



Germany
23 & 24 February 2006

2006 European Press Summit 23rd & 24th February 2006 - Garmisch, Germany -

The only event in Europe which will provide you with the opportunity to reach an audience of over 2 million CIO's, MIS Managers/Directors & IT Professionals



Scheduled Meetings over 2 Days with key Technology Press & Analysts

"NetEvents has a proven formula for successfully bringing together the top networking press from around the world with leading vendors in a single location... it's highly cost-effective and makes efficient use of an executive's time."

John McHugh, Vice President & Worldwide General Manager, Pro-Curve Networking, Hewlett Packard



This is one of the most important gatherings of press and analysts in Europe during 2006. Meet key press and analysts to discuss the latest hot topics concerning enterprise networking & telecoms and pave the way for forthcoming European shows such as CeBit which takes place in March 2006.

You will benefit from:

- ◆ A series of individually scheduled meetings with selected European press and analysts over 2 days
- ◆ Speaker opportunities for your senior executives in debate sessions which include Enterprise Networking, IT Security, Wireless Technologies, Telecoms etc.
- ◆ Privileged previews of the latest lab tests, market analysis and forecasts from Industry Analysts
- ◆ An ideal environment to nurture effective vendor/media relations



NetEvents – Where Technology Leaders meet the World's Press

Our European Press Summits are run by a professional team who, since 1996, have built a great reputation for bringing together key players in the industry in a relaxed yet focused environment. For some it is a key opportunity to make a corporate announcement or launch a product, for others it is a way to establish better media relations or dialogue with the industry's top analysts plus the perfect complement to existing PR activities.

Furthering Press contacts...

"NetEvents is a must for any company who wants better visibility in the European market. The quality of press and analysts that attend the conference each year is very impressive. Each year we make new contacts and strengthen the relationships we made the year before. NetEvents has proven to be the best European PR event we've ever attended!"

Jenni Adair, Director of Public Relations, Trapeze Networks



"NetEvents is key to our international PR programme. It goes beyond just packing what normally requires several weeks into just a few short days – it also provides an environment that fosters meaningful and long lasting relationships with the editors and analysts."

Neil Anderson, Vice President, Spirent Global Services



"NetEvents proved to be very successful and worthwhile attending. The event was very productive, giving us the opportunity to meet face to face with key journalists and analysts as well as major players in the industry. We look forward to attending future NetEvents."

Micheline Germanos, EMEA Director, Nortel Networks



".... I would strongly recommend this event to any organization considering it as part of it's European PR campaign. Be prepared, they take the concept of work hard, play hard to a whole new level!"

Marc Willebeek-LeMair, Chief Technical Officer, 3Com



"NetEvents provided Avici Systems with a great opportunity to interact with key members of the European press and analyst community in one convenient forum."

Esmeralda Swartz, Director Worldwide Marketing, Avici Systems



"NetEvents is one of the most effective IT focused forums for press and analyst relations that I have ever experienced - I'd recommend these events to anyone wishing to build relations with the global press and analyst community."

Nan Chen, President, Metro Ethernet Forum



"My most precious commodity is time. These events bring together journalists from all around the world, and we are able to hold one-to-one meetings. It is the most efficient way I have come across to deliver important business messages."

Bob Jones, Managing Director, Equinix





Brief Key European Press and Analysts in a series of scheduled sessions over two days...

We provide you with the opportunity to reach over 2 million readers of telecoms and networking publications in Europe. We schedule a series of eight 40 minute briefings for each vendor with 1-3 press/analysts in each meeting over 2 days. In addition, time is allocated for additional follow-ups over the two days. An example of some of the publications invited are listed below.

