



Global Press & Analyst Summit

"Innovators in Cloud, IoT, AI & Security"

Silicon Valley, California, USA

May 24 to 25 2018

Meet one-on-one with press & analysts
from around the globe



A stimulating conference program focused on innovations in Cloud, IoT, AI and Security, providing your organization with the opportunity to participate in plenary sessions PLUS, most importantly, a series of scheduled 30-40 min. briefings with leading international press and analysts from around the world.

We are flying in a delegation of 60+ press and analysts representing 100+ business / IT publications covering 35+ countries throughout Asia-Pacific, Europe, Middle East and the Americas, providing your organization with the opportunity to reach an audience of over 3 million IT professionals including Enterprise CEOs, CIOs, CSOs, MIS / IT Directors PLUS Cloud Operators, Telcos, SPs, etc. Our Summits provide a highly efficient, cost effective and proven formula for tech industry CEOs and senior execs, to brief top media from around the globe in a single location, in just 48 hours.

NEW for 2018 will be our "Start-Up Track" providing new tech start-ups—less than 3 years old—with the opportunity to meet with media, plus potential investors including leading VCs, private equity firms, business angels and other Silicon Valley 'movers and shakers'.

- ◆ An opportunity to reach over 3 million C-Level execs and IT professionals across the globe
 - ◆ Conference speaker opportunities for industry leaders and visionaries
 - ◆ Participate in lively industry debates chaired by analysts
- ◆ A series of 30-40 mins scheduled briefings with top business IT media across the globe in just 48 hrs
 - ◆ 60+ press and analysts representing over 100+ publications covering 35+ countries
- ◆ OPTIONAL scheduled briefings with tech VCs, private equity, institutional investors and business angels



"NetEvents has delivered amazing experiences for Cylance. They have provided us with great opportunities for conversations with press, analysts and potential customers around the world."

**Stuart McClure - Founder
and Chief Executive Officer**



"NetEvents provides a unique forum for exploring important ideas in technology with thought leaders from around the world, while raising awareness and understanding of important issues across the global technology audience."

**Martin Casado - VMware Fellow/General Partner,
Andreessen Horowitz**



Where top technology press & analysts meet



"NetEvents is one of the best organised industry events that I have attended. I find the scheduled meeting sessions are especially informative and interesting."

Jean-Baptiste Su - *Tech Columnist, Forbes*



"NetEvents is very unique in its approach providing mutual advantage for the members of the press and analysts. The NetEvents Summits are amongst my most anticipated events to participate every year because of the excellent topics and interesting line up of speakers. In addition I like the press meetings which enable us to meet with some of the respected names in the industry and discuss hot issues in a very relaxed setting. "

Krisana Gallezo—Senior Reporter, Singapore Business Review; Hong Kong Business



"NetEvents has always provided access to the best in the technology industry, ranging from the founders of the basic companies to the leading edge thinkers of tomorrow. When I attend a NetEvents meeting, I never fail to bring home some ground-breaking stories, rich interviews, and deep insights into the foundations of technology. NetEvents provides me access to the best of the best, all in one place and in a setting that engenders the best stories."

Wayne Rash - *Senior Columnist and Washington, DC, Bureau Chief - Eweek*



"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."

Hector Pizarro - *Editor in Chief, DiarioTi*



"NetEvents gives us the opportunity to keep us up-to-date with the latest trends and the on-stage debates are lively and informative."

Libraene Hsieh—Editor-in-Chief, Network Magazine Taiwan



"NetEvents is the best opportunity for us tech journo's to meet new vendors. Without all the NetEvents connections I've made, a number of my biggest stories would never have been written."

Sean Mitchell—*Publisher, Techday*



"Media have the opportunity to meet industry leaders, discuss their latest innovation and back with the best topics! Vendors & Services Providers can benefit from this unique opportunity to meet together with clients and suppliers and to highlight all to the professional industry media."

