

## Information for Conference sponsors

**Product Data Technology  
PDT Europe 2015**

**October 13-14 2015  
Stockholm, Sweden**

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Theme PDT Europe 2015  
The Product Innovation Platform – what is it and  
how does it impact my PLM strategy?

### **Who should sponsor PDT Europe 2015**

We are seeking sponsors who are challenged by this year's theme and know they can deliver important parts to the puzzle. Sponsors will be seen as thought leaders and have the opportunity to interact with the delegates in a way that only PDT Europe can offer.

PDT Europe is about creating long term relations where all are winners.



*Media partner*

VerkstadsForum.se, its printed edition, VerkstadsForum PLM & ERP Magazine, and PLM & ERP TV News are some of the most important independent platforms for CAx-, PDM, PLM and ERP-related journalism.

Today we are also a part of a global news network; thus our articles on PLM and ERP are published on among others North American [www.ENGINEERING.com](http://www.ENGINEERING.com) and German [plm-it-business.de](http://plm-it-business.de).

## Introduction

Welcome to PDT Europe – the major European event within the Product Data Technology area, neutral and open for industry, vendors and academia. PDT Europe started in 1992 as a project sponsored by the European Commission, as a communication place for like-minded specialists in the then emerging field of product data technologies.

Eurostep runs the event since 2004. Over its lifecycle, the conference has evolved into a leading global event for the diverse aspects of product data technology in key industries.

## PDT Europe 2015 theme

### **Theme: The Product Innovation Platform – what is it and how does it impact my PLM strategy?**

PDT Europe 2014 addressed “*the PLM Platform of the Future.*” Attendees reacted with great interest to the concept of a Product Innovation Platform, as presented by CIMdata and Gartner. Most PLM software providers now talk about their offerings as platforms with new subscription-based delivery models and functionality that addresses emerging business requirements in this age of smart products, digital business, through life support and circular economy.

The Product Innovation Platform includes building blocks like Cloud, Mobile, Social, Big Data, IoT, Analytics, Standards and Systems-based approaches to defining, developing, delivering and supporting products. These are all important for the end-to-end data and process connectivity that is required to stay competitive. Also, roles outside of engineering increasingly need access to PLM content.

The key to success is openness. No single application or vendor can deliver all what is needed for the Product Innovation Platform to work across all of the business roles that will use it and across the supply chain. We will discuss what openness really means. What are the most important standards for PLM openness? And what else do we need for end users to gain control and maximize their return on PLM related investments over time.

PDT Europe 2015 looks to investigate and report on the status of the Product Innovation Platform and its components. What is it and how to use it short and long term. We will do so by using examples of what the industry is using today of the building blocks and planning to use. What are the trends 2015 that will deliver real value to PLM within the next 5 years? What are the critical PLM decisions you should take now or at least 2016? How to gain control and be proactive and less reactive? We will look into technology readiness and equally important, the organization and people readiness.

PDT Europe 2015 should help you to understand where to focus your PLM efforts for the next 3-5 years.

## **Types of sponsorship**

### ***Gold Sponsor Price: 5.300 EUR***

1. Your company will be introduced as one of the sponsors of the conference at the opening of the conference.
2. Your company logo will be included in our printed material, our press releases and our direct e-mailing campaign, provided we have your logo on time.
3. Your company logo will be displayed on the conference web site, with a link to your web site.
4. You will get access to an attendance list with name, company.
5. You will have access to a table for sales material and/or demonstrations.
6. You receive 3 full passes to the conference, including meals and beverages.
7. Give a five-minute presentation during the event.
8. You will be able to post banners and/or roll-ups of your company in the main conference room where plenary sessions take place.
9. In agreement with the conference organizer and the conference programme, you may invite a qualified customer to present at the conference.
10. Including a brief synopsis about your company on PDTs website.
11. Ten customers that you bring to the conference will be able to attend for 790 EUR, a 20% discount off the conference fee of 995 EUR.

### ***Silver Sponsor Price: 2.700 EUR***

1. Your company will be introduced as one of the sponsors of the conference at the opening of the conference.
2. Your company logo will be included in our printed material, our press releases and our direct e-mailing campaign, provided we have your logo on time.
3. Your company logo will be displayed on the conference web site, with a link to your web site.
4. You will get access to an attendance list with name, company.
5. You will have access to a table for sales material and/or demonstrations.
6. You will receive 1 full pass to the conference, including meals and beverages.
7. Five customers that you bring to the conference will be able to attend for 790 EUR, a 20% discount off the conference fee of 995 EUR.

## Who will attend PDT Europe 2015

PDT Europe brings focus on user needs. Participants are typically managers and decision makers, program- and project managers, architects, technical leaders and technical specialists from different industries who meet up and exchange ideas.

We expect to attract 150 delegates from major engineering business sectors of Aerospace, Automotive, Building and Construction, Defence, HighTech, Telecom, Ship Building, Power Generation, Pharmaceutical, Process & Plant and Manufacturing as well as from Research and Academia!

## Marketing and Promotional Efforts

Getting the right attendance to the seminar is the key to a successful event. Therefore we are working extra hard to reach our target audience and to make this into a success!

### ***E-mailing campaign***

In our e-mail database today, we have well over 8 000 names of individuals. We are using e-mailing as one of our most important ways to reach decision makers and participants to the seminar. The reasons are several:

- - We have negotiated with a numbers of organizations that have agreed to send our invitation to their contact database
- - It is easy for anyone to re-send the invitation to a colleague
- - It is a cost efficient way of marketing

### ***Pro-active public relations***

Public relations are very important to us and we plan press releases before the conference. We will also invite members of the press to attend the seminar, free of charge.

### ***Direct sales and telemarketing***

We will target specific industrial organizations utilizing direct sales to encourage these companies to send attendees.

### ***Web promotion***

The PDT Europe web site will include links to it from a number of sites that we have been in contact with. We will continue to work actively on getting our link up on other organizations' web sites.

If you have special wishes for sponsoring, contact conference manager Maria Härdig:

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[www.pdteurope.com](http://www.pdteurope.com)

*We look forward to welcoming you!*