<u>Country</u>	<u>Publications invited</u>	<u>Country</u>	<u>Publications invited</u>
Austria	Computerwelt	Russia	Network Computing & Telecoms
Belgium	DataNews Networks & Telecom	Spain	Computerworld Espana Comunicaciones World PC Actual Redes & Telecom
Bulgaria	Network World	Sweden	Computer Sweden It.branschen Natverk & Kommunikation NyTeknik Sakerhet & Sekretess Telekom Idag
Denmark	Alt om DATA Datatid Telekommunikation	Switzerland	Kommunikation Computer Weekly Computing Communicate IT Week Mobile Campaign Network Computing Network Security Network Weekly Secure Computing TechWorld VNU.net ZDNet
Finland	Teknikka & Talous Nordic Wireless Watch	UK	
France	01 DSI 01Net 01 Informatique 01 Réseaux Confidentiel Securite Décision Informatique Réseaux & Telecoms Le Monde Informatique Test & Caetera	Pan European/ International	Cable & Satellite Communications Intl. European Reseller Light Reading Telecom TV Telecommunications Intl. Total Telecom Better Access Labs Broadband Testing Labs Canalys Current Analysis Datamonitor Dataquest Dell'Oro Group EuroLAN Research Forrester Gartner Group IDC Infonetics Research NSS Group Labs Yankee Group
Germany	Business & IT ComputerPartner Computer Reseller News ComputerWoche Computer Zeitung DATACOM Funkschau Information Week LANLine Network Computing NetworkWorld	Analysts	
Italy	Computerworld Italia Informatica & Telecomunicazioni Linea EDP (Reti & Impresa) Netstime.com Network News Italia Network Magazine NetworkWorld Italia Week IT		
Netherlands	Computable ComputerPartner LAN Magazine Telecommagazine Wireless Computing		
Norway	Dagens Telecom PC World Nettverk Telecom Revy		
Portugal	Redes LAN		

Note: If there are any other European networking or telecoms titles you would particularly like us to invite to this event please advise contact details when booking.

The press & analysts love it too...

“Excellent - the best event I have ever been to for bringing together the industry, channels and European press.”

Ralf Ladner, Editor-in-Chief, Network Computing (Germany)



“These events represent a very good opportunity for the French press to meet high level corporate and technical executives from many vendor companies. It’s great also, to be able to compare our vision of this world with other analysts and press. It’s a good way to establish better relations with many people in the industry.”

Frédéric Simottel, Editor-in-Chief, 01 Informatique (France)



“NetEvents is the best opportunity all year to meet key players in the technology sector and the most effective & efficient way to collect valuable information in a very short time.”

Fredrik Bernsel, Editor-in-Chief, Nätverk & Kommunikation/Säkerhet & Sekretess (Sweden)



“Strong subject focus, good background informative sessions, plenty of opportunities for interaction with the attending companies... it all boils down to time very well spent for solid technical and commercial insights.”

Guy Kindermans, Senior Editor, Data News (Belgium)



“I was very impressed with the sessions, the diversity of the journalists and the vendor representations. Good organisation and planning.”

Ian Keene, Vice-President, Gartner Group



“At these events I meet with the vendors and the press who are very important for me to network with and to talk to about the latest issues in networking over a couple of days. From my perspective, it has always been useful for me to get the inside story on the latest trends and to network with the most important people.”

Pim Bilderbeek, Vice President European Telecommunications and Networking Research, IDC



“These events are definitely unique. They bring together key press, vendors, and analysts in a very relaxed environment – very unlike the zoo-like atmosphere of industry trade shows. The on-stage debates... are lively, sparking keen audience interactions, while quieter, more intense discussions go on among press, vendors, and analysts during informal meetings...”

Michael Howard, Founder and Principal Analyst, Infonetics Research, Inc.



“...a great chance to make a whole lot of useful contacts, without the heavy industry approach.”

Tam Dell’Oro, Founder & President, Dell’Oro Group



Outline Agenda

The 2006 European Press Summit commences with a welcome reception at 7.30pm on Wednesday 22nd February and ends on Friday 24th February.