Toni Eid—*Editor in Chief, Telecom Review*



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

Tam Dell'Oro— *Founder and President, Dell'Oro Group*



"I was very impressed with the sessions, the diversity of the journalists and the vendor representations. Good organization and planning."

Ian Keene — *Vice President, Gartner Group*



"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 —*Senior Research Director, Carrier Networks, IHS Markit*

... with industry leaders



Our summits are run by a professional team who 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.

NEW for 2018, we will also be offering a "Start-Up Track" providing new tech start-ups with the opportunity to meet with media, potential investors including leading VCs, private equity firms, institutional investors, business angels and other Silicon Valley 'movers and shakers'.



"The events are very professionally run, with excellent media and analyst interaction and top speakers across hot topics in the IT market. NetEvents gives us a concentrated forum to reach many influencers in a short time with the Anaplan story."

Grant Halloran - CMO & Executive Leader, Anaplan



"The technology industry is going through monumental changes that are having significant impact on the way IT uses technology to serve their business, and the products and services being brought to market from the technology vendor community. NetEvents provides a unique forum for exploring important ideas in technology with thought leaders from around the world, while raising awareness and understanding of important issues across the global technology audience."

Martin Casado - General Partner - Andreessen Horowitz, VMware Fellow, VMware Inc



"NetEvents has delivered amazing experiences for Cylance. They have provided us great opportunities for conversations with press/analysts and potential customers around the world."

Stuart McClure, Founder & CEO, Cylance



"NetEvents is an excellent opportunity for Dell Networking, and its peers in the industry, to interact with top press and analysts in a structured, targeted format."

Jonathan Seckler - Director of Marketing, Dell Networking



"This has been a really exciting two days for us at HP. It's been absolutely tremendous to be able to get this much exposure to so many press and analysts in just 48 hours. We have participated in these events for many years and I can now appreciate why HP have been attending these events for such a long period of time and look forward to our continued involvement in these events around the globe."

Amol Mitra - Head HP Networking APJ



"NetEvents is unique in that it allows you to maximize time with a number of top analysts and journalists in an informal environment."

Phil Tilley—Director CloudBand and NFV Product Marketing, Nokia



"NetEvents put on a fantastic event. We were really impressed by the quality of the press, analysts and fellow vendors."

Nir Zuk - Founder and CTO, Palo Alto Networks



"NetEvents is a great opportunity to engage with other technology leaders and analysts. It gives us a chance to share our vision of where the industry is going, and to better understand the trends and issues that are affecting our customers, partners

Outline Agenda



Tuesday 22nd May

4:30pm – 7:00pm NetEvents registration desk opens for the international media guests

Wednesday 23rd May

7.00am - 8.00am Media breakfast

8.00am - 5.30pm Silicon Valley Tour—International media hosted by selected organizations in Silicon Valley

7.00pm Hosted dinner for all international media

Thursday 24th May

7:30 – 8:30 am Registration desk open

7:30 – 8:30 am *Welcome breakfast, informal meetings & debate briefings*

8:30 – 8:40 am Opening welcome and conference introduction

8:40 – 9:30 am **Opening Keynote Session**

9:30 – 10:00 am **Conference Session 1**

10:00 – 10:30 am **Conference Session 2**

10:30 – 11:00 am **Conference Session 3**

11:00 – 11:20 am *Coffee Break*

11:20 – 11:50 am **Conference Session 4**

11:50 - 12:50 pm **Conference Session 5**

Driving and Funding Innovation – How to Tap into Investment, Media, More Investment, Customers, and Success!

