datacentrix showcase 2017
the reality of singularity

GOLD
Supporting Information

Information and graphic requirements, timeline and action list

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1. Introduction

Thank you for choosing to be part of Showcase 2017.

Part of the vision for Showcase 2017 is to illustrate the power of our partnership. The event provides a platform for learning, networking and collaboration with delegates and employees alike.

To optimise the learning opportunity, we have compiled this document to help guide you in your preparations for the event. The document provides details on the arrangements and highlights the information, activities and graphic requirements per sponsorship level.

Submitting your information

Your information requirements can be submitted via the web portal, which is currently in development, via a file sharing platform, or by email to the organisers.

Sponsor response form

The sponsor response form will guide you in submitting the correct level of detail.

Sponsor action list and timeline

We have provided a proposed timeline for the requirements, which we have captured in the sponsor action list. This will help optimise the remaining time before the event and ensure that each sponsor reaps the maximum benefits from being involved in Showcase 2017.

The organisers will prompt you for your information and requirements over the course of the next few weeks in preparing for the event.

Contacts

Dedicated resources are available to assist you with any questions that you may have.

The individuals form part of the core organising team and are responsible for specific arrangements for the event. Please feel free to use their contact details accordingly to help clarify any details or requirements.

We are looking forward to demonstrating to our audience that we are "better together".

2. Showcase website and app

- The Showcase 2017 website and application will be going live at the end of May 2017. Notification will be sent to you once available.
- Please provide your company logo, including a 500 word company profile and 40 word company description to be included on the Showcase website.

3. Sponsor representatives

Please provide the contact details for the following representatives.

- Authorised company representative/signatory
- Marketing contact person
- Contact person on the day
- Speaker at the breakaway session
- Company resource to assist with arrangements at the breakaway session

4. Breakaway session

- One breakaway session is included in the Gold sponsorship. The session will be 20 minutes.
- The theme for the Showcase, The reality of singularity, requires relevant and supporting information by our technology partners for discussion at your breakaway session.
- A meeting will be arranged by your Datacentrix product manager to discuss your proposed topic and to assist in selecting the content that will best suit the overall theme of the event. The topic is subject to approval by Datacentrix and will be signed off by your Datacentrix product manager.
- A screen, laptop, data projector, pointer and PA system will be provided in the breakaway venue. Please provide the details for any additional equipment requirements that you may have.
- We advise that a company resource, in addition to your speaker, is available at the breakaway session to assist with the arrangements for the session. Please provide the details of this person.
- QR code scanning will be available at the breakaway session and will be manned and operated by a Datacentrix resource and the sponsor resource.

Please note: Venues for the breakaway sessions will be allocated according to the number of pre-registrations received. A final agenda will be distributed to our sponsors closer to the time.

4.1 Framework breakaway session agenda

Details	La Toscana	Conference 1	Conference 2	Conference 3
11:00-11:20	Diamond	Platinum	Platinum	
11:30-11:50	Diamond	Platinum	Platinum	
12:00-12:20	Gold	Gold	Gold	Gold
13:00-14:00	Interactive panel discussion (Ill Grande Movie Theatre)			
14:10-14:30	Case study	Case study	Case study	
15:00-15:20	Gold	Gold	Gold	Gold
15:30-15:50	Case study	Case study	Case study	

4.2 Banners, brochures, hand-outs and promotional giveaways at the breakaway sessions

- Sponsors are welcome to erect pull-up conference banners for use during the breakaway session. These banners need to be erected by the sponsor prior to the commencement of the session and removed on completion of the session by the sponsor. Please keep the 10 minute change-over time in mind.
- The transportation and storage of the sponsor banners is the sponsor's responsibility.
- You are welcome to distribute brochures, memory sticks, hand-outs, etc. during the session. These need to be brought to the Showcase by the sponsor for use at the breakaway session. The sponsor is responsible for removing the material at the end of the session.
- Any promotional giveaways and lucky draw prizes at the breakaway are at your discretion.

4.3 Breakaway session speaker information

- Please provide the following information for use to advertise your breakaway session:
    - Speaker name, surname, designation and contact details
    - Speaker biography
    - Professional, high resolution photograph
    - Name of topic (subject to approval by Datacentrix)
    - 40 word topic description
    - A copy of the presentation, including video files if applicable, to be uploaded at the venue prior to the event for testing purposes and for use on the day.

Please note: The presentation needs to please be created using the pre-designed showcase template.