Wednesday 22nd February

- 3:00 – 8:00 pm *Hospitality desk open. Those who arrive early may take advantage of the leisure facilities or simply relax and enjoy the beautiful ski resort – home of the 1936 Winter Olympic Games..*
- 7:30 pm *Welcome reception*

Thursday 23rd February

- 7:30 – 8:30am *Breakfast & informal meetings*
- 8:30 – 8:40 am **Conference introduction**
- 8:40 – 9:00 am **Keynote Presentation**
- 9:00 – 9:20 am **Keynote Interview & Audience Q&A**
- 9:20 – 10:00 am **Debate Session I**
- 10:00 – 10:40 am **Debate Session II**
- 10:40 – 10:55 am *Coffee & refreshments*
- 10:55 – 11:35 am **Debate Session III**
- 11:35 – 12:25 am **Debate Session IV**
- 12:25 – 1:25 pm *Lunch*
- 1:30 – 3:30 pm **Scheduled press & analyst meetings**
- 3:30 – 3:45 pm *Coffee, desserts & refreshments*
- 3:45 – 5:45 pm **Scheduled press & analyst meetings**
- 5:45 – 6:25 pm *Open meeting sessions*
- 7:30 – 8.00 pm *Cocktail Reception*
- 8.00 pm *NetEvents Gala Dinner & 2006 Industry Awards*

Friday 24th February

- 7:30 – 8:30 am *Breakfast & informal meetings*
- 8:30 – 10:30 am **Scheduled press & analyst meetings**
- 10:30 – 10:40 am *Coffee*
- 10:40 – 12.00 pm **Scheduled press & analyst meetings**
- 12:00 – 01:00 pm *Lunch*
- 01:00 – 01:15 pm *Conference Introduction*
- 01:15 – 01:35 pm **Keynote Presentation**
- 01:35 – 01:55 pm **Keynote Interview & Audience Q&A**
- 01:55 – 02:35 pm **Debate Session V**
- 02:35 – 2:45 pm *Coffee, desserts & refreshments*
- 02:45 – 03:25 pm **Debate Session VI**
- 03:25 – 4:05 pm **Debate Session VII**
- 04:05 – 04.15 pm *Close of conference sessions*
- 4:15pm *Close of event & departures*

Please note: this outline agenda is subject to change.



Conference Details

Cost

The cost for a single delegate is £9,500 excluding hotel room. This price covers:

- ◆ A series of scheduled press and analyst briefings over 2 days – eight x 40 minute briefings, 1-3 press in each meeting
- ◆ All meals, refreshments and meeting room hire
- ◆ Flying in and hosting press and analyst representatives
- ◆ Press information pack display
- ◆ Speaker opportunity - consideration for participation in one conference debate session

Please note:

- ◆ An additional delegate from the same organisation may attend for a delegate fee of £2,950. Should your organisation wish to participate in more than one conference debate session, this will be considered on a case-by-case basis by the appropriate chairperson.
- ◆ All delegates are responsible for booking and paying for their own accommodation.
- ◆ All bookings for the 2006 European Press Summit should be secured by a nominal deposit of £1,000, to be received no later than 21st November 2005.
- ◆ Full & final payments required by 20th December 2005.

Early Bird Promotion : 2 for 1 offer

To ensure that you do not miss out on this event we are inviting you to register now. We are offering a superb Early Bird Promotion giving you the benefit of participating with 2 delegates for the price of 1. To qualify for this promotion signed booking forms need to be received by 21st October 2005 and all fees fully paid before 21st November 2005.

Sponsorship Opportunities

NetEvents is pleased to offer a number of selected activities and specific merchandise sponsorship opportunities to the vendor companies attending our 2006 European Press Summit. The sponsorship offerings provide an ideal opportunity for you to promote your company image, positioning and branding at this event which is attended by leading industry analysts, key journalists and senior executives from participating delegate companies.

