



bitech®

warsaw, poland

Central & Eastern European Banking & Insurance
Information Technology Exhibition & Conference

bitech exhibitor's pack

Warsaw, Poland, 16-17 June 2004

NOTHING

focuses the mind better
than the constant sight of a

competitor

WHO WANTS TO WIPE YOU OFF THE MAP

Wayne Calloway

The complete exhibition and conference for the CEE Banking and Insurance Information Technology industry, **bitech** is the only event taking place within Central and Eastern Europe that addresses directly the unique opportunities and challenges facing financial institutions in the region as acceptance of new technology develops rapidly.

Exhibiting at **bitech**

Exhibiting at **bitech** 2004 brings you face to face with Senior Decision Makers and IT Directors of financial institutions from throughout Central & Eastern Europe.

bitech 2004 also attracts the key operations staff from banks and insurance companies; those who drive the IT requirements of the financial services sector.

The visitors at **bitech** will be carefully selected and sent exclusive invitations from **marcus evans** and will consist of decision makers at leading financial institutions, banks, savings banks and insurance companies.

Job titles will include:

- CTOs
- CIOs
- Heads of e-Commerce
- IT Directors
- Directors of Product Development
- Business Development Directors
- Heads of Channel Strategy
- Heads of Internet Banking, Electronic Banking
- Heads of e-Business
- Heads of Group Strategy (Planning)

Limited sample of visitors **bitech** 2004

The following list is for information purposes only. It is intended only as a limited sample to illustrate the visitor profile of **bitech** 2004. All addresses and contact persons are located in Central and Eastern Europe, except where the decision-making executive is known to be based outside the region.

Bosna Re dd, Hypo Alpe-Adria-Bank AD
Banja Luka, ProCredit Bank dd, AIG Bulgaria
General Insurance Company, Alpha Bank
Bulgaria, BNP Paribas (Bulgaria) AD, Bulbank
Limited, Bulgarian National Bank, Central
Cooperative Bank Limited, DSK Bank Plc,
Economic & Investment Bank AD, First
East International Bank, Lukoil Insurance,
Raiffeisenbank Bulgaria Ad, Allianz Zagreb
D.D., Alpe Jadran Banka Dd, Croatia Banka
Dd, Croatia Osiguranje d.d., Dalmatinska
Banka Dd, Helios Osiguranje dd, Medimurska
Banka Dd, PBZ Invest Ltd., Zagrebacka Banka
d.d., ABN Amro Bank NV, AIG Czech Republic
pojistovna a.s., Allianz Pojistnova a.s,
ATLANTIK financni trhy a.s., CCB, Ceska

Narodni Banka, Ceska Pojistovna A.S.,
Ceskoslovenska Obchodni Banka (CSOB),
Commercial Union Zivotni Pojistovna As,
Credit Suisse Life & Pensions, Erste Bank
Sparkassen (Cr) A S, Expandia Bank as,
Generali Pojistovna As, ING Bank N V, IPB
Pojistovna, Komerčni banka a.s., Kooperativa
pojistovna a.s., Prvni Investicni Spolecnost
AS, Societe Generale Pobočka Praha,
Volksbank CZ as, Zurich Insurance, AB-
Aegon Insurance, Allianz Hungaria, Generali-
Providencia Insurance Rt, Uniqa Insurance,
OTP-Garancia Insurance, K&H Life Insurance,
Argosz Insurance, Deutsche Leasing Hungaria
Kft, Europa-Gan Biztosito Rt, MKB, Postabank,
Budapest Bank, Konzumbank Rt, Merkantil

Bank Ltd, Union Biztosito Rt, Baltic International
Bank, Baltikums Insurance Company,
Hansabanka, Latgarants, Merita Bank Plc,
Trasta Komerčbanka, AB Bankas Snoras,
Preventa Ab, Siauliu Bankas Ab, Vilniaus
Bankas Ab, AIG PTE S.A., Allianz Polska Sa,
PEKAO, Bank Przemyslowy Sa, Bank
Wspolpracy Europejskiej Sa, Bank Zachodni
Sa, BIG Bank Gdanski Sa, Fortis Bank Polska
SA, Gerling Polska Sa, Hestia SA Sopotkie
Towarzystwo Ubezpieczeniowe, ING Bank
Slaski S.A, Kredyt Bank Sa, LG Petro Bank Sa,
Warta Insurance & Reinsurance Co Ltd,
Asiban SA, Sc Banc Post Sa,

The **marcus evans** congress model

marcus evans congresses span the globe, with events taking place in EMEA, North America and Asia in 2004 and focus on specific industries and markets that are undergoing rapid change.

By creating a centralised event incorporating an **exhibition**, a high-level **conference** and **vendor presentations**, **marcus evans** congresses allow vendors to achieve all of their sales, marketing and business development objectives, and buyers to improve their awareness of the latest products, services, techniques and trends in order to assist them in meeting the current and future challenges in their industry.

The conference at each congress is produced in close cooperation with the **key industry associations, ministries** and **customers** in the region. **marcus evans** congresses promote efficiency in markets by encouraging dialogue between vendors and decision-makers, thus facilitating improved communication and greater awareness of the needs of their industry.

Each **marcus evans** congress also includes the opportunity for solution providers to speak directly to a self-selected audience by taking part in the **vendor presentation programme** in the main exhibit hall. Here, cutting edge solution providers can demonstrate their latest technology directly to an audience of industry experts, who have come to the congress in order to learn.

