

SOFTWORLD HR & PAYROLL FORUM

16-17 October 02, NEC, Birmingham

www.softworld.co.uk/hrp



06 EXHIBITING AT SOFTWORLD

Exhibiting at Softworld HR & Payroll Forum represents outstanding value for money and flexibility. It aims to deliver as comprehensive a package as possible for its clients, rather than simply a section of 'floor space'. We are in a unique position to provide year round leads to exhibitors – Softworld does not just happen for two days of the year.

Make your choice from our silver or gold packages:

Gold package includes:

- Ready-built shell scheme stand including, fascia board, carpet, electrics, lighting and furniture package
- Two vendor seminar slots (one each day)
- Access to the pre- and post-show delegate list (via a third party)
- Your company name printed on over 350,000 Mailing Pieces
- Your own company entry on the event website including company/product information, vendor seminar listing and hyperlink
- FREE two-page entry in Softworld Buyers' Guide
- FREE Marketing & PR Guide
- FREE PR service prior to the event and Press Reception use on site
- FREE mailing and email offers
- FREE entry into the Seminar Planner pre-show publication, which is distributed to all pre-registered delegates
- Two FREE copies of the Softworld Buyers' Guide

Silver package includes:

- Ready-built shell scheme stand including, fascia board, carpet, electrics, lighting and furniture package
- Your company name printed on over 350,000 Mailing Pieces
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07 MAXIMISING YOUR PRESENCE

There are a number of **Marketing Opportunities** you can benefit from to drive visitors directly to your stand. Simply decide on your specific show objectives and choose the opportunities most focused on achieving these:

Increase Traffic Flow on your Stand

- Floor tiles
- Banners above your stand
- "You Are Here Board" sponsorship

Increase Brand Awareness

- Carrier bag advertising
- Sponsorship of registration area

Promote your Company Pre- and Post-Show

- Pre- and post-show mailings to the Softworld database
- Sponsorship of email waves that go to all pre-reg informing them of your presence at Softworld
- Visitor badge mailing sponsorship
- Web banner (remember: 75% of pre-registrations come via the website)
- Insert distribution in carrier bags

Raise your Profile within the Industry

- Visitor badge sponsorship
- Personalised tickets to mail to your clients and prospects

TO BOOK A STAND OR DISCUSS YOUR TAILORED MARKETING PACKAGE AT SOFTWORLD HR & PAYROLL FORUM, PLEASE CONTACT:

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Imark
COMMUNICATIONS

vnu business publications

Imark Communications Europe, Admiral Hawke House, Green Street, Lower Sunbury Village, Middlesex, TW16 6RA Tel: +44 (0)1932 730700 Fax: +44 (0)1932 779091 www.softworld.co.uk

Imark Communications (Europe) is a B2B media company, which specialises in producing highly focused trade exhibitions for the information technology and telecommunications industries. Imark's differential is its intellectual approach to interactive marketing. All Imark events have a high degree of educational content – developed by Imark's conference producers in consultation with leading industry analysts and consultancy firms, such as Andersen, PricewaterhouseCoopers and KPMG Consulting. This makes attending an Imark event a highly productive experience for both exhibitors and visitors alike. Imark is owned by VNU Business Media Europe – one of the world's leading media and information companies. Its core activities are marketing and media information, business information and directories. VNU is active in more than 100 countries, spread across all continents. The company employs over 35,000 people and has annual revenues of approximately EUR 4 billion.

The Complete Event Package

Be part of UK's leading software event for senior HR & payroll decision-makers



'Recent research has shown that the preferred method of selling and communicating is 'one-to-one'. This is however far from practical from a financial point of view. Exhibitions can provide a cost-effective means of informing and communicating with your target audience face-to-face, on a large scale, and on neutral territory.'

Source: The Peak Report 2001, IT Exhibitions Audit

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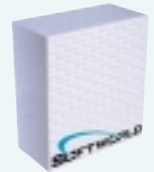
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HUMAN RESOURCES

The Complete Event Package

The UK's leading software event for senior HR & payroll decision-makers



01 WHY EXHIBIT AT SOFTWORLD?

Softworld is a unique event, showcasing your software products and services to senior individuals in the HR & payroll profession.

The Buyer Comes to You

Potential customers take time out of their busy schedules to find out how your company's products and services can help them gain a competitive advantage.

Face-to-face contact is one of the most effective sales techniques when selling software and building strong business relationships.

Attracting the Entire Procurement Team

Softworld HR & Payroll Forum is co-located with Softworld Accounting & Finance and Softworld Business Integration. This means the event delivers the entire procurement team – from the HR Director through to the Finance Director and IT Director – thus maximising the productivity of the visit by accelerating the decision-making process.

Visitors will be free to crossover between all three Softworld events. This means you will meet additional buyers who are also part of the software decision-making unit.

High Return on Investment

The unique format of Softworld HR & Payroll Forum means that all exhibitors have a similar stand presence. This means your financial commitment to the event can be relatively modest whilst maximising ROI.

Save Weeks in Meetings

A two-day event – what other form of marketing presents you with so many sales leads in such a concentrated period? Visiting the same number of prospects and buyers in the same time-scale would be impossible.

