



Reserve  
your  
seat for



**IRISLink**  
February 2<sup>nd</sup> & 3<sup>rd</sup>  
Brussels Airport **2009**

**Sponsorship Prospectus**

 visit us at  
[www.irislink.com](http://www.irislink.com)

**Monday 2<sup>nd</sup> February and Tuesday 3<sup>rd</sup> February 2009**

**Sky Hall and Sheraton – Brussels Airport – Belgium**

[www.irislink.com/irislink2009](http://www.irislink.com/irislink2009)



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## Overview of the event

The IRISLink 2009 event is a key appointment for all professionals involved in information management. In the same day, you can meet the main actors of the **document Imaging Industry**, specialists of **Enterprise and Content Management** and experts in complex **IT infrastructure**.

A keynote conducted by I.R.I.S.' top management will present you the **latest innovations in Intelligent Document Recognition** and what are, in our changing world, the **main challenges of an efficient Information management system**.

After the keynote, you will have the opportunity to make your own program by visiting I.R.I.S. and our partners' booths or attending one or several breakout sessions depending of your needs and the information you are looking for.

Key information will be delivered about important topics such as document scanning, data capture, intelligent document recognition, PDF archive optimization, invoice processing, document management and archiving, information storage, etc.

This exceptional event will gather together all international I.R.I.S. partners and customers: no less than 600 attendees are expected!

To have an overview of the event, we invite you to visit last year event website at: [www.irislink.com/ipm2008](http://www.irislink.com/ipm2008) . You will see a collection of videos, pictures, PPT presentations that will make you better understand why it's so important to be there!

## Who's going to be there?

- IT Directors
- Public Administrations
- Large Accounts
- Leading Enterprise Content Management companies
- Value Added Distributors and Value Added Resellers
- ERP and accountancy software Companies
- Leading MFP and scanner manufacturers
- Leading imaging solutions editors
- Distributors
- IT Resellers and e-tailers
- System integrators
- Press and industry analysts

# Sponsorship opportunities

Don't miss this opportunity to sponsor one of the major event in the world of document imaging and management.

See the different sponsor packages available and choose the package that will best help you to maximize your visibility.

Your benefits	Platinum	Gold	Silver	Bronze
Investment - without VAT	20.000 €	15.000 €	10.000 €	5.000 €
<b>Booth package</b>				
Exposition space (in meters)	5 x 2	5 x 2	3 x 2	3 x 2
Basic signage (company name - text only)	Yes	Yes	Yes	Yes
Electricity (3 electrical outlets)	Yes	Yes	Yes	Yes
Internet connection (WIFI)	Yes	Yes	Yes	Yes
2 bar stools	Yes	Yes	Yes	Yes
Bar tables	2 bar tables	2 bar tables	1 bar table	1 bar table
A brochure display	Yes	Yes	Yes	Yes
20 " flat screen	Yes	Yes	Yes	Yes
<b>Cocktail and Lunch sponsoring</b>				
Welcome cocktail the day before: - logo on banners - logo on bar tables	Yes			
Walking lunch in the exhibition area: signage with logo and literature on all bar tables	Yes			
<b>Conferences &amp; Meetings</b>				
A dedicated meeting room for your private appointments	Yes			
Workshops: speaking opportunity of 30 minutes in front of a very qualified audience	Yes	Yes		
<b>Branding &amp; Marketing Material</b>				
Logo displayed on stage on a banner during the main keynote session	Yes	Yes		
Logo on all electronic and paper invitations	Yes	Yes	Yes	No
Logo and company description on the Event website	300 words	100 words	50 words	logo only
Logo in the PPT presentation of the main keynote session	Yes	Yes	Yes	No
Logo on the event program	Yes	Yes	Yes	Yes
<b>Invitations</b>				
Opportunity to invite your prospects/customers to the event	Up to 50	Up to 25	Up to 10	No
<b>Marketing and Press Relation Material</b>				
Digital Brochures in the Welcome DVD (max 2 brochures)	Yes	Yes	Yes	No
One press release in the I.R.I.S. press kit	Yes	Yes	No	No

