

iPad + iPhone + Android / Smartphone + Tablet = computer without keyboard (hereinafter referred to as “non-computer”). A massive growth of use of non-computers providing a full-function computing environment is transforming not only the lifestyle, but more and more often also the environment in enterprises and the method of customer service. It is obvious already today that the impact on customers comfort, staff mobility and work efficiency will be much bigger than the impact associated with transition from workstations to massive use of notebooks. The conference is intended for managers in charge of development, control of distribution channels, sales methods, incorporation of non-computers into internal operation, purchase of mobile devices and for business analysts and consultants.

Conference Topics and Contents

- ▶ rollout of smartphones and tablets
- ▶ sales, market penetration and future outlook
- ▶ application of smartphones and tablets in practice
- ▶ non-computers as payment tool
- ▶ non-computers as identification tool
- ▶ electronic signature for non-computers
- ▶ security of non-computers
- ▶ business applications demonstration and case study
- ▶ electronic forms
- ▶ non-computers within a corporate network
- ▶ applications for business
- ▶ non-computers for phoning (Skype, Viber, FaceTime)
- ▶ data sharing (cloud) as integral part of non-computers use

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Segment, sector, branch

- financial institutions
- telecommunication firms
- utilities (power, gas, water supply and sewerage)
- trading firms
- manufacturing firms
- consulting firms
- system operators
- IT firms

Conference Participant (position)

- development director
- distribution network director
- IT director (CIO)
- general director (CEO)
- office manager
- product manager
- marketing manager
- purchase director
- market research director
- iPad and iPhone user
- business analyst
- consultant
- journalist (media representative)

Prices and Scope of Services for Conference Partners

Plnění pořadatele	General partner	Gold partner	Silver partner	Partner	Exhibitor
Citation in hard-copy and soft-copy conference announcement and programme, with appearance of the logo	●	●	●	●	●
Logo in the respective lecture hall	●	●	●	●	
Professional corporate lecture	2	1	1	1	
Logo in conference website	●	●	●	●	●
Contribution in conference anthology	●	●	●	●	
20% rebate of admission fee for customers	●	●	●	●	
Logo in common areas	●	●	●		
Exhibition area / poster	●	●	●		●
Complimentary tickets, lecturers + N	2 + 8	1 + 5	1 + 3	1 + 1	2
Distribution of materials at check-in	●	●	●	●	
A4 advert in CoW ¹⁾	2x A4	1x A4			
Exclusive position guaranty	●				
Price for partnership (excl. VAT)	CZK 150,000.-	CZK 100,000.-	CZK 70,000.-	CZK 55,000.-	CZK 30,000.-

1) CoW – Congress World, released on 28 November 2011, circulation 7000 copies

CONTACT DATA:

Programme matters:
Jan Petr, Software602
jape@602.cz

Commercial matters:
Vratislav Pavlík,
vratislav_pavlik@idg.cz

Organizational matters:
Irena Dubová,
irena_dubova@idg.cz

CONFERENCE SECRETARIAT:

IDG Czech, a. s.,
Seydlerova 2451, 158 00 Praha 5,
Czech Republic
ID: 00565211
GSM: + 420 603 461 093
tel.: + 420 257 088 144
fax: +420 235 520 812

Prices and Scope of Services for Conference Sponsors

Plnění pořadatele	coffee break sponzor	lunch sponzor
Citation in hard-copy and soft-copy conference announcement and programme, with appearance of the logo ¹⁾	●	●
Logo at the place of sponsorship performance	●	●
Logo in conference website	●	●
20% rebate of admission fee for customers		●
Complimentary tickets, max. N	2	4
Distribution of materials at check-in	●	●
Price for sponsorship (excl. VAT)	CZK 20,000.-	CZK 30,000.-

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