5. Case study submissions

- All sponsors are invited to submit a proposal to present a case study/success story, in conjunction with Datacentrix, during the afternoon breakaway sessions.
- Six case studies will be selected to be co-presented with Datacentrix.
- All proposals will be reviewed by a Datacentrix panel and selected based on the learning opportunity.
- Please contact your product manager to discuss this opportunity.

6. Delegates

- 6 participating delegates are included in the Gold sponsorship.
- Please register all sponsor delegates on the Showcase website.
- For security reasons, no individual will be allowed access into the Showcase venues without a displayed delegate name badge with the official lanyard.
- A surcharge of R1,500 (excluding VAT) for additional sponsor delegates will apply.
- The registration process will allow you to pre-print your delegate name badge to avoid queuing
- A pre-registration facility will be available to your delegates on 26 July 2017 to collect the Showcase lanyard, pouch and information booklet (and delegate name badge if not pre-printed).
- The registration desk will be located at the entrance to the Ballroom.
- All sponsor delegates are requested to please adhere to a corporate dress code.

7. Exhibition stands

- The specifications of your exhibition stand are included in a separate document.
- Your stand will be branded with your company logo and co-branded with Datacentrix.
- Any sub-branding and additional messaging can be made using the electronic screen provided.
- Unfortunately, no additional branding on the physical stand can be accommodated.
- Please provide your approved logo in vector format (.eps or .pdf) to the organisers.
- Unfortunately, we cannot accommodate deviations from the pre-approved, modular stand design.
- A Datacentrix representative will be allocated to co-man the stand to optimise the Datacentrix learning experience during Showcase 2017.

8. Equipment, WiFi and support requirements

- Please submit any specific technical/AV requirements for use at your stand. These requirements are subject to approval by Datacentrix and surcharges may apply.
- WiFi connectivity will be available on the day.
- A dedicated internet termination point at the stand is available on request. A surcharge will apply.
- Please note that own laptops are required at the exhibition stands. For security reasons, we recommend that the stand is manned at all times and that equipment is either locked in the cupboards provided or removed during the opening plenary session, in the evening, or when no one is at the stand.
- Technical support will be available throughout the day.
- No equipment may be on display at the stands, unless preapproved by Datacentrix due to weight restrictions by the venue. Please provide any details of such equipment.

9. Datacentrix website: Electronic banner adverts

As a Gold sponsor, Datacentrix would like to provide you with the opportunity of taking up advertising space that has been allocated to the Solutions and Services pages on Datacentrix' website. Advertising is only available to Diamond (6 banners), Platinum (4 banners) and Gold sponsors (2 banners). This opportunity is free of charge and will run for 6 months from June to November 2017.

- The banner sizes are all 297 X 430 pixels.
- Positions/pages for advertising can be selected on a tiered basis, starting with our Diamond sponsor. Please refer to the sponsor response form for the details.
- Banner content needs to be supplied and is subject to approval by Datacentrix.
- Banners can be updated on a two-monthly basis
- Content suggestion: Thought leadership (headline/statement plus 3 bullets and an image (jpg or png) to support the message
- Unfortunately, no hyperlinks that exit Datacentrix site can be included.

10. Infocentrix

Datacentrix invites you to take up advertising space in the July issue of Infocentrix. Infocentrix is a Datacentrix publication that is distributed physically and electronically to all customers and partners prior to Showcase 2017 and will be made available at the Showcase.

- Your material should support the theme of Showcase 2017: The reality of singularity.
- Content needs to please be supplied as follows:
  - One page (A4) editorial in Microsoft Word format. Proposed word count: ~550-600 words
  - High resolution photograph with caption
  - Supporting graphics (if applicable to the editorial)
- Datacentrix will be responsible for the layout of the editorial and will obtain your final approval and sign-off on your page before printing.

11. Delegate bag promotional inserts

- 1,400 delegate bags will be compiled for Showcase 2017.
- Participation is optional. Should you wish to include promotional items in the bags, please provide the details of the item(s).
- Delegate bag promotional items need to be delivered to the Datacentrix head office by 17 July 2017.
- Datacentrix is willing to assist with the selection, purchase and branding process of the promotional items if required.

12. Other promotional items and hand outs

- Sponsors are welcome to hand out branded promotional giveaways, brochures or hand-outs at your stand and breakaway session(s) if applicable.
- These items need to be brought to the Showcase by the sponsor and removed from the stand and/or breakaway session at the end of the day/session.

13. Deliveries

- Banners and boxes that can be carried to your stand do not need to go via the official delivery entrance at Montecasino.
- Any special deliveries need to be pre-arranged.