## Additional Marketing Opportunities available for purchase

Marketing Opportunity	Available	Quantities	Price
<b>BOOTH PACKAGE</b> only. Includes: - A 3 x 2 m exposition space - 1 bar table - 1 bar stool - Signage, electricity, internet connection, 1 brochure display	5	-	3.000,00 €
<b>Gala Evening &amp; Awards Dinner</b> Celebrate with I.R.I.S. this intense day of networking. Your logo or brand will be displayed on stage and you will have the privilege to give a 5 mn speech in the beginning of the Awards Dinner. During the dinner, Awards will be given to our customers for outstanding projects or realisations achieved together.	1	-	10.000,00 €
<b>Coffee Break</b> Exclusivity: company logo displayed on signs in the exhibition & breakouts areas. These coffee breaks will be accessible during all the day.	1	-	5.000,00 €
<b>GREEN Marketing</b> - Company logo on Universal <b>solar power charger</b> (dim 20 x 30 cm) - for mobile phone; MP3 or camera	1	500	15.000,00 €
<b>GREEN Marketing</b> - Company logo on <b>reusable shopping bags</b> (co-branding with I.R.I.S.)	1	1000	5.000,00 €
<b>GREEN Marketing</b> - Company logo on <b>Manual flashlight 3 leds</b> - no batteries - recharges by a manual dynamo	1	500	4.000,00 €
<b>WELLNESS Marketing</b> - Associate your brand with a 15 mn relaxing massage on a chair: an unforgettable experience!	1	<u>From 12:30 to 14:30</u> 5 massagers on the booth <u>From 14:30 to 17:30</u> 2 massagers on the booth	3.000,00 €
Welcome present in hotel rooms: Welcome the visitors with one of the <b>Best Belgian Chocolates in their personal room!</b> Offer a Marcolini chocolate box with your brand	1	-	5.000,00 €
<b>Advertisement</b> in event program	2	700	2.000,00 €
Co-branded <b>lanyards</b>	1	700	1.500,00 €
Company logo on <b>Notepads</b>	2	700	1.500,00 €
Co-branded <b>pens</b>	1	700	1.000,00 €



# Sponsorship Benefits

## **Welcome cocktail and Walking lunch sponsorship**

A nice way to promote your company while attendants are enjoying their meal! Platinum sponsors will have their company logo and one brochure on the table bars of the welcome cocktail (the day before the event) and the walking lunch.

## **Private meetings in the VIP meeting space**

Want a quiet area to optimize your meetings? A dedicated VIP meeting space will allow Platinum sponsors to organize their appointments in a comfortable and professional way.

## **Breakout sessions of 30 mn**

Present your products and services on the occasion of a 30 mn speaking opportunity in front of a very qualified audience.

## **Banner in keynote session theatre**

Be present in the main keynote session room through a dedicated banner (for Platinum and Gold sponsors).

## **Logo on all invitations & all related promotional materials**

I.R.I.S. will realize paper and electronic invitations.  
Your logo will be inserted on each invitation we send.  
These invitations will be sent to:

- IT Directors
- Public Administrations
- Large Accounts
- Distributors
- IT Resellers and e-tailers
- Value Added Resellers
- ERP and accountancy software Companies
- Leading MFP and scanner manufacturers
- Leading imaging solutions editors
- System integrators
- Press and industry analysts

## **Invite your prospects and customers to IRISlink2009**

Invite your own customers or prospects and offer them to meet key players of the document imaging sector.

- Up to 50 guests for Platinum Sponsors
- Up to 25 guests for Gold Sponsors
- Up to 10 guests for Silver Sponsors



### **Logo used during the keynote session (sponsors presentation)**

I.R.I.S. will present its innovations in Intelligent Document Recognition and its expertise in Document and Content Management in front of all the attendees during a keynote session. The presentation of I.R.I.S. sponsors will be made on this occasion. Be there as a key player in front of a very qualified audience!

