions and solutions with customers and prospects across a wide range of industries, both increasing their brand awareness and creating specific new business conversations.

This is a proven, cost-effective way for sponsors to support their growth objectives on a global scale.

**The sponsor packages are in high demand.  
Please secure your sponsorship as soon as possible  
and join us all at Fujitsu World Tour 2018!**

# The future of business and IT in focus

Did you know that over 90% of executives believe they lack the skills needed for successful digital transformation, more than a third have cancelled a digital project in the past two years and as many as two-thirds admitted failures had put them off pursuing new projects?

**That's why we're bringing our digital expertise to you with our Fujitsu World Tour 2018.**

More than 14,000 ICT decision-makers took part in last year's Fujitsu World Tour. They came to an undisputed conclusion: An outstanding and highly informative event that presents the latest products, solutions and services in exhibitions and conferences and which provides a platform for ICT decision-makers.

Be there as a sponsor! Benefit from such potential for growth. Make new contacts and renew those business relationships in those markets that are important for your business. Acquire new customers from both the IT elite of major industrial nations as well as from the emerging markets.





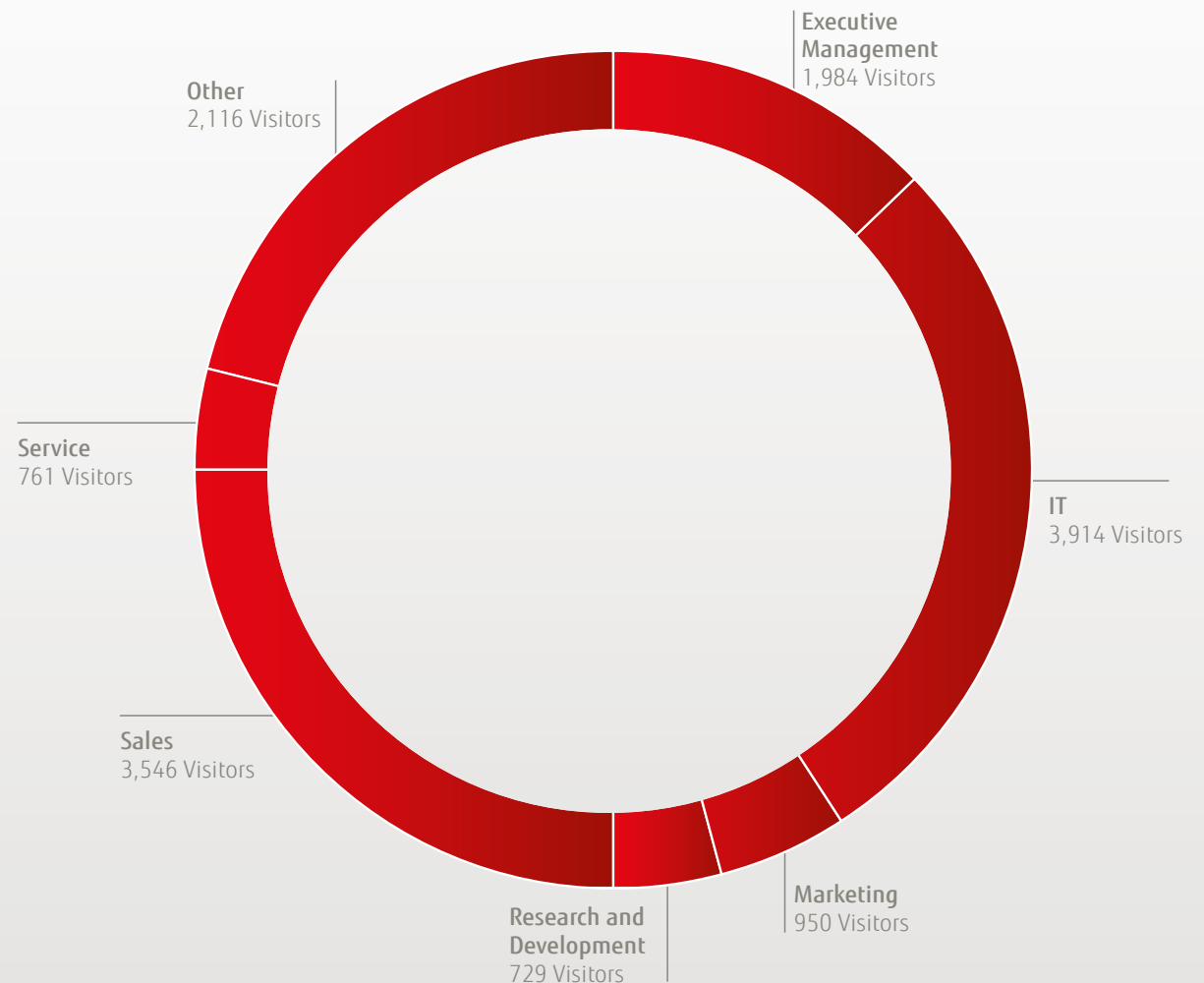


From one of our visitors:

