



2015 TBM COUNCIL SPONSORSHIP OPPORTUNITIES

CHICAGO | LONDON | SYDNEY | WORKGROUPS | FEDERAL IT COST COMMISSION



TAKE PART IN 2015 PREMIER SPONSORSHIPS FOR THE TBM COUNCIL

In 2012, the TBM Council was established as an independent nonprofit by 15 of the most progressive CIOs in the IT industry. The mission of the TBM Council was, and still is, to advance the profession of IT globally by creating a platform for collaboration, advancing education, and setting unified standards that allow IT to be run like a business. Fundamentally, the TBM Council empowers IT leaders to strategically invest in technology, improve communication with their business partners, and ultimately leverage technology to foster innovation.

We now count nearly 1,500 senior business and technology leaders as members, with countless more joining daily. Our purpose is to convey the art of the possible to each member of the TBM Council and with your help, events like the TBM Conference and TBM Summits help us do just that.

In October of 2014, we held the second-annual TBM Conference in Miami, Florida. The event was attended by more than 750 of the most forward-thinking IT leaders in the world. More than 40% of delegates were CxO level, with another 41% comprised of IT and IT finance decision makers. Imagine a brain trust of IT's sharpest minds from companies like Goldman Sachs, eBay, Coca-Cola, Kaiser Permanente and Amazon, all gathered together to discuss strategies that further technology-business alignment. That vision defines TBM Council's Conferences and Summits.

According to ISG's Steven Hall, a TBM Conference Partner Principal, "The caliber of talent and CIOs at the annual TBM Conference has been incredible. It's rare to get this many executives with so many insights in one place. From attendees to panels to keynotes...very impressive. You don't find this depth of dialogue at any other conferences."

Our goal in 2015 is to continue growing this important conversation in pursuit of our mission. This is the year for major advancements in our core mandates of collaboration, education, and standardization. In June, we kick off our second-annual European TBM Summit at Westminster Abbey in London, England and in August, we will host our second-annual TBM Summit in Sydney, Australia. We are also in the midst of planning our new online and telepresence community to be launched in March in an effort to continue driving the expansion of our industry. To that end, we'll be adding eight more functional workgroups in 2015, bringing the count to 16 TBM Workgroups, which meet three times per year.

The year of engagement culminates in October 2015 at the TBM Conference in Chicago, Illinois. We will attract 1,000+ delegates in the windy city of Chicago for 3 days of keynotes, panels, learning sessions, awards programs, and social events. Each of these engagements represent an opportunity for you...the chance to align your brand with one of the world's leading organization dedicated to supporting the growth of IT leaders. You are in a unique position to leverage the incredible network of TBM Council members to elevate your brand, meet with existing and potential clients, and shape the future of the global IT landscape.

We value your involvement and look forward to building our partnership in 2015!



Chris Pick

President, TBM Council

TBM COUNCIL OVERVIEW

From Facebook to Goldman Sachs and Microsoft to Xerox, the world's most forward-thinking companies in nearly every industry are embracing a new discipline – Technology Business Management (TBM).

Proven to help technology leaders run the business of IT, TBM is changing the conversation about IT's role in the enterprise by adapting business principles and processes, empowering the CIO to operate much like the CEO of an IT as a Service business.

The TBM Council convenes technology executives to collaborate on how to measure, optimize and communicate business value. Our framework defines essential disciplines like cost transparency and benchmarking, service portfolio management, value-based scorecarding, demand-based IT planning, and more. Our innovative work has drawn the engagement of leading institutions—including The Wall Street Journal, KPMG, Columbia University, and MIT—who are exploring the link between IT initiatives and economic value. Unlike other executive forums, the TBM Council is the only one comprised of real-world IT leaders focused on solving the problem of how to create the most value by collaborating with business partners.