12:50 – 1:50 pm *Lunch*

1:50 - 5:50 pm **Press & Analyst Briefing Sessions**

These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top press and analysts representing 100+ publications covering 35+ countries from around the world. Delegates move on every 30-40 mins. to brief a pre-selected group of press and/or analysts – briefings may comprise of an overview of the company and its strategy for the global market; announcement of new product/service introductions or industry partnerships and customer wins; presentation of use cases and case studies; commentary on the latest industry trends/surveys or focus on thought leadership topics and market positioning. These sessions are an excellent opportunity to raise your organisations profile internationally – enabling you to get to know the key media in a focused environment and build close, long lasting relationships for the future. NEW for 2018 we are also offering a **“Start-Up Track”** enabling new start-ups and early stage tech companies the opportunity to meet with potential investors including leading VCs, private equity firms, business angels and other Silicon Valley ‘movers and shakers’.

5:50 - 6:10 pm Open meeting time

7:00 pm - 10:00pm *Cocktail Reception followed by NetEvents Industry Awards Dinner*

Call for Papers

Note: Please submit your conference topic suggestions to Helen Whitworth: [helenw 'at' netevents.org](mailto:helenw@netevents.org) by February 17, 2018.

Outline Agenda Cont...



Friday 25th May

7:30 – 8:30 am	<i>Breakfast—informal meetings and conference session briefings</i>
8:30 - 8:40 am	Opening welcome and conference introduction
8:40 – 9:00 am	Keynote Presentation
9:00 – 9:20 am	Keynote Interview & Audience Q&A
9:20 – 9:50 am	Conference Session 6
9:50 – 10:10 am	<i>Coffee Break</i>
10:10 – 10:25 am	Special Guest Speaker Presentation
10:25 – 10:40 am	Special Guest Speaker Interview & Audience Q&A
10:40 – 11:10 am	Conference Session 7
11:10 – 11:40 am	Conference Session 8
11:40 – 11:55 am	Conference Round-Up
11:55 - 12:00	Close of conference sessions
12:00 - 1:00 pm	<i>Lunch</i>



1:00 - 4:00 pm **Press & Analyst Briefing Sessions**

These afternoon sessions are always the most important element of our events – a series of individually scheduled briefings sessions with 60+ top press and analysts representing 100+ Publications covering 35+ countries from around the world. Delegates move on every 30-40 mins. to brief a pre-selected group of press and/or analysts – briefings may comprise of an overview of the company and its strategy for the global market; announcement of new product/service introductions or industry partnerships and customer wins; presentation of use cases and case studies; commentary on the latest industry trends/surveys or focus on thought leadership topics and market positioning. These sessions are an excellent opportunity to raise your organization's profile internationally – enabling you to get to know the key media in a focused environment and build close, long lasting relationships for the future. NEW for 2018 we are also offering a “**Start-Up Track**” enabling hot new tech start-ups and early stage tech companies the opportunity to meet one-on-one with potential investors including leading VCs, private equity firms, business angels and other Silicon Valley ‘movers and shakers’.

4:00 pm Close of event & departures



Brief Key International Press & Analysts in a series of scheduled sessions over two days



The Global Summit provides a **Media Track** for vendors to participate in a series of briefings over two days where we facilitate meetings for industry execs with a mix of press and analysts - tailored to suit your organization. We schedule a series of eight 30-40 minute briefings for each vendor, with either 3 - 4 press/analysts in each group during the Summit. Vendors which book for this event by February 9th 2018 are invited to nominate additional press and analysts they would particularly like to see invited to this event. The following publications are currently nominated:

Asia-Pacific

Australia

Australian Security Magazine
ChiefIT.me Magazine
ITNews
iTWire

China

China InfoWorld
China Network World
IT Jubilee

Hong Kong

Computerworld
E-Zone
Hong Kong Business Magazine
Network World Asia

India

Cloud Computing News
India Telecom News
Voice and Data

Japan

@IT
Business Computer News (BCN)
MyNavi
Nikkei Communications
Tsushin Kogyo Shimbum

Korea

Byline Network
INews24
Network Times

Malaysia

Computerworld
Malaysia Security Magazine

New Zealand

DataCenterNews
SecurityBrief
TechDay
Telco Review
The Channel

Pan-APAC

Asia Pacific Security Magazine
CommsDay
CSO Magazine
Disruptive Asia
TechDay
TelecomAsia