At our previous events these sponsorship opportunities have proved highly successful and very diverse! For example, in Switzerland Alcatel sponsored the helicopter trips for press attendees flying over the Eiger and helicopter trips for selected press along the strip in Las Vegas at our USA event. 3Com sponsored a BBQ with husky racing on Lake Eibsee, Germany! General Bandwidth sponsored a traditional Spanish evening with flamenco dancers and entertainers. Madge and Equinet have sponsored a Baroque evening in Interlaken, Switzerland. Nokia sponsored the band for our "Fire & Ice" party which included face painting and fancy dress in Austria. Hewlett-Packard regularly sponsor the press office. Many companies sponsor the lunches or evening dinners at our events and WRQ sponsored a luxury dinner cruise.

In addition, we have specific sponsorship opportunities available for our prestigious 2006 Industry Awards.

Details of additional sponsorship opportunities for the NetEvents 2006 European Press Summit are also available from Helen Whitworth (helenw@netevents.org).

Terms and Conditions

If your booking is cancelled before 21st November 2005 a full refund will be given. Any cancellations made after this date will be subject to payment of the full invoiced amount.

BOOK NOW!

2006 European Press Summit

Tel/Fax: +44 (0) 870 760 6464

E-mail: info@NetEvents.org

www.NetEvents.org



Booking /Faxback reply

Either email your completed booking forms to sallym@netevents.org or photocopy this page for each delegate from your organisation and faxback to our central booking office on + 44 (0) 870 760 6464

YES, I would like to book _____ place(s) for the 2006 European Press Summit, Garmisch, Germany (23rd & 24th February 2006)

Name _____ Position _____

Company _____

Address _____

_____ Postcode/Zip _____

Country _____

Telephone _____ Fax _____ E-mail _____

Additional Attendee(s):

Name _____ Job Title: _____

Name _____ Job Title: _____

Name _____ Job Title: _____

Billing Details - VAT No: _____ Purchase Order No: _____

Billing Address (if different to above address): _____

Authorised by: Name:(print) _____

Position: _____ Signature: _____



Calendar of Events - 2006



NetEvents European Press Summit, Garmisch, Germany – 23rd & 24th February, 2006

This Press/Analyst Summit covers general enterprise networking and telecom industry issues. A topical conference program plus a series of individually scheduled briefings over two days with 30+ press and analysts covering 12+ European countries.



NetEvents Asia-Pacific Press Summit, Langkawi, Malaysia – May 18 & 19, 2006

NetEvents Asia-Pacific Press Summit – meet key Telecoms, Networking and IT press from the Asia-Pacific region in Malaysia - scheduled briefings over two days with 25+ press.



NetEvents European Press Summit, Porto Cervo, Sardinia, Italy – 21st & 22nd September, 2006

This Press/Analyst Summit covers general enterprise networking and telecom industry issues. A topical conference program plus a series of individually scheduled briefings over two days with 30+ press and analysts covering 12+ European countries.



NetEvents Global Press Summit, Hong Kong – 1st & 2nd December, 2006

The NetEvents Global Press Summit is held once every 4 years – meet key Telecoms, Networking and IT press and Analysts from the USA, Europe and Asia-Pacific in Hong Kong
- scheduled briefings over two days with 35+ key press.

Note: Our Global Summit takes place 2 days prior to ITU World Telecom which has moved from Geneva to Hong Kong for 2006.

Please contact us for special price breaks on '2006 World Tour' packages incorporating multiple events: Email: sallym@NetEvents.org Tel: +44 (0) 870 760 6464



NetEvents are hosting a series of local language 'Webinars' and 'Tutorials' (i.e. online web conferences) in conjunction with 'best of breed' analyst and media partners in Asia Pacific and Europe – topics include:

Telecoms Focus

- ◆ Next Gen Telecoms Infrastructure
 - ◆ Triple Play & IPTV
- ◆ Access Technology Update – latest advances
 - ◆ Carrier Ethernet Services

Enterprise Focus

- ◆ Revamping the Enterprise LAN
 - ◆ IT Security
- ◆ Enterprise Mobility & WLANs
 - ◆ VoIP & IP Telephony

Please contact Helen Whitworth at NetEvents if you would like to make suggestions for additional Webinar and Tutorial topics to be covered in 2006:
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