



BRITISH COMPUTER SOCIETY
CONFIGURATION MANAGEMENT SPECIALIST GROUP

The specialist group for Change, Release and Configuration Management

Exhibitor Invitation to

2nd BCS CMSG Conference & Exhibition 2005

The World of Change, Configuration and Release Management

Synopsis: The CMSG Conference & Exhibition is to be held on 21&22 June 2005 in Cambridge, UK.

Exhibitors are invited to book a stand at the exhibition which will be running alongside the conference.

Contents:

| | | |
|--------|--------------------------------------|----|
| 1 | Introduction..... | 2 |
| 2 | Exhibitor Packages..... | 2 |
| 2.1 | Exhibition Layout..... | 3 |
| 2.2 | Sponsorship Packages..... | 3 |
| 2.2.1 | Gold Sponsor - £2,000 | 3 |
| 2.2.2 | Silver Sponsor - £1,600..... | 4 |
| 2.2.3 | Standard - £1,200..... | 4 |
| 2.3 | What is included in the price? | 4 |
| 2.4 | What's not included?..... | 4 |
| 2.5 | Sponsorship Opportunities | 4 |
| 2.6 | Publicity..... | 5 |
| 2.7 | Stand Building and Dismantling..... | 5 |
| 3 | Booking a Stand & Contacts..... | 5 |
| 3.1 | Booking | 5 |
| 3.2 | Contacts..... | 6 |
| 4 | General Terms & Conditions..... | 7 |
| 4.1 | Exhibition Contractors..... | 7 |
| 4.2 | Stand Regulations..... | 7 |
| 4.3 | Electrics | 8 |
| 4.4 | General Services..... | 9 |
| 4.4.1 | Accommodation..... | 9 |
| 4.4.2 | Car Parking | 9 |
| 4.4.3 | Catering..... | 9 |
| 4.4.4 | Damage to Hall | 9 |
| 4.4.5 | Delivery of Goods..... | 9 |
| 4.4.6 | Emergency Procedures..... | 9 |
| 4.4.7 | Fire Precautions..... | 9 |
| 4.4.8 | First Aid | 10 |
| 4.4.9 | Insurance..... | 10 |
| 4.4.10 | Promotional Material | 10 |
| 4.4.11 | Security | 10 |

1 Introduction

The 2nd BCS CMSG Conference & Exhibition is to be held on 21&22 June 2005 at Homerton College, Cambridge, UK.

There will be 150 delegates (primarily from UK and Europe) at the conference, and the exhibition hall will be open to non-delegates throughout the conference. The 2 day conference will have a dinner on the evening of 21st June to which exhibitor personnel are also invited.

The conference themes (and target delegates) are:

- Change, Configuration and Release Management as practised in large-scale Systems Integration programmes and projects (e.g. aerospace and defence delegates)
- Change, Configuration and Release Management best practices to make software development in commercial environments better, faster and cheaper (e.g. software developers and SCM people)
- Configuration management across the lifecycle from development to the live environment, including service management (e.g. ITIL and Service Management)

Keynote speakers include:

- Richard Moreale
- Callum Kidd

Exhibitors are invited to book a stand at the exhibition which will be running alongside the conference.

This is an opportunity to market to, and network with, a captive and focused audience of potential customers and competitors.

Tea/coffee and buffet lunch will be served to delegates in the exhibition hall on both days.