Pre-exhibition service and support

- Experienced Operations Management Team dedicated to **pre-event education** to assist you in maximising your investment and to offer technical assistance
- Pre event access to registered visitors' details to seek to **arrange appointments** at the event via the **online visitor attendee list**
- Time to research all pre-registered visitors in order to maximize effectiveness of **on-site appointments**
- Inclusion in **pre-exhibition marketing campaign** raising awareness of corporate profile in advance of the exhibition
- Company profile listing on the exhibition website offering **pre-event exposure** and enabling visitors to make informed decisions when deciding who to see during their exhibition visit

At the exhibition

- Dedicated on-site **marcus evans** management team to facilitate your participation and assist with successful organisation of your stand
- Company entry and description in **official exhibition guide** to raise your profile during the exhibition
- **Sponsorship opportunities** to increase your profile at the exhibition and accompanying conference
- The possibility to organise **on-site vendor presentations** in a dedicated seminar room

Post-exhibition follow up

- Continued exposure on the exhibition website which will be archived and stored for a period up to one year
- Priority re-booking status to the next year's event
- Statistical analysis of visitor attendance for your own records

Return on investment

- **Strategic exposure** and branding driven events with access to **hundreds of qualified decision makers**
- Effective platform to **position products** to **key decision makers** from a **target audience** in a short period of time
- Opportunity for **face to face contact** with key buyers at a competitive cost per contact and timely manner
- Ability to **access numerous contacts** in an environment conducive to conduct business

bitech 2004 offers solution providers a variety of ways to meet their sales, marketing and business development objectives and to achieve their corporate targets. By concentrating an exhibition, conference and product demonstrations in one place, buyers from the entire region will use this opportunity to improve their awareness of the latest products, services, techniques and trends in their industry. **bitech** 2004 will assist all attendees in meeting the current and future challenges in their industry.

About **marcus evans**

marcus evans is one of the world's leading provider and promoter of Strategic Conferences, summits, professional training, In-Company Training, Business-to-Business Congresses, Corporate Hospitality and on-line information.

Founded in 1983, the company now employs over 2000 employees operating into 31 countries around the world. The company has revenues in excess of \$350m, generated from clients from the majority of the world's top 1000 companies. The company's international network of offices provides a one-stop shop for a company's business intelligence, learning and training needs.

The company maintains the highest standards of quality and service in research, technology and product development. Our commitment to service and quality are the basis for our reputation as the world's leading provider of business intelligence. Please also see our website: www.marcusevans.com

congress exhibition packages

marcus evans congresses
Central & Eastern Europe

A business
that makes nothing
but money is
poor kind of **business.**

Henry Ford

marcus evans congresses bring together regional vendors and decision makers from a wide range of technical fields. This event provides a unique opportunity for solution Providers to exhibit and demonstrate their products to decision makers from the region's companies, organizations and institutions.

Exhibitor Benefits:

Meet and greet clients and partners, budget holders and decision makers of your target market. We especially invite corporations you desire to meet at the event. Use the opportunity to exchange new ideas, to promote your company and to sell your product in an exclusive relaxed atmosphere.

Exhibitor Packages:

There are four exhibitor packages available. Bronze, silver, gold, platinum - please see details below.

You may exhibit for the entire length of the **congress**. You receive exhibition space with standard electrical connection.

marcus evans will provide, as part of the packages, a fully equipped and carpeted shell scheme. Additional walls and furniture required by the exhibitor can be ordered through **marcus evans**, but must be paid for by the exhibitor. Please note any additional walls / draping must be confined to the contracted booth space.

You receive the contact information of all attendees for post-event follow-up.

bronze package

- 9 m2 exhibition space (3x3) – for 2 attendees of your organization
- 1 table, 3 chairs, electricity, fascia with company name, 3 spotlights

EURO 3,215 incl. Service Charge

silver package

- 18 m2 exhibition space (6x3) – for 4 attendees of your organization
- 2 table, 6 chairs, electricity, fascia with company name, 3 spotlights

EURO 6,426 incl. Service Charge

gold package

- 36 m2 exhibition space (6x6) – for 6 attendees of your organization
- 4 table, 12 chairs, electricity, fascia with company name, 3 spotlights

EURO 12,851 incl. Service Charge

platinum package

- 48 m2 exhibition space (8x6) – for 8 attendees of your organization
- 6 table, 18 chairs, electricity, fascia with company name, 3 spotlights
- Full page advert in the congress catalogue

EURO 18,634 incl. Service Charge

The following set of guidelines have been established by **marcus evans** to allow all of our exhibitors equal opportunity to present their product in the most effective manner

All display fixtures and booth staff must be confined to your contracted booth space, unless you have purchased a sponsorship package that allows solicitation outside of your booth location.

A limited supply of literature and / or product may be stored within the booth area, as well as fire retardant shipping cases as long as these materials do not block access to utility services or appear unsightly from the aisle.

marcus evans will provide, as part of the package, a fully equipped and carpeted shell scheme booth, a three-sided hard wall booth. Additional walls and furniture required by the exhibitor can be ordered through **marcus evans** but must be paid

If your display does not fit any of the guidelines listed above please contact your **marcus evans** representative to make alternative arrangements