TO ACHIEVE THIS END, THE TBM COUNCIL HAS DEFINED THREE PRIMARY MANDATES:

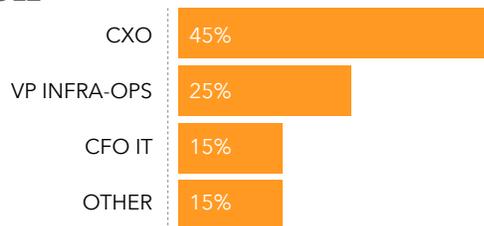
- **Establish global standards** for TBM by researching and collaborating through a network of thought-leading executives from IT, finance and business.
- **Development of educational programs** that drive awareness and accelerate adoption and implementation of TBM principles while allowing CIOs and other TBM practitioners to advance their careers
- **Foster leadership and collaboration** by bringing together executives and subject matter experts through conferences, virtual summits, working groups and an online platform.



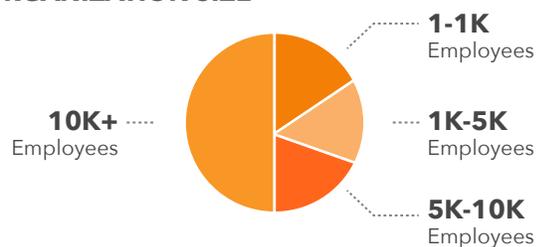
MEMBERS:

General: **1500+** | Board: **19** | Authors: **120+** | Partners: **20+**

ROLE



ORGANIZATION SIZE



FOUNDING COMPANIES



ACADEMIC ALLIANCES



BOARD *of* DIRECTORS

The Council is governed by a group of CIO Executive Directors whose mission is to establish a global standard of TBM knowledge and share it with the market. The Technology Business Management Council Board of Directors are:



Brian Adams
CIO, WorleyParsons



Debra Bailey
Group Services Director,
Nationwide Building Society



Mike Benson
CIO, DIRECTV



Mike Brown
CIO, ExxonMobil



Mike Dreyer
COO & President, Monitise



Jim DuBois
CIO, Microsoft



Don Duet
Co-COO, Technology
Division, Goldman Sachs



Christopher Furst
CIO, Univision
Communications



Larry Godec
CIO, First American



Sunny Gupta
CEO, Aptio



Rebecca Jacoby
CIO, Cisco



Bill Krivoshik
CIO, Time Warner



Ralph Loura
CIO, Hewlett-Packard



Greg Morrison
CIO, Cox Enterprises



Tom Murphy
CIO, University of
Pennsylvania



Michael Neff
CIO, RWE



Jim Scholefield
CTO, The Coca-Cola
Company



Phoung Tram
CIO, DuPont



George Westerman
Research Scientist, MIT

SPONSORSHIP OPPORTUNITIES

PARTICIPATING IN 2015

As the Executive Director of Partner Relations for the TBM Council, I am your personal TBM ambassador, advocate & fierce supporter!

I facilitate the connection between your brand and the hundreds of highly regarded IT leaders and valued members of the TBM Council. You have the opportunity to select a sponsorship level to best fit your brand and demand plans for 2015. Our events calendar encompasses premier events, regional summits, workgroups and the newly announced virtual community slated to launch in mid-2015.

We expect TBM Council membership to grow to more than 2,500 members by the end of 2015. To serve this blossoming community, we aim to provide more in-person and virtual experiences for members of the community. In order to achieve this, the TBM Council has planned an exciting event year with several ways for each sponsor to participate. The following prospectus contains more detail on each and every one of these opportunities and I am thrilled to work with you to identify the best option in support of your brand.

As we embark in this partnership, I would like to personally thank you for your support and interest in sponsoring TBM Council in 2015. Your contribution and thought leadership are critical to achieving our non-profit mission and to progressing our education, standardization, and collaboration mandates.

These opportunities are limited, so I encourage you to take advantage before it's too late! I'd love to schedule a brief call with you at your convenience to share the new amenities for 2015 sponsors.