2 Exhibitor Packages

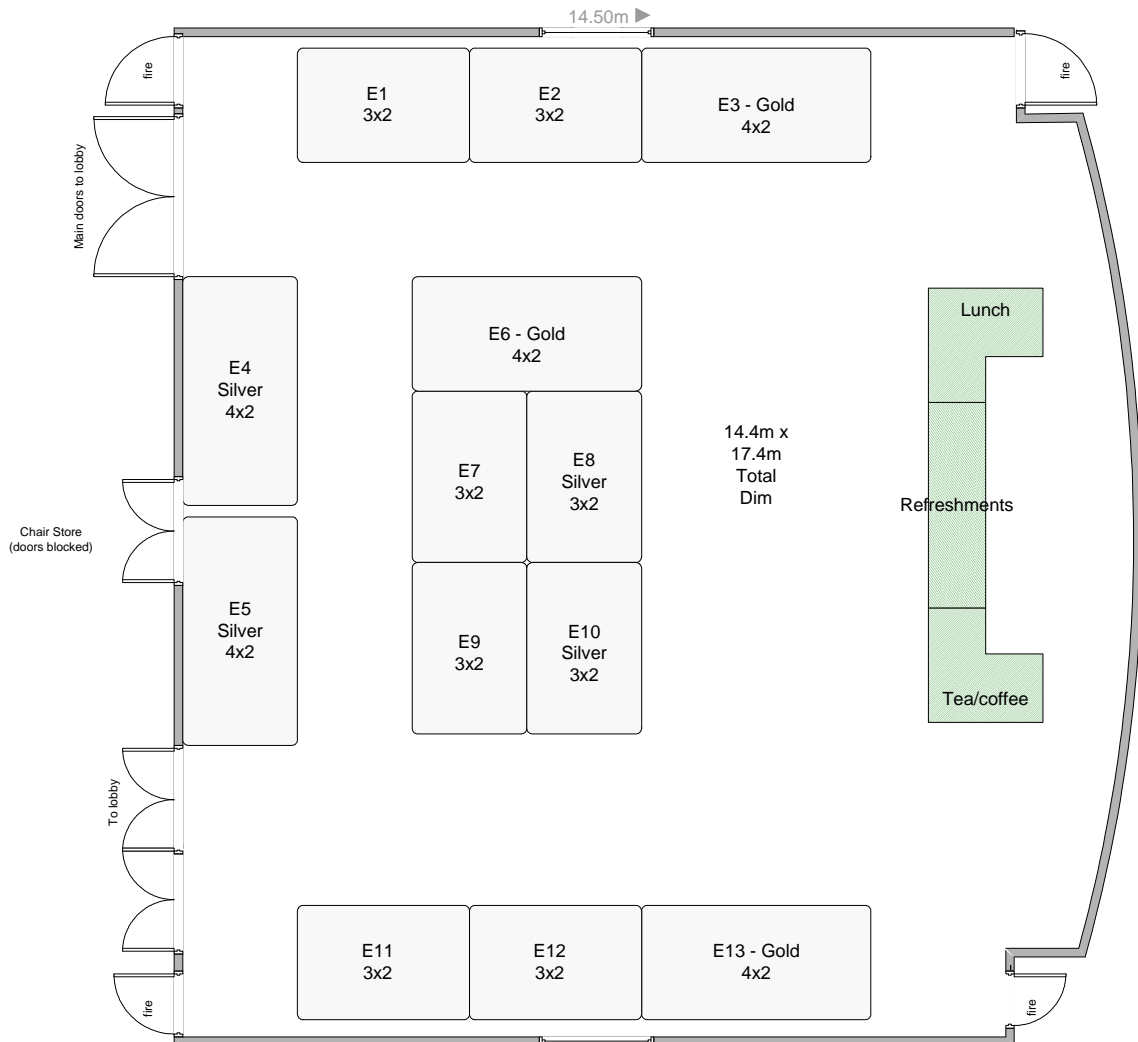
There are two alternatives for stands:

| | |
|-------|--------|
| 3x2 m | £1,000 |
| 4x2 m | £1,400 |

The layout is shown below. Stands are numbered E1 – E13.

All stands come with a standard shell scheme in the price.

2.1 Exhibition Layout



2.2 Sponsorship Packages

2.2.1 Gold Sponsor - £2,000

Stands available: E3, E6 and E13

- Corporate Name / Logo printed on Conference Material, including Brochures / Publicity and Proceedings
- 8 sqm Stand in prime locations
- a 20 minute demonstration slot (lunchtime) in a room near the main conference room
- 4 x single day delegate invitations
- Logo on Conference Web Page
- Link to your own Website
- Single Item Insert in Delegate Bags

2.2.2 Silver Sponsor - £1,600

Stands available: E8, E10, E4 & E5

- Corporate Name / Logo printed on Conference Material, including Brochures / Publicity and Proceedings
- 6 or 8 sqm Stand depending on location
- a 20 minute demonstration slot (lunchtime) in a room near the main conference room
- 2 x single day delegate invitations
- Logo on Conference Web Page
- Link to your own Website
- Single Item Insert in Delegate Bags

2.2.3 Standard Sponsor - £1,200

Stands available: E1, E2, E7, E9, E11 & E12

- Corporate Name / Logo printed on Conference Material, including Brochures / Publicity and Proceedings
- 6sqm Stand
- Logo on Conference Web Page
- Link to your own Website
- Single Item Insert in Delegate Bags