Customer Retention

Meeting your existing customers is an essential element of good account handling. Make the most of the networking environment to consolidate business relationships with current customers. Your competitors are booking into the event in order to greet them. Make sure you don't miss out.

Comprehensive Marketing Support

Softworld will benefit from the most comprehensive marketing campaign in the industry with unrivalled exposure during the 16-week pre-show campaign. No marketing medium measures up to this event for pure effectiveness, so why compete with it, when you can be a part of it? Benefit from our investment in Softworld HR & Payroll Forum.

02 THE EVENT PROPOSITION

Exhibition

This is your chance to exhibit your products and services to a focused, senior audience of HR and payroll professionals. A focused group of your competitors will be part of the show. Can you afford not to be amongst them?

Vendor Seminars

The gold package allows you to present your seminars to a captive audience. Use case studies and product demonstrations to educate the visitor as to how your solutions are giving companies like theirs a competitive edge.

Breakfast Briefings

The 45-minute breakfast briefings focus on software selection and how to ensure that software is in line with current systems and business strategies. These sessions aim to equip the visitor with all the necessary information before going out onto the exhibition floor to actually purchase a software solution.

Executive Masterclasses

These hour-long strategic-level sessions from top consultancies including KPMG Consulting, PA Consulting Group, PricewaterhouseCoopers and Watson Wyatt provide visitors with practical advice on the key issues to consider when implementing a new system such as yours.

03 EXHIBITOR PROFILE

Companies exhibiting at the forthcoming Softworld event include:

- CSI Product Group Ltd
- Frontier Software Plc
- Microsoft Great Plains Business Solutions
- Northgate Information Solutions
- PersonnelZone.com
- Prolog4
- Pyramid HR
- Sage (UK) Ltd
- Selven Group Plc
- The Internet Corporation - Amris

If your company supplies products and services in the following areas, you should be exhibiting at Softworld.

- ▶ Absence management
- ▶ Benefits administration
- ▶ Bureau services
- ▶ Expenses
- ▶ Fleet administration
- ▶ Payroll forms
- ▶ Pensions
- ▶ Performance management
- ▶ Recruitment
- ▶ Reporting
- ▶ Salary administration & modelling
- ▶ Self-service software
- ▶ Time and attendance
- ▶ Training and administration
- ▶ Web enabled

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Source: The Peak Report 2001, IT Exhibitions Audit

HR & PAYROLL FORUM



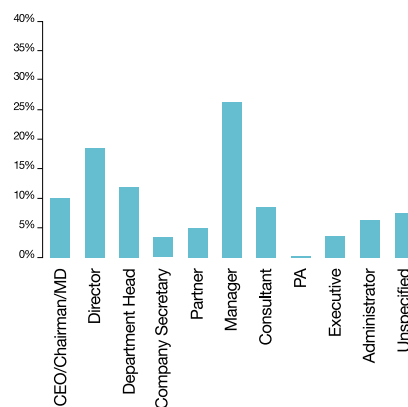
04 VISITOR PROFILE

Does the visitor profile match that of your target audience? Then you should be at Softworld.

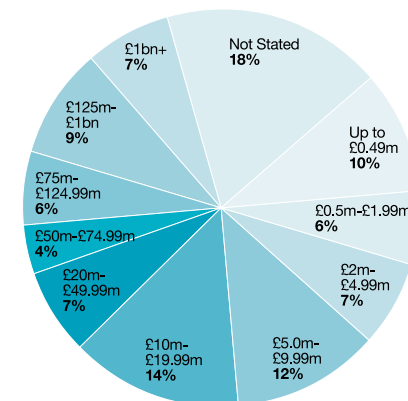
These job titles reflect the people who regularly attend Softworld HR & Payroll Forum as part of a procurement team:

- HR directors/managers
- Personnel directors/managers
- Payroll managers
- Finance directors
- MDs/CEOs
- Training & recruitment/personnel
- IT directors
- IT managers
- IT consultants
- MIS managers
- Network managers
- Project managers
- Technology advisors

Visitor Profile – Job Title



Visitor Profile – Annual Turnover



05 DELIVERING THE RIGHT AUDIENCE

Imark Communications is in a stronger position than ever to deliver even more of the target audience essential to the success of Softworld.

Not only does the event have the support of the leading industry titles **Personnel Today** and **Pay Magazine**, Imark is now owned by VNU Business Media Europe, which means the added support of publications including: **Financial Director**, **Management Consultancy** and **Computing**. This comprehensive media support provides key benefits in terms of direct marketing activity, particularly database growth, setting the scene for a more impactful visitor campaign than ever before.

- Highly targeted **Direct Mail** is consistently the most effective form of exhibition marketing accounting for around 40% of visitor interest
- **Ticket Inserts** in key trade titles present both a physical reminder of the show and the opportunity to pre-register
- **Advertising** is another effective direct response and awareness medium, using highly targeted and specific trade press
- **E-mails and newswire sponsorship** go to previous visitors and targeted lists
- **Website Promotion** - 78% of Softworld HR & Payroll Forum pre-registrations come via the www.softworld.co.uk website so promotion of this web address is key to the campaign
- A dedicated **PR** manager ensures the show receives excellent press coverage both pre- and post-show and provides additional exhibitor PR support

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