Please feel free to reach out to me directly at **(913) 908-9195** or **mmereghetti@tbmcouncil.org**



Melissa Mereghetti

Executive Director, Partner Relations
TBM Council



TBM CONFERENCE 2015

OCTOBER 26-29, 2015 | HYATT REGENCY | CHICAGO



The TBM Conference is the premier event for CIOs in 2015. It presents an opportunity for sponsors to network, learn, share, and plan with senior IT executives in the Global 2000. Meet and learn from industry leading companies, gain in-depth knowledge specific to your role, and experience keynotes from industry thought leaders.

Take advantage of speaking engagements, a larger presence in the expo area, and conference-wide branding exposure that helps maximize your participation. The TBM Conference sponsorship program offers value with proven results.

2015 ATTENDANCE EXPECTATIONS

1000+
Attendees

CXO
42%

600+
Organizations





TBM CONFERENCE 2015

SPONSORSHIP AT A GLANCE

	PRINCIPAL	GOLD	SILVER	BRONZE
<i>Available Sponsorships</i>	4	4	6	10
Presentation Opportunity				
TBM Workgroup sessions	✓			
Panel participation	✓			
30 min main stage w/ customer		✓		
30 minute breakout session			✓	
Exhibit Space (subject to change)				
Enhanced Booth space (with lead scanner)	✓	✓	✓	✓
Exhibit and Attendance				
Full conference passes	10	8	4	2
Additional full passes \$1495	5	4	2	1
Comp passes for customer	10	5	1	1
Expo only passes	4	4	4	4
Pre-Event Marketing				
Company description on Conference website	150 words	100 words	75 words	50 words
Logo inclusion in digital and print promotions	✓	✓	✓	✓
Marketing landing page with your valued resources	✓	✓	✓	
Onsite Marketing				
TBM Council brokered 1-1's	**	8 introductions 4 1-1's	4 introductions 2 1-1's	
Logo/URL in Conference Guide	✓	✓	✓	✓
Recognition on main stage and event signage	✓	✓	✓	✓
Mobile app banner advertisement	✓	✓		
Seat drop	✓			
Co-Marketing				
Web banners provided w/unique link	✓	✓	✓	✓
Customizable email template	✓	✓	✓	✓
Post-Event Marketing				
Inclusion in thank you email to attendees	✓	✓	✓	✓
Marketing collateral resource center	✓	✓		

To become a sponsor or find out pricing information, please contact
Melissa Mereghetti at: mmereghetti@tbmcouncil.org



TBM EUROPEAN SUMMIT 2015

JUNE 4, 2015 | WESTMINSTER | LONDON



The European TBM Summit 2015 will bring together more than 200 IT executives for a one-day event focused on C-suite alignment and transformational strategies. This exceptional event will be led by distinguished IT leaders from Europe's leading organizations, across multiple industries. The Summit provides an unprecedented opportunity to forge new connections with IT leaders and gain strategic learnings and tactical tools to use with your business partners.

The European TBM Summit is a premier CIO event, offering the opportunity for sponsors to network, learn, share ideas, and plan with senior IT executives from Europe's leading organizations. Take advantage of presence in the expo area and branding exposure that helps maximize your participation at the event.