14. Showcase database and scanner app

- Sponsors are responsible for scanning the QR code of delegates that visit their stands.
- QR code scanning will be available at all breakaway sessions and will be manned and operated by a Datacentrix resource and a sponsor resource per breakaway session.
- Only those delegates who have visited all the sponsor stands will be eligible to participate in the lucky draws at the end of the day.
- A scanner app will be made available to all sponsors for this purpose.
- "Room lists" will provide sponsors with real-time access to participating delegate information that will enable the sponsor to perform a lucky draw at the breakaway session and/or case study session if required.
- A lead generation database, including the details of the attendees at a sponsor's breakaway session, case study discussion (if applicable) and those who visited their stand during the event, will be issued to the sponsor after the event.

15. Prize sponsorship

- All sponsors may submit prizes for the lucky draws to be held at the cocktail event and closing address at La Toscana at 16:00.
- Prizes need to be clearly marked with a prize description and sponsor branding to assist with announcing the prize.
- Please provide details of any lucky draw prizes.
- All prizes need to be handed in to one of the event organisers at La Toscana by 15:30 on 27 July.
- Only those delegates who visited each of the sponsor stands will be eligible to participate in the lucky draws.

16. Parking, travel and accommodation

- Parking tickets will be available to print from the Showcase website as part of the registration process.
- Preferential accommodation rates have been negotiated with SunSquare Montecasino Hotel. Please contact them directly to secure accommodation if required by calling: +27 11 557 7007 or emailing: sunsquare.reservations@tsogosun.com

17. Sponsor interviews and photos

- A professional photographer and videographer will be available throughout the event.
- Photos of your stand and breakaway session(s) will be made available after the event.
- Ad hoc video interviews will take place. Please indicate if you would be willing to be interviewed on the day.

18. Social media

- We would like to encourage all of our sponsors to participate in the social media drive in the build up to and on the day using the #Datacentrixshow handle.

19. Exclusive branding opportunities

- The event organisers will arrange individual meetings with the sponsors that have selected to take one of the exclusive branding opportunities to discuss the details of the opportunities as follows:
  - Patio coffee bar
  - Outside tent area
  - Cocktail event
  - Comedy evening
  - Mime artists

20. Invitations

- VIP hard copy invitations will be distributed to a select group of business leaders.
- Electronic invitations will be distributed to all of Datacentrix' existing private and public sector customers, business analysts, key stakeholders and media representatives.

21. Confirmation of partner status and recent awards

To ensure that the event organisers utilise the correct information, please confirm the following details:

- The highest partner status/partner accreditation that Datacentrix has been awarded
- The most recent partner award(s) that Datacentrix has received

22. Contacts

The following key Datacentrix Showcase 2017 contacts are available to assist you during your preparations for the event. Please feel free to contact the correct person as needed.

Sponsorship administration
Motsebore Raphela, Administration assistant, Datacentrix
Call: 087 741 5744, Email: mraphela@datacentrix.co.za

Showcase content and agenda owner and case studies
Rudie Raath, Datacentrix technology strategist and event MC
Call: 082 374 9390, Email: rraath@datacentrix.co.za

Showcase breakaway sessions, speakers, website content, general enquiries, support on the day
Monique Oosthuizen, SMart Strategic Marketing
Call: 082 926 0506, Email: monique@smart-sm.co.za

Event branding, exhibition stands, Infocentrix, support on the day
Santa van der Walt, SMart Strategic Marketing
Call: 082 507 7726, Email: santa@smart-sm.co.za

Event owner
Sponsorship contracts, promotional material, registration, general enquiries, escalations on the day
Elzette du Preez, Datacentrix Marketing Co-ordinator
Call: 084 696 3000, Email: edupreez@datacentrix.co.za

Technical consultant
Additional technical information prior to the event
Ryno Coetzee
Email: rcoetzee@datacentrix.co.za

23. Sponsor response form

Your information requirements can be submitted via the web portal, which is currently in development, via a file sharing platform, or by email.

The following form has been compiled to assist you in providing the details required. If preferred, please email the completed fields to Monique Oosthuizen on Monique@smart-sm.co.za.