### **Logo and company description on the Event Section of I.R.I.S. website**

The International Partner Meeting will benefit from a dedicated section on I.R.I.S. website. A link on I.R.I.S.' welcome page will guide visitors directly to the presentation of the event. Sponsors will have visibility in this section according to their level of sponsorship:

- The company logo
- a 300 words company description for Platinum sponsors
- a 100 words company description for Gold sponsors
- a 50 words company description for Silver sponsors

### **Welcome DVD**

Each participant will receive a welcome DVD containing:

- Flyers of all I.R.I.S. new products and services
- Brochure of all Sponsors (maximum 2 brochures)
- The slide shows of I.R.I.S.' keynote session

### **Press Kit**

An international specialized press will attend the event to catch the latest innovations in our sector. A press kit will be offered to journalists containing all the relevant information of the day. Platinum and Gold sponsors can insert one press release in the press kit.

### **One demonstration booth**

Each Sponsor will have a demo desk composed of:

- A Basic signage
- A demonstration desk (bar table)
- 2 bar stools
- Electricity with multiple electrical outlets
- An internet connection (WIFI)
- A Brochure display
- A 20" flat screen

For additional furniture, please see the order form at the end of the document.

NB: I.R.I.S. reserves the right to select attendees and sponsors if needed.



## Localization



## What will be there?

Welcome cocktail on Monday 2<sup>nd</sup> February 2009  
The exhibition area on Tuesday 3<sup>rd</sup> February 2009  
The Workout sessions on Tuesday 3<sup>rd</sup> February 2009

## Address

Brussels National Airport, Zaventem 1930, Belgium



## Sky Hall



### What will be there?

The Keynote on Tuesday 3<sup>rd</sup> February 2009  
The Gala evening on Tuesday 3<sup>rd</sup> February 2009

### Address

**Brussels National Airport, Zaventem 1930, Belgium**

The Sky Hall is located inside Brussels National Airport – Access is very easy from the Sheraton hotel



# Agenda

## Day 1: Monday 2<sup>nd</sup> February 2009

- 17:00 – 18:00 Registration
- 18:00 – 18:30 Launching of the event by Pierre de Muelenaere
- 18:30 – 20:30 Welcome Cocktail

## Day 2: Tuesday 3<sup>rd</sup> February 2009

- 09:00 - 09:30 Welcome coffee
- 09:30 - 11:30 Keynote by Pierre De Muelenaere & Etienne Van de Kerckhove
- 11:30 - 12:00 Coffee Break in the exhibition area
- 12:00 - 12:30 Breakout sessions
- 12:30 - 14:00 Walking lunch in the exhibition area
- 14:00 - 17:00 Breakout sessions
- 16:00 - 16:30 Coffee Break in the exhibition area
- 17:00 - 19:00 Free time
- 19:00 - 23:00 Gala Evening & Awards Ceremony

# PLANNING: IRISLink 2009 - Tuesday 3<sup>rd</sup> February 2009

9:00 - 9:30	SKY HALL - BRUSSELS AIRPORT		Welcome coffee
9:30 - 11:30	SKY HALL - BRUSSELS AIRPORT		I.R.I.S. Keynote Session Pierre De Muelenaere, President & CEO Etienne Van de Kerckove, CEO

