Enabling Transformational Government through Web Services and SOA is the hot topic chosen for the Open Standards Forum 2007. International open standards consortium, OASIS has joined forces with Butler Group, Europe’s leading Analyst organisation to host the event. The focus of the Forum promises to heighten awareness and enable interested members of the end-user community to engage in the debate. Held over two days, the event will attract an audience of approximately 150 senior IT decision-makers from large pan-European Public Sector organisations keen to meet those vendors who are making the most impact in the open standards community. You won’t want to miss this unique opportunity to promote your products and services to a dynamic and diverse mix of customers.

Standards in Action Showcase – a unique opportunity for sponsors:
During designated times, delegates will breakout into the ‘Showcase Area,’ where each sponsor will have a unique opportunity to demonstrate standards-related products and/or provide a sneak peak at new products. A limited number of Showcase demonstration tables are available and will be distributed on a first-come, first-serve basis. Showcase times and additional details will be available soon.

Sponsor marketing exposure:
Seize the opportunity to make your participation in this event extend far beyond attending. Choose a sponsorship package that will best reinforce your company’s image. Balance cost with the opportunity to increase your visibility to both current and new customers. During the event planning process, we’ll undertake a detailed event marketing plan that includes sponsor recognition. The plan consists of:
• Event advertised on both the Butler Group and OASIS Websites (over 250,000 hits per month).
• Several email announcements to the Butler Group and OASIS client and member databases leading up to the event (over 40,000 recipients each).
• Exhaustive telemarketing campaign.
• Event advertised in Butler Group Review, a monthly journal (over 1,500 subscribers) and the bi-monthly OASIS News (over 7,000 subscribers).
• Event advertised in the monthly journal, Computer Business Review (circulation 23,000).
• External advertising on IT events bulletins and portals.
• External advertising on related Websites.
• Press releases issued including the event details and sponsors.

http://events.oasis-open.org/home/forum/2007/
About OASIS
OASIS (Organization for the Advancement of Structured Information Standards) is a not-for-profit, international consortium that drives the development, convergence, and adoption of open standards for the global information society. The consortium produces more Web services standards than any other organization (including WS-BPEL, UDDI, ebXML, WS-Security, UBL, and many others) along with standards for security, e-business, and standardization efforts in the public sector and for application-specific markets. Founded in 1993, OASIS has more than 5,000 participants representing over 600 organizations and individual members in 100 countries.

OASIS is distinguished by its transparent governance and operating procedures. Members themselves set the OASIS technical agenda, using a lightweight process expressly designed to promote industry consensus and unite disparate efforts. Completed work is ratified by open ballot. Governance is accountable and unrestricted. Officers of both the OASIS Board of Directors and Technical Advisory Board are chosen by democratic election to serve two-year terms. Consortium leadership is based on individual merit and is not tied to financial contribution, corporate standing, or special appointment.

About Butler Group
Butler Group is the premier European provider of Information Technology research, analysis, and advice. The Company is respected throughout the business world for the impartiality and incisiveness of its research and opinion. Butler Group is a wholly owned subsidiary of Datamonitor Plc. Datamonitor plc is a premium business information company specialising in industry analysis. It helps over 5,000 of the world’s leading companies, to address complex strategic issues. Through proprietary databases and wealth of expertise, it provides clients with unbiased expert analysis and in-depth forecasts for seven industry sectors: Automotive, Consumer Markets, Energy, Financial Services, Pharmaceuticals and Healthcare, Technology, Transport and Logistics. Datamonitor maintains its headquarters in London and has regional offices in New York, San Francisco, Sydney, Frankfurt, and Hong Kong.

Sample of attendees from the OASIS Adoption Forum 2006:

- Nortel’s Strategic Standards Group – Senior Advisor, Web Services
- Visa Europe – Marketing Administrator
- Fujitsu Limited – Managing Solution Architect
- European Commission, Dir.-Gen. Enterprise and Industry – Head of Unit, Pan-European eGov. Services (IDABC)
- Royal Institute of Technology(KTH) – Researcher
- University of Bristol – e-Research Programme Manager
- Beijing Software Testing & QA Center – Testing Lab Vice Director
- NHS Connecting for Health – Director of Infrastructure, Technology Office
- National IT and Telecom Agency – IT Architect
- Denmark Ministry of Science, Technology & Innovation – Head of Section
- Danish National IT and Telecom Agency – Chief Consultants/IT Architect
- Siemens AG – Director of Development, Access Management
- British Telecommunications – Solution Architect
- Mortgage Bankers Association – Director, Industry Technology Security & Compliance
- Cabinet Office, UK Government – Director of Technical Policy
- Digital China – Government & Public

http://events.oasis-open.org/home/forum/2007/
The event offers several types of sponsorship packages with the following additional benefits:

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**Event Sponsor**

Cost: £5,000

Benefits:
- Company profile on event sponsorship and exhibit web pages.
- Table-top exhibit space in the Showcase Area – throughout the two day event.
- Logo on event signage.
- Recognition during opening session.
- One complimentary registration for a staff member, customer, or prospect.
- Company literature insert for the attendee registration packet.

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**Reception/Dinner Sponsor**

Cost: £4,000

Benefits:
- Company profile on event sponsorship and exhibit web pages.
- Display table during the reception/dinner for company literature.
- Company signage during the reception/dinner.
- Recognition during opening session.
- Opportunity to deliver ‘Welcome Announcement’ during reception/dinner.
- One complimentary registration for a staff member, customer, or prospect.

* Please note: Participation in the ‘Standards in Action Showcase’ is not included in this sponsorship package.

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**Luncheon Sponsor**

Cost: £1,500

Benefits:
- Company profile on sponsorship and exhibit web pages.
- Display table during the luncheon for company literature.
- Company signage during the luncheon.
- Recognition during opening session.
- One complimentary registration for a staff member, customer, or prospect.

* Please note: Participation in the ‘Standards in Action Showcase’ is not included in this sponsorship package.

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**What next?**

Due to the limited number of sponsorship opportunities, coupled with the popularity of these events, we strongly advise that you contact your account manager, or call Butler Group on:

**Tel:** 0800 083 8734  
**E-mail:** interest@butlergroup.com to secure your participation

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www.butlergroup.com

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