2015 ATTENDANCE EXPECTATIONS

250

Attendees

CXO

50%

125

Organizations





EUROPEAN TBM SUMMIT 2015

SPONSORSHIP AT A GLANCE

	PREMIER	PRINCIPAL	GOLD	SILVER
<i>Available Sponsorships</i>		2	6	4
Presentation Opportunity				
Breakout Session	✓	✓	✓ w/ customer	
Exhibit and Attendance				
Booth	✓	✓	✓	✓
Lead Scanner (Additional scanner - £300)	✓	✓	✓	✓
Summit Passes Included	-	3	2	1
Pre-Event Marketing				
Linked logo on Summit website	✓	✓	✓	✓
Company description on Summit website	100 words	100 words	75 words	50 words
Logo inclusion in digital promotions	✓	✓	✓	✓
Onsite Marketing				
Logo/URL in Summit Guide	✓	✓	✓	✓
Company description in Summit Guide	100 words	100 words	75 words	50 words
Summit Guide advert	Full page	Full page	Half page	
Welcome Pack insert	✓	✓	✓	✓
Recognition on main stage	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓
Mobile app listing	✓	✓	✓	✓
Mobile app banner advertisement	✓	✓		
Co-Marketing				
Web banners provided w/unique link	✓	✓	✓	✓
Customisable email template	✓	✓	✓	✓
Post-Event Marketing				
Inclusion in thank you email to attendees	✓	✓	✓	✓
Marketing collateral resource center	✓	✓		
Additional Options				
Lunch				Call for pricing
Evening Networking Reception				Call for pricing
Summit Pens				Call for pricing

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Melissa Mereghetti at: mmereghetti@tbmcouncil.org



TBM AUSTRALIAN SUMMIT 2015

AUGUST 2015 | SYDNEY



Join the Australian TBM Summit 2015 to hear from visionary technology leaders who are transforming their IT organizations with TBM. This intimate and exclusive event provides an opportunity to meet 1:1 with IT leaders from across the region and gain strategic learnings and tactical tools.

Participate in a sessions and peer roundtables exploring key topics such as: Using transparency to drive cost and service optimization, creating and enabling a service catalog that better serves the business, and driving business-aligned and fact-based decision making.

2015 ATTENDANCE EXPECTATIONS

75
Attendees

CXO
50%

40
Organizations





AUSTRALIA TBM SUMMIT 2015

SPONSORSHIP AT A GLANCE

	PREMIER	PRINCIPAL	GOLD	SILVER
<i>Available Sponsorships</i>		2	1	2
Presentation Opportunity				
Roundtable participation	✓	✓	✓ w/ customer	
Exhibit and Attendance				
Booth Kiosks	✓	✓	✓	✓
Summit Passes Included	-	3	2	1
Pre-Event Marketing				
Linked logo on Summit website	✓	✓	✓	✓
Company description on Summit website	100 words	100 words	75 words	50 words
Logo inclusion in digital promotions	✓	✓	✓	✓
Onsite Marketing				
Logo/URL in Summit Guide	✓	✓	✓	✓
Company description in Summit Guide	100 words	100 words	75 words	50 words
Summit Guide advert	Full page	Full page	Half page	
Welcome Pack insert	✓	✓	✓	✓
Recognition on main stage	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓
Mobile app listing	✓	✓	✓	✓
Mobile app banner advertisement	✓	✓		
Co-Marketing				
Web banners provided w/unique link	✓	✓	✓	✓
Customizable email template	✓	✓	✓	✓
Post-Event Marketing				
Inclusion in thank you email to attendees	✓	✓	✓	✓
Marketing collateral resource center	✓	✓		
Additional Options				
Lunch			Call for pricing	
Evening Networking Reception			Call for pricing	
Summit Pens			Call for pricing	

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IT COST FEDERAL COMMISSION

The IT COST Commission is a nine-month initiative assembled by the TBM Council, a global non-profit organization of more than 1,600 IT leaders, at the request of the CIO of the United States. The Commission was designed to leverage private sector learnings by connecting leading commercial CIOs with a select group of Federal CIOs.

As part of this effort, the Commission will define a set of best practices and standards for CIOs to measure and communicate the cost of infrastructure, applications, projects and IT services. It is the TBM Council's hope that these best practices will be adopted by the General Services Administration (GSA) and Office of Budget & Management (OMB) to make a significant impact on the effectiveness of all public sector IT spend.