“Great event. Well organized. Great speakers and information which is relevant, current and forward thinking”

# We address the markets

- Benefit from an event series that provides more than 14,000 attendees from various industries such IT, Sales and Executive Management in key industrial nations with innovative ideas and concepts for efficient IT.
- Leverage the popularity of a trend-setting event to showcase your business and portfolio for an audience of IT leaders in Europe, the Middle East and India.
- Address several thousand IT executives and decision-makers.
- Strengthen existing business relationships and make new contacts.
- Participate in Fujitsu World Tour 2018 to open up new markets for your products, solutions and services.
- Make use of the options provided by selective sponsoring and choose from among the many offerings and events that best match your business objectives.





A man with a grey beard and hair, wearing a dark suit and a light blue shirt, is shown in profile from the chest up. He is holding a small microphone in his right hand and gesturing with his left hand. The background is dark with many out-of-focus red and orange lights, creating a bokeh effect.

From one of our visitors:

"Keep innovating & inspiring us."

# Fujitsu World Tour – Customer feedback

The facts speak for themselves: 9 out of 10 attending the last Fujitsu World Tour said that this event is one of the most important ITC events. 9 out of 10 people surveyed said that they would visit the next event. And 10 out of 10 people surveyed (100%) said that time spent at the Fujitsu World Tour is a sensible and effective investment.

Benefit from this top international event and reach out to your main target group. The Fujitsu World Tour enables you to present your business to those people who decide on how millions of Euros and dollars are invested in IT.

Degree of satisfaction (2017)



# Thousands of IT decision makers are waiting for you here!

## Events > 500 Participants

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### European Truck Tour

- > Poland Warsaw 10.04.2018\*
- > Sweden Stockholm 29.05.2018\*
- > Portugal Lisbon 28.06.2018\*
- > UK London 12.07.2018

### Oversea Events

- > USA New York 30.05.2018
- > Australia Sydney 19.06.2018
- > Russia Moscow Sept/Oct 2018\*

## Events > 300 Participants

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### European Truck Tour

- > Italy Milan 08.05.2018\*
- > Belgium Brussels 07.06.2018
- > Netherlands Utrecht 11.06.2018\*

### Oversea Events

- > Brazil Sao Paulo Sept/Oct 2018

\* Sponsorship packages are sold out





From one of our visitors:

"I now see Fujitsu are not just a hardware company and that they really understand the business needs of my industry sector"

# Become a diamond, platinum, gold or silver sponsor

Leverage the proven customer appeal of the international Fujitsu World Tour 2018 which supports you in achieving your business objectives.

You can choose from several attractive options:

	Events > 500 Participants:	Events > 300 Participants:
Silver Partner:	€ 5,000 (per location)	€ 4,000 (per location)
Gold Partner:	€ 15,000 (per location)	€ 12,000 (per location)
Platinum Partner:	€ 30,000 (per location)	€ 25,000 (per location)
Diamond Partner:	€ 40,000 (per location)	€ 35,000 (per location)

**Availability: Booking on a "first come first serve" basis.**

## EARLY BIRD DISCOUNT:

5% discount up to February 2<sup>nd</sup>.  
3% discount up to February 15<sup>th</sup>.

# Become a diamond, platinum, gold or silver sponsor

## Before the event ...

	Silver	Gold	Platinum	Diamond
■ Inclusion and placement of your name and logo in activities in advance of the event, for example electronic media, Internet ...	–	–	■	■
■ Placement of your logo on the event website	■	■	■	■
■ Company description on the event website	–	■	■	■
■ Communication via Fujitsu social media channels: Tweets on Twitter	1	2	3	3
■ Exclusive joined LinkedIn campaign	–	–	–	■
■ Banner in Fujitsu Event App	–	–	■	■
■ Quote for Press Release	■	■	■	■
■ Weekly attendee report (Job title & company)	■	■	■	■

## During the event ...

■ Exhibition Space				
4x2 Meter with Partner Branding (2x Demo Desk (incl. PC and TFT), Meeting Table, 1x 48" Screen	–	–	–	■
3x2 Meter with Partner Branding (2x Demo Desk (incl. PC and TFT), 1x 48" Screen	–	–	■	–
2x2 Meter Exhibition Space with Partner Branding (2x Demo Desk (incl. PC and TFT)	–	■	–	–
1x2 Meter Exhibition Space (1x Demo Desk (incl. PC and TFT)	■	–	–	–
■ Distribution of one roll-up to be placed next to the exhibition booth	–	■	■	■
■ Logo placement on the sponsor board in the exhibition area	–	■	■	■
■ Logo placement on the sponsor board in the conference center	–	–	■	■
■ Logo placement on the back wall of the stage in the plenary room	–	–	■	■
■ Participation in a keynote (5-10 minutes) or a round table discussion or a dedicated breakout session (min. 25 minutes)	–	–	■	■
■ Digital lead retrieval and access to the database (access to their leads only)	■	■	■	■
■ Workshops	–	■	–	–