Philippines

Upgrade Magazine

Singapore

Computerworld
Singapore Business Review

Taiwan

CIO Magazine
Network Magazine Taiwan

Thailand

Asia News Network

Vietnam

Computerworld
Saigon Times Group

South America

Argentina

Convergencia Latina
Enfasys
Information Technology
Tecnopyme Argentina

Brazil

A Rede
Computerworld Brasil
Convergemos
Folha de Sau Paulo
Valor Economico

Chile

Channel News
Itseller Chile

Colombia

Computerworld Colombia

Mexico

Expansion
Info Channel

Pan-Latin America

BNAMerica
CIO America Latina
CNN LatAm
Convergencia Latina
Corporate it
IT CONNECT IT Global Media
PC World En Español-Digital Too
TyN Media Group - Latinoamérica

Peru

CIO
Comercio

Venezuela

Computerworld Venezuela

North America

Computerworld
Converge! Network Digest
EETimes
eWeek
Fierce Telecom
Forbes
InformationWeek
InfoWorld
Internet News
Lightwave
MIT Technology Review
Network Computing
Network World
No Jitter
SDxCentral
Telecom Ramblings
Tech Target
TMC Group

EMEA

Belgium

Data News

Bulgaria

ComputerWorld
NetworkWorld

Denmark

Alt om DATA
Telekommunikation

France

CNIS Magazine
informatiquenews.fr
LeMag IT
Solutions & Logiciels

Germany

ComputerWoche
Funkshau
NET
Netzpalaver

Italy

Cor.Com

Middle East

Telecom Review

Netherlands

Automatsering Gids
Dutch IT Channel
Telecom Business Magazine

Norway

Netverk & Kommuikasjon

Poland

NetWorld

South Africa

iTWeb

Spain

Redes & Telecom
TelecomKH
Telefonia & Comunicaciones para Todos

Sweden

Aktuell Säkerhet
TechWorld

UK

Cloud Computing Intelligence
CloudPro
Computer Weekly
Computing
Network Computing
ZDNet

Ukraine

Network & Telecommunications

International

Capacity Magazine
DiarioTi
Light Reading
TechWeb
TechWorld
Total Telecom
Telecom Review

Analysts

451 Research
Dell'Oro Group
Forrester Research
Frost & Sullivan
Gartner
GlobalData
IDC
IHS Markit
NSS Labs
Ovum
Vertical Systems Group

Sponsorship Packages:

Company registration includes first delegate fee

	Platinum*	Gold**	Silver	Bronze
Hospitality: All meals, refreshments and meeting room hire included. Please note delegates are responsible for booking and paying for their own accommodation.	✓	✓	✓	✓
Media: Fly in and host key press & analyst representatives from around the world.	✓	✓	✓	✓
Company registration: Company/organization registration & single delegate to attend entire event.	✓	✓	✓	✓
Scheduled Briefings: Media Track - a series of 30-40 minute scheduled briefings with 40+ international media over 2 days .	✓	✓	✓	✓
Speaking Slot: Speaker opportunity provided on a conference debate panel, subject to availability. Book early to avoid disappointment (see agenda).	✓	✓	✓	
Filming: Filmed onsite interview opportunity for a C-Level executive.	✓	✓		
Post-event package: C-Level exec interviewed and filmed at NetEvents Summit. Feature article and video shared and promoted plus available to client for ongoing use. <small>*Only available if formal booking received before February 9th 2018</small>	✓	✓		
Media Event: An additional dedicated day with the participating media providing exclusive access with your own customized event alongside NetEvents.	✓			
Additional delegates: Additional delegate from the same company/organization to attend the entire event.	TBA	TBA	TBA	TBA
Additional Full Set of Briefings: Book a second track for your company/organization (either Media Track OR Bespoke Track).	TBA	TBA	TBA	TBA