A.   Sponsor representatives

Authorised representative:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	

Marketing contact person:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	

Contact person on the day:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	

Speaker at breakaway session:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	
Proposed topic:			

Resource at breakaway:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	

B.   Case study submissions

Name of customer:

Name of Datacentrix account manager:

Brief description of implementation:

Sponsor speaker:

Name & surname:			
Designation:		Cellphone:	
Telephone:		Email:	

Datacentrix co-presenter:

C.   Equipment requirements

Stand requirements:

Breakaway session requirements:

Details of equipment to be displayed at the stand (if applicable):

Estimated weight:

D.   Delegate bag promotional inserts

Description of item(s):

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E. Deliveries, if required

Driver details:	Name & surname:	
	Vehicle reg. nr.:	Cellphone:
Delivery details:	Estimated time:	Date:
Description of goods:		

F. Sponsor video interview

Willingness to participate in
video interview: Yes or No:

G. Partner status and awards

Partner status/accreditation:
Recent partner awards:

H. Datacentrix website: Electronic banners

Web banner advertising is only available to Diamond (6 banners), Platinum (4 banners) and Gold sponsors (2 banners). The table below indicates the pages and positions available for the website banner adverts. Please mark the boxes where you would be interested in having your banner appear.

Page details	Top position	Bottom Position
Solutions and Services main page		
Technology Solutions main page		
Data centres		
Compute platforms		
Storage solutions		
Security		
Networking		
Unified communications		
Mobility		
End user computing		
eLearning		
Renewable energy		
Managed Services main page		
Connectivity, Internet access and VoIP services		
Service management		
Service aggregation		
Service desk		
ICT facility services		
Managed talent solutions		
Managed networks		
Managed systems		
Managed entry point		
Hosting services		
Cloud services		
Colocation		
Monitoring and control		
Security operations centre		
Electronic fraud management		
Managed print and document solutions		
Business Applications main page		
Enterprise information management		
Enterprise resource planning		
Professional services		
SMART Healthcare		

24. Sponsor action list

The proposed dates included in the action list will help ensure that you enjoy the full benefits of your sponsorship at Showcase 2017.

CONTRACT		
Submit signed Showcase sponsorship contract	8 May	Edupreez@datacentrix.co.za
SHOWCASE WEBSITE AND APP		
Sponsor content - 500 word company profile - 40 word company description	8 May	Monique@smart-sm.co.za
Company logo in vector format (.eps or .pdf)	8 May	Santa@smart-sm.co.za
TECHNOLOGY PARTNERSHIP		
Confirm Datacentrix information - The highest partner status/accreditation - Most recent partner award(s) received	17 May	Monique@smart-sm.co.za
INFOCENTRIX		
Infocentrix content, graphics, photos, captions	31 May	Santa@smart-sm.co.za
Infocentrix artwork approval	14 June	Santa@smart-sm.co.za
EXHIBITION STANDS		
Sign-off stand artwork	26 May	Santa@smart-sm.co.za
Stand building, set up and testing	25 July	Ballroom, Montecasino
Electronic screen content (presentation and or video)	25 July	Sponsor laptop/storage device/backup
INVITATIONS		
Distribute invitations	29 May	Electronic distribution
CASE STUDY SUBMISSIONS		
Proposal for co-presented customer success story	5 June	Respective product manager. By copy: RRaath@datacentrix.co.za
BREAKAWAY SESSION (27 July, 20 min)		
Speaker information	5 June	Respective product manager By copy: RRaath@datacentrix.co.za
Presentation/video files	17 July	File sharing portal

SCANNER APP		
Download scanner app	17 July	Details to be provided

DELEGATES		
Delegate web registration	17 July	Showcase website
Print delegate name badge (optional) and parking ticket	24 July	Showcase registration process
Delegate pre-registration (official lanyard and pouch are compulsory)	26 July	Registration desk, Ballroom
Delegate/speaker accommodation and travel	ASAP	Sponsor responsibility

DELEGATE BAG INSERTS (optional)		
Branded promotional items: 1,400 units	17 July	Delivery to Datacentrix head office. Att: Elzette du Preez

PROMOTIONAL ITEMS (optional)		
Pull-up conference banners (breakaway session)	27 July	Own transport to and from Montecasino
Brochures, hand-outs and promotional giveaways	27 July	Own transport to and from Montecasino
Lucky draw prizes, including description and sponsor branding	27 July	Own transport to and from La Toscana, Montecasino by 15:30

MEDIA		
Sponsor video interview	27 July	Ad hoc at stand or interview wall
Social media	25-27 July	Photos and posts #Datacentrixshow

WEBSITE BANNER ADVERTISING (June-Nov 2017)		
1st: Banner content and supporting image	24 May	Santa@smart-sm.co.za
2nd: Banner content and supporting image	31 July	Santa@smart-sm.co.za
3rd: Banner content and supporting image	21 Sept	Santa@smart-sm.co.za

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