2.3 What is included in the price?

- Shell scheme of given dimensions with height of 2.5m
- Name on fascia board
- One 13amp electric socket and fluorescent light
- Gala drinks reception in exhibition hall on day 1
- Company entry (text only) in pre-event publicity, exhibition brochure and delegate packs
- Exhibitor drinks reception on Monday evening
- Complimentary lunch tickets for 2 people
- Tea/coffee and buffet lunch will be served to delegates in the exhibition hall on both days
- Exhibition hall will be locked overnight

2.4 What's not included?

- Additional power and lighting – order through contractor as required
- Additional stand furniture – supply own or order through contractor
- Telephone or internet connectivity
- Gala dinner tickets (£50 per head)
- Accommodation/breakfast (although accommodation should be available on-site at the college at a cost of £50 per room). Note that rooms do not have TVs and some exhibitors found local hotels preferable last time!

2.5 Sponsorship Opportunities

Extra events that can be sponsored are:

- Gala drinks reception after day 1
- Wine with the Gala dinner on day 1

These will entitle the exhibitor to:

- display of banners at the event
- an advert in the conference brochure

Exhibitors may pay a minimum of £500 towards sponsoring either event (max 3 sponsors per event).

Other activities include:

- provision of bag, pens, pads etc with exhibitor's logo on it, provided that the BCS CMSG logo is also displayed
- speaker expense sponsorship (with exhibitor's name against the agenda in the brochure)

Contact us with alternative suggestions.

2.6 Publicity

A conference brochure will be produced for mail shots, and adverts can be purchased in addition to the exhibitor listing.

Please let us know how many you would like for sending out to your customers.

2.7 Stand Building and Dismantling

Exhibitors will have access to the exhibition hall the previous evening (from 6.30pm), or the morning of the exhibition (from 8am).

All stands must be ready for the exhibition to open at 9.30am Tuesday.

The exhibition closes at 5pm on Wednesday, and stands may be dismantled after this time.

All stands should be cleared by 6.30pm on Wednesday to allow the shell scheme to be removed.

The exhibition hall has a sprung wooden floor.

3 Booking a Stand & Contacts

3.1 Booking

All prices exclude VAT.

A stand may be booked by sending a purchase order to:

Robert Cowham
CMSG
8 Paynesfield Ave
London SW14 8DW

Email: Robert @ bcs-cmsg.org.uk

Tel. 020 8392 0935

Fax. 020 8392 0936

Purchase orders should be received by 31-Jan-05. Stands/packages will be reserved on a first come first served basis on receipt of a Purchase Order (via email (PDF/Word)/fax or post).

Payments must be received by 28-Feb-05 or you will not be listed in the brochure sent out to prospective delegates.

3.2 Contacts

Questions may be addressed to:

Robert Cowham (Conference Organiser)
Vaccaperna Systems Ltd
8 Paynesfield Avenue
London SW14 8DW
robert@vaccaperna.co.uk
Tel. 07785-292 719

The conference and exhibition is taking place at:

Homerton College
Hills Road
Cambridge CB2 2PH

<http://www.homerton.cam.ac.uk/conferen.htm>

Homerton Conference office: 01223-507 122
01223-507 120 (fax)

4 General Terms & Conditions

Exhibitors should take care to observe all health and safety regulations, particular with regard to electrical equipment.

4.1 Exhibition Contractors

Additional stand furniture and electrical fittings are available from:

XHIBIT
Unit 2 & 3 Hall Court Farm
Ripe
Lewes
BN8 6AY

www.x-hibit.com

4.2 Stand Regulations

All work must be carried out in conformance with local authority rules and regulations.

All stand structures, signs, etc, must be confined to the allotted area and may not project over or into gangways.

No direct fixings shall be made to any part of the exhibition hall and any damage or discoloration of such shall be charged to the exhibitor.

All stand structures must be self-supporting.

All work must be carried out using non-flammable materials.

The design of the stand must be such that it can be erected and dismantled within the time available.

It is the responsibility of the exhibitor to examine the site allotted to ensure the desired design can be accommodated in accordance with the results.

The organisers may, at the exhibitor's expense, remove or alter anything in, on or forming part of any stand, if in their opinion it is desirable to do so in the interests of the exhibition.

Balloons are not permitted without written authority from the organisers.

Materials used in stand display and construction must conform as follows:

- Plastics – must conform to Class 1 fire regulations; Lexam and Macralon are acceptable – Perspex is not.
- Fabrics – textile fabrics used for interior display purposes must be flameproofed in accordance with BS3120. Fabrics must be fixed taut and/or in tight pleats (not draped) to a solid backing and secured 3” above floor level, not touching light fittings.