Special Introductory Start-Up Packages:

Company registration includes first delegate fee

1. Start-Up Track: If your organization passes our criteria as “a hot new start-up”, less than 3 years old, with exciting, unique technology then you may be eligible for our “one-time-only” Special Introductory Start-up Packages . Your organization will be eligible to experience our event for the first time - your delegate must be at least be VP/Director level or higher. Your senior exec will be able to participate in a series of scheduled 30-minute briefings selected from international media representing 100 publications covering 35+ countries across the globe. Your organization will also be eligible to enter our start-up awards judged by international media and our “shark tank” panel of VCs, Entrepreneurs and Business Angels. Schedule of fees for attending our media track with access to all conference sessions both days:	Start-Up 1	Start-Up 2	Start-Up 3	Start-Up 4
	TBA	TBA	TBA	TBA
Series of 30-minute briefings: with international media over 2 days, plus opportunity to meet with VCs	30 media	20 media	14 media	8 media
Optional: Fee for additional delegate to attend from the same organization.	TBA	TBA	TBA	TBA

Final booking deadline: 9th March 2018. Full & final payments required by 9th March 2018. Bookings must be secured with 20% deposit.

Please contact Mark Fox for more detailed cost information: mfox@netevents.org Tel: +1 408 504 8665 or +44 7836 248110

Additional Sponsorship Opportunities



NetEvents is pleased to offer a number of selected activities and specific merchandise sponsorship opportunities to companies attending our 2018 Global Press & Analyst Summit.

Option 1: Speaker opportunity

To secure a speaker slot on a panel debate session on May24th OR 25th - see Agenda.

Note: One panel speaker slot is already included in the Platinum, Gold and Silver sponsorship packages.

Option 2: Cocktail reception sponsorship

This sponsorship package includes a 5-minute speaking slot during the 1 hour cocktail reception, prior to the dinner on May 10th plus optional branding opportunities for your company with posters and/or banners.

Option 3: Coffee break sponsorship during the main conference event at the hotel

This sponsorship package includes optional branding opportunities for your company with posters and/or banners during the conference coffee breaks on May24th OR 25th.

Option 4: Lunch sponsorship during the main conference event at the hotel

This sponsorship package includes your company logo on menus, a 5 minute speaking slot during lunch together with a panel speaker slot on one conference debate session.

Option 5: Dinner sponsorship - IoT and Cloud Innovation Awards

This sponsorship package includes your company logo on menus, a 10-minute speaking slot during dinner together with a panel speaker slot on one conference debate session and optional branding opportunities during dinner on May 24th.

Option 6: Media hospitality

Make the most of us flying in international media to a single location - this incremental sponsorship package is available to two existing Gold sponsors also wishing to host the international media participants EXCLUSIVELY for half a day prior to our main conference commencing.

Option 7: WiFi sponsorship

The sponsorship package is based on the sponsor providing WiFi internet access facilities together with a technical representative to provide the necessary support to our delegates during the event. You will be provided with a support desk and entitled to display event branding for the entire conference.



Option 8: Press Room sponsorship

This sponsorship package includes the opportunity for an information desk/demonstration area for your company products and optional branding opportunities for your company with posters and/or banners.

Option 9: Press & Analyst Summit USB 4Gb memory sticks – co-branded with your company logo and NetEvents logo

All press and analysts attending the NetEvents Global Press & Analyst Summit receive the event “Press Kit” on a USB memory stick which includes analyst data, presentations, conference transcripts and photos, etc. – we can also include a folder on your company containing latest press kit, product info, PowerPoint presentation, video tutorials and promo clips etc. (up to max 2Gb of your company’s content). Your company would also be eligible to provide a press pack for the on-site press office.

Option 10: Conference bags sponsorship

Conference bags for all conference delegates. This sponsorship includes your company logo on the conference bags plus the inclusion of one branded item from your company to be inserted into the bags.