The result of this initiative will be a report distributed in November 2015 outlining a series of recommendations for Federal CIOs, which will:

**Aid in the implementation
for Federal IT Acquisition
Reform Act (FITARA)**

**Reduce waste and increase
efficiency of public sector IT
spend (totaling \$80 billion)**

**Empower federal CIOs to
demonstrate the cost, quality,
and value of their IT spend**



TBM WORKGROUPS OVERVIEW

The goal of the TBM workgroups is to define the future state vision of IT in the largest and most prevalent industries and roles. These workgroup will provide the forum for discussing next-generation IT disciplines such as sustainable cost transparency, actionable metrics and KPIs, data-driven decision making – elements needed to drive cost optimization, business-aligned spending, innovation funds and decision-making agility.

2015 WORKGROUPS

(Open Workgroups in bold)

- Financial Services
 - » Retail Banking
 - » Investment Banking
- Insurance
- Energy
 - » Oil & Gas
 - » Power & Utilities
- Healthcare
- CFO of IT
- Technology Infrastructure Efficiency
- IT Strategy and Planning
- **Retail**
- **Manufacturing**
- **Consumer Products**
- **Sourcing**
- **Telecommunications**
- **Cloud Services**

WHY LEAD A WORKGROUP?

COLLABORATE with an exclusive group of other Energy executives on the practice of Technology Business Management. We expect an intimate group of 10-25 senior executives.

FOCUS on industry-specific best practices for measuring, improving and communicating the business value of technology in your enterprise.

LEARN how larger trends in your industry will affect IT, and how your peers are preparing to meet those trends head-on.

LEAD your profession toward a deeper understanding of the economics of IT and the establishment of industry-specific benchmarks, service taxonomies and implementation methods.





PARTNER PRINCIPAL

Standard Membership	
One (1) Partner Principal Member	Right to designate one executive from Sponsor organization as a TBM Council Partner Principal Member subject to TBM Council approval
Delegate Engagement Entitlement	Right for partner principal member to engage in discussion with any member of the TBM Council subject to terms of the standard partner principal agreement
Access to collaboration site(s)	Right for the designated Partner Principal Member to access all collaboration tools, including the TBM Council LinkedIn group.
Research & Editorial Committee	
Participation in Editorial Committee	Right for partner designee to participate on the TBM Editorial Committee to be formed in 2015
Participation in One (1) Research Project	Right for the partner principal to participate in one research project such as a member survey or case study, involving the TBM Council academic advisor and principal researcher.
Member Acknowledgement	Acknowledgement of the designee and associated sponsor as a member of the TBM Editorial Committee in all TBM Council published works (assuming participation)
TBM Workgroups	
One (1) Workgroup participation	Right for the Partner Principal Member to participate in one (1) TBM Workgroup (vertical industry or professional) in a leading role.
IP Acknowledgement	Acknowledgement of Partner Principal Member and associated Sponsor as contributor to the TBM IP developed by the workgroups (assuming active engagement)
General Events	
Attend all conferences and summits	Right for one (1) non-transferable invitation for Partner Principal Member to attend each TBM summit, or any additional TBM Council event that the TBM Council may decide to host and that are open to General membership participation.
TBM Conference	
Ten (10) conference passes	Entitled to ten (10) non-transferrable passes to the TBM Conference global event.
One (1) moderation or co-presenting	Role as moderator or co-presenter during one (1) session at annual TBM Conference
Welcome reception sponsor	Welcome reception sponsor (with all other TBM Council Partner Principals) at the TBM Conference.
Other Partner Principal Benefits	Entitled to all other partner principal benefits as documented in the event-specific sponsor program guide for each summit.
TBM Summits	
One (1) summit pass	Entitled to one (1) non-transferrable pass to each TBM Summit.
Co-Presenter	Role as co-presenter or discussion lead during one TBM Summit per year
Other Partner Principal Benefits	Entitled to all other partner principal benefits as documented in the event-specific sponsor program guide for each summit.

To become a partner principal, please contact Melissa Mereghetti at: mmereghetti@tbmcouncil.org