11:30 - 12:00	SHERATON BRUSSELS AIRPORT		Coffee Break in the exhibition area
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OPTIMIZING YOUR DOCUMENT PROCESSING			
Scan, Sort, Classify, Index, Compress, Extract and Convert your Information with the latest technologies			
Room 1	Room 2	Room 3	Room 4
<b>Digital Mailroom</b> Highly optimized information logistics based on DocuTec Xtract for Documents	<b>IRIS Powerscan B.2</b> The most powerful, easy-to-use production scanning and OCR solution	I.R.I.S. - to be defined	Platinum Sponsor
<b>IRIS Pdf 7.2 Server</b> The most robust solution to structure, index, highly compress and convert your documents into optimized searchable text files	I.R.I.S. - to be defined	Sponsor breakout session	How to combine ECM and a collaborative platform in one vision & strategy I.R.I.S. Solutions & Experts
<b>IRIS Capture Pro</b> An intelligent software suite that automatically captures, sorts and identifies all types of documents and forms	<b>From Paper to SharePoint</b> via IRIS Powerscan™ An end-to-end document capture, indexing, OCR and Microsoft SharePoint integration solution	Sponsor breakout session	Case Study Document Management I.R.I.S. France
Sponsor breakout session	<b>I.R.I.S. OCR toolkit</b> Bring the power of recognition to your application with IDRS 12.5!	I.R.I.S. - to be defined	Case Study European Commission & Documentum International Organizations I.R.I.S. Solutions & Experts
<b>I.R.I.S. mobile scanning devices</b> A complete range for the modern business man IRISCard, IRIScan & IRISPen	Sponsor breakout session	Sponsor breakout session	Case Study A Successful ECM installation based on Open Text I.R.I.S. Netherlands (Morningstar)

SHIF HAPPENS – THE WORLD IS CHANGING			
Corporate Information Governance : business and IT join forces			
Room 5	Room 6	Room 7	Room 8
Case Study Bank & Insurance I.R.I.S. Luxembourg	How to implement a Document Management Center for corporate users?	Sponsor	Tomorrow's PC Virtualization I.R.I.S. Virtual Desktop I.R.I.S. ICT
Case Study Automatic Categorization and Classification of Documents Catholic University of Louvain	Session about the legal aspects of a digital archiving I.R.I.S. Solutions & Experts	Coffee Break	How to calculate the ROI of an ECM Project?
Case Study A Successful ECM installation in the Belgian Public Sector I.R.I.S. Solutions & Experts	Session about Knowledge Management I.R.I.S. Solutions & Experts	Advantages of Hosting your solution I.R.I.S. ICT	Next Enterprise Data Center Sponsor breakout session

17:15 - 19:00	SKY HALL - BRUSSELS AIRPORT		Free time
19:00 - 23:00	SKY HALL - BRUSSELS AIRPORT		GALA EVENING & AWARDS CEREMONY



# Sponsorship agreement

Please complete all information, sign, date and return to Catherine Rochigneux

→By Post: I.R.I.S. sa - 17, rue du Bosquet - 1348 Louvain-la-Neuve - Belgium

→By Fax: +32 10 45 34 43

→By e-mail: [catherine.rochigneux@irislink.com](mailto:catherine.rochigneux@irislink.com)

## Company Information

Company Name: .....

Sponsor Contact: .....

Address: .....

.....

Zip: .....

City: .....

Country: .....

E-mail: .....

Phone: .....

Fax: .....



## IRISLink 2009 Additional furniture

<b>Exhibitor Name</b>	
<b>Booth Name</b> (name of product, service, solution, etc)	
<b>Responsible Name</b>	
<b>Mobile Number</b>	

### Booth equipment - technical and furniture

The announced maxima are advised according the floor space (3 m x 2 m)	Standard equipment	Maxima
High Table - 75 x 75/128 cm(high)	1	2
Bar stool	2	2
Brochure display	1	1
Power sockets (2 pin sockets with 220 voltages)	3	3
20" flat screen	1	1

#### Additional material (not included in the standard equipment - will be charged)

	Price/unit	Quantity	Total
High Table - 75 x 75/128 cm(high)	€ 40		
Bar stool	€ 40		
Flat screen (a second high table is needed)	€ 80		

**Total to be invoiced**

**Material Description**

Can you list or describe the material you're going to display on your booth

**Specific requests or remarks**

Signature for Approval



## I.R.I.S. Contacts

### **I.R.I.S.**

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More information on the event: [www.irislink.com/IRISLink2009](http://www.irislink.com/IRISLink2009)

I.R.I.S. Web site: [www.irislink.com](http://www.irislink.com)

Access map Sheraton :

<http://www.starwoodhotels.com/sheraton/property/area/directions.html?propertyID=295>