## After the event ...

■ Inclusion and placement of your name and logo in follow-up communications (thank-you mails, etc.)	–	–	■	■
■ Placement of your logo on the past event websites	–	–	■	■



# Marketing options available to our sponsors

Select the options that interest you – and contact us as soon as possible – first come first serve. Additional marketing options can be discussed locally.

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Social Media package (€2,000 / event)

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Sponsoring of welcome reception/lunch/dinner (€2,000 / event)

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Exclusive customer dinner

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Logo placement on lanyards handed out to all participants\*

- 1 Event € 3,000
  - all Events € 50,000
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Exclusive Co-branding of one truck of the European Truck Tour

- 6 – 8 Events € 50,000
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Meeting Room – depending on availability (€4,000 / event)

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Branding of a co-creation action/program

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„Fujitsu World Tour Innovation Partner“ € 30,000

- On Invitation only
  - Meeting Room
  - Pre-Arranged Customer Meetings
  - Keynote involvement
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\* Logo placement or branding always as co-branding with Fujitsu logo.

# Take advantage of our benefits

## Events > 300 Participants rates per location:

Packages	Discount in %	Silver Partner		Gold Partner		Platinum Partner		Diamond Partner	
		Normal	With discount	Normal	With discount	Normal	With discount	Normal	With discount
1	0 %	€ 4,000	€ 4,000	€ 12,000	€ 12,000	€ 25,000	€ 25,000	€ 35,000	€ 35,000
2	2.5 %	€ 8,000	€ 7,800	€ 24,000	€ 23,400	€ 50,000	€ 48,750	€ 70,000	€ 68,250
3	5 %	€ 12,000	€ 11,400	€ 36,000	€ 34,200	€ 75,000	€ 71,250	€ 105,000	€ 99,750
4	6 %	€ 16,000	€ 15,040	€ 48,000	€ 45,120	€ 100,000	€ 94,000	€ 140,000	€ 131,600

# Take advantage of our benefits

## Events > 500 Participants rates per location:

Packages	Discount in %	Silver Partner		Gold Partner		Platinum Partner		Diamond Partner	
		Normal	With discount	Normal	With discount	Normal	With discount	Normal	With discount
1	0 %	€ 5,000	€ 5,000	€ 15,000	€ 15,000	€ 30,000	€ 30,000	€ 40,000	€ 40,000
2	2.5 %	€ 10,000	€ 9,750	€ 30,000	€ 29,250	€ 60,000	€ 58,500	€ 80,000	€ 78,000
3	5 %	€ 15,000	€ 14,250	€ 45,000	€ 42,750	€ 90,000	€ 85,500	€ 120,000	€ 114,000
4	6 %	€ 20,000	€ 18,800	€ 60,000	€ 56,400	€ 120,000	€ 112,800	€ 160,000	€ 150,400
5	8 %	€ 25,000	€ 23,000	€ 75,000	€ 69,000	€ 150,000	€ 138,000	€ 200,000	€ 184,000
6	9 %	€ 30,000	€ 27,300	€ 90,000	€ 81,900	€ 180,000	€ 163,800	€ 240,000	€ 218,400
7	10 %	€ 35,000	€ 31,500	€ 105,000	€ 94,500	€ 210,000	€ 189,000	€ 280,000	€ 252,000



# Participate – and benefit together with us

Please contact us as soon as possible. The number of sponsoring packages available is limited, so all requests will be handled on a “first come first serve” basis.

If you have suggestions for individual marketing activities not listed in our packages, please contact us.

**The deadline for sponsorship applications is 28th February, 2018.**

Participation is subject to the general terms and conditions specified for exhibitions and events organized and conducted by Fujitsu Technology Solutions GmbH. We will be happy to send you this information.

Do you have any questions? Would you like more information? Please feel free to contact us: We look forward to hearing from you!

**Fujitsu Technology Solutions GmbH**

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**PLEASE NOTE THAT THE DEADLINE FOR BECOMING A SPONSOR IS 28<sup>th</sup> FEBRUARY, 2018.**



# We hope to welcome you at the Fujitsu World Tour 2018

## FUJITSU TECHNOLOGY SOLUTIONS GMBH

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(per call 14 cents/minute; from mobile networks 42 cents/minute max.)  
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