Option 11: Lanyards sponsorship

Sponsorship of name badge lanyards for all conference delegates. This sponsorship includes your company logo on the lanyards.

Please contact Mark Fox for further sponsorship information

Email: mfox@netevents.org Tel: +408 504 8655 or +44 (0) 7836 248 110

Booking/Faxback Reply

Either email your completed booking form to mfox@netevents.org or faxback to our central booking office on +44 (0)870 760 6464



YES, I would like to book _____ delegates for the **Global Press and Analyst Summit, California, 24th—25th May 2018**

- ☐ **NetEvents Platinum Package**
- ☐ **Media Track:**
Press and analyst briefings

- ☐ **NetEvents Gold Package**
- ☐ **Media Track:**
Press and analyst briefings

- ☐ **NetEvents Silver Package**
- ☐ **Media Track:**
Press and analyst briefings

- ☐ **NetEvents Bronze Package**
- ☐ **Media Track:**
Press and analyst briefings

Select one track under your preferred sponsorship package above. If you wish to book a **second** full track for your organisation there will be an additional fee for this second briefing track.

- ☐ **Additional full set of briefings**
- ☐ **Media Track:**
Press and analyst briefings

Special Introductory Start-Up Package

☐ 1. Start-Up Track:

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Start-Up 1
30 x media | <input type="checkbox"/> Start-Up 2
20 x media | <input type="checkbox"/> Start-Up 3
14 x media | <input type="checkbox"/> Start-Up 4
8 x media |
|--|--|--|---|

Additional sponsorship options - please tick below your selection(s):

- | | |
|--|--|
| <input type="checkbox"/> Option 1: Speaker Slot | <input type="checkbox"/> Option 7: WiFi sponsorship |
| <input type="checkbox"/> Option 2: Cocktail reception sponsorship | <input type="checkbox"/> Option 8: Press Room sponsorship |
| <input type="checkbox"/> Option 3: Coffee break sponsorship | <input type="checkbox"/> Option 9: Press 4GB USB's |
| <input type="checkbox"/> Option 4: Lunch sponsorship | <input type="checkbox"/> Option 10: Conference bags sponsorship |
| <input type="checkbox"/> Option 5: Dinner sponsorship | <input type="checkbox"/> Option 11: Lanyards sponsorship |
| <input type="checkbox"/> Option 6: Media hospitality | |

*See *Sponsorship Opportunities* pages for full cost information

Booking/Faxback Reply



Delegate 1 Name:	_____	Job Title:	_____
Email:	_____	Tel no:	_____
Company:	_____		
Address:	_____		
Postcode/Zip:	_____	Country:	_____
Additional Attendee(s):	_____		
Delegate 2 - Name:	_____	Job Title:	_____
Delegate 3 - Name:	_____	Job Title:	_____
Delegate 4 - Name:	_____	Job Title:	_____
Delegate 5 - Name:	_____	Job Title:	_____
Billing Details - Purchase Order No:	_____	VAT No:	_____
Billing Address (if different to above address):	_____		
Authorized by: Name:(print)	_____	Position:	_____
Signature:	_____	Date:	_____



Note: *If your booking for this event is made by November 1st, 2017, 2 delegates may attend for the price of one. If your attendance is cancelled before November 24th 2017 a FULL REFUND will be given.

Any cancellations made after this date will be subject to the full invoiced amount.

Final booking deadline: 9th March 2018. Full & final payments required by 9th March 2018. Bookings must be secured with 20% deposit.

BOOK NOW ! Mark Fox email: mfox@netevents.org Tel: +1 408 504 8655 or +44 (0) 7836 248 110

Plan ahead for 2018 with NetEvents



Global Press and Analyst Summit
California, USA
24th—25th May, 2018



EMEA Press and Analyst Summit
Portugal
27th—28th September, 2018

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www.NetEvents.org