- Stand dressings – Artificial plants and flowers must NOT be used for stand dressing. Silk type flowers are acceptable provided they have been fireproofed to BS476 (part 7) and are marked as such. Cellulose paints must not be used.

4.3 *Electrics*

All electric/lighting connections required for your stand may be ordered from the official contractor for the exhibition (see previous section).

All electrical work carried out on behalf of exhibitors must be in accordance with the appropriate rules and regulations of the relevant authorities and the organisers.

All lighting shall be designed and installed to avoid nuisance and discomfort to neighbouring exhibitors and visitors.

Low level lighting shall be sited or guarded to prevent risk or injury to persons or materials.

Flash lights or signs are NOT allowed, but sequence displays may be used, subject to prior approval of the organisers.

No light fittings or other electrical appliances may be suspended from the roof of the exhibition hall.

Electrical cables fixed at floor level must be completely covered under a fixed structure or ramp, and protected against damage in a manner approved by the local authority.

The use of flexible cords for stand wiring is generally prohibited.

Flexible cords shall be of a circular section, fully insulated and sheathed, and any jointing being by purpose-made flex connectors.

Flexible cords shall not exceed 2 metres in length.

Coils of flex or flex on reels are not allowed.

Where client's own equipment is used, it must comply with all regulations and be subject to spot checks and testing.

Only one flexible cord per 13amp plug top. All plug tops to be correctly fused.

Multi-way, plug-in type and bayonet adapters shall not be used.

The use of trailing block type 4-way fused sockets shall be restricted to one per 6 sq. meters or part thereof.

The organisers will require any electrical cables, accessories or appliances that do not comply with regulations to be removed or made compliant.

4.4 General Services

4.4.1 Accommodation

All exhibitor personnel are responsible for arranging their own accommodation. Please contact Homerton College directly.

4.4.2 Car Parking

Is available on site – exhibitors will receive 2 car park vouchers.

4.4.3 Catering

The college holds all rights to catering.

Coffee/tea will be available to exhibitors and delegates alike at the scheduled times within the programme. All will be served in the exhibition hall, as will buffet lunches.

Each stand booking entitles the exhibitor to 2 tickets for the buffet lunches. Additional tickets may be purchased at £20 plus VAT.

Exhibitor personnel may attend the conference dinner at a cost of £50 plus VAT per person.

4.4.4 Damage to Hall

The organisers will pass on any charges to the exhibitor for any damage to the exhibition hall caused by the exhibitor, his staff or contractors.

4.4.5 Delivery of Goods

No deliveries are permitted to the exhibition hall once it is open to visitors. Any deliveries for replenishing stands must be made before 9am on the open days of the show.

The organiser's staff are not authorised to sign for deliveries. Please make sure someone is available on your stand to receive any such deliveries.

If you arrange for material to be delivered to the college prior to the event, please ensure that it is delivered no earlier than the day before the event (Monday).

4.4.6 Emergency Procedures

A copy of the emergency procedures will be provided on arrival. It is the responsibility of the each exhibitor to ensure that all their stand staff read and understand these procedures.

4.4.7 Fire Precautions

All fire exits are clearly marked. Fire extinguishers are located around the hall. Please ensure all stand personnel are aware of the nearest fire point.

Please ensure that all fire regulations regarding the building of your stand are strictly adhered to.

Each exhibitor is responsible for ensuring that all materials used on their stand are fire resistant and conform to local authority regulations.

4.4.8 First Aid

Contact the college porter.

4.4.9 Insurance

The organisers accept no responsibility for any loss or damage which may befall the property of any exhibitor or third party employed by the exhibitor nor any personal injury or loss sustained by exhibitors or any person.

Exhibitors are strongly advised to ensure that they have adequate insurance to cover for all products and person injury during the exhibition period, including transportation.

4.4.10 Promotional Material

Promotional items must be distributed only from your stand.

Under no circumstances may anything (posters, stickers, etc) be attached anywhere other than your stand unless previously agreed in writing with the organisers (e.g. as part of special sponsorship).

4.4.11 Security

Although the organisers will take all reasonable precautions to secure the hall, you are requested not to leave valuables unattended on your stand at any time, but particularly during breakdown when security is difficult to monitor.

The exhibition hall will be locked on conclusion of each day's activities and the porter will be present in the college during each night.