



## INTRODUCTION

Winning in today's economy is all about speed and agility to adapt. Success in this environment requires fast access to technology business information and the understanding of its benefits to the business.

The need for seamless, fast access to business intelligence and data is amongst the highest priorities for the world's top ranking executives both in government and business. e centre Europe has, with their assistance and support, enabled the ultimate year long event and supporting publication to take place, giving European business and government leaders simplified understanding and knowledge as to which European service, suppliers, providers and advisors can assist with their trading requirements and which leading technologies will enable them to trade faster and save money on the bottom line.



“COMPANIES SEND THEIR ENTIRE IT AND EXECUTIVE DEPARTMENTS TO E EXPO EUROPE BECAUSE THEY UNDERSTAND WHAT'S AT STAKE”

#### ABOUT E CENTRE EUROPE

**e centre europe** is the central point for Europe's leaders, both in government and business. It gives the world's leading technology suppliers the opportunity to take advantage of a powerful 3 part marketing programme giving the worlds executives continual updated information on crucial business technology issues via a variety of media and news products, each specifically tuned to address the needs of the individual business executive.

**e centre europe** is world renowned for its range of innovative media products which include virtual exhibitions, on-line conferences and print publications. Through its established subscriber base, e center Europe gives Europe's executives and leaders the ability to interact, learn and gain crucial information pertaining to specialist solutions and services, via the following media:

- ...❖ European Commerce Europe's most renowned business publication
- ...❖ E expo Europe Virtual interactive e expo
- ...❖ E learn Europe Virtual interactive e conference

Leading suppliers and manufacturers of enterprise services and solutions will be able to take advantage of the full product range through sponsorship of stands at the expo's, adverts and editorial within the publication and presentations at the conference, giving them maximum cost effective exposure, brand awareness and an abundance of qualified leads from executives who wish to build new relationships and source new technologies.

**e centre europe** consists of the first ever total, all encompassing marketing solution, giving sponsors the highest return on investment with maximum exposure to their targeted customer base.

Further Information may be obtained upon request.

### EUROPEAN COMMERCE - THE PUBLICATION

European Commerce is Europe's most renowned and respected e business publication, which has during the past 4 years established itself as Europe's leading publication for executive learning and up to date knowledge of e solutions and services and has maintained a well regarded readership and subscriber base.

### EUROPEAN COMMERCE-THE EDITORIAL

The editorial advisory panel consists of the world's most credible business and technology journalists incorporating senior advisors from the Silicon Valley as well as journalists from the worlds leading business press.

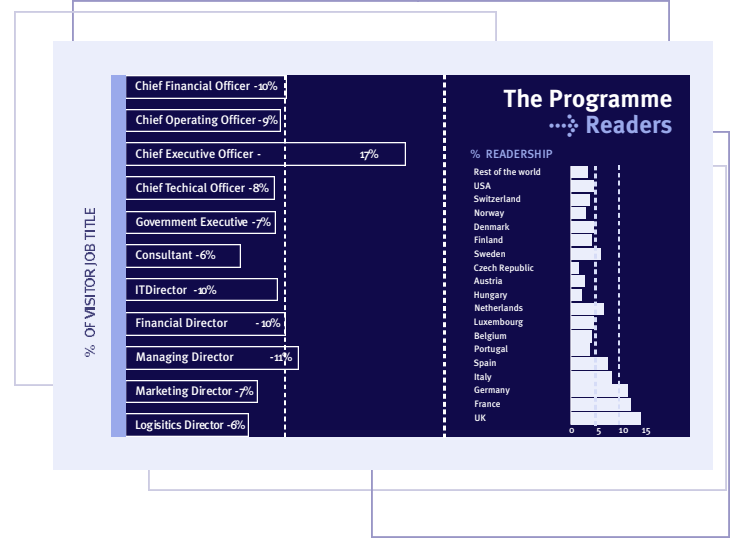
Editorial commentary which covers demystifying the applications of e business and surrounding technology provides the readership base with unbiased and groundbreaking information on the benefits of e solutions and services and in particular how they will save both time and money when used by the customer. A series of major features, covering e security, storage, telecoms, CRM, marketplace solutions and its benefits, will be featured throughout the year.

### READERSHIP AND DISTRIBUTION

European Commerce is produced on a quarterly basis and is distributed to a pan-European executive audience throughout Eastern, Central and Western Europe. Its executive readership exceeds 100,000 every year and is ABC audit approved.



- Europe's leading publication for business technology, solutions and services
- Supported via all major IT, e business and telecomms associations
- Supported by Federation of European Securities Exchanges and Council of Europe
- Readership guaranteed executive decision making level i.e. CEO, CTO, CIO, CFO, MD, ITdirector, HR director
- 100,000 readership throughout Eastern, Central and Western Europe
- Established 4 years
- ABC audited
- Extreme high quality print
- Produced quarterly
- Editorial written by global business leaders, advisors and elite panel of international journalists
- Reader response and enquiry system



## ABOUT E EXPO EUROPE

**e centre europe** consists of the worlds first series of dedicated technology business exhibitions presented on-line, that mirror traditional trade shows.

Expo Europe eCRM  
 Expo Europe security  
 Expo Europe DSNS (Data Storage Network Solution)  
 Expo Europe Marketplace  
 Expo Europe Telcos  
 Expo Europe Office Technology  
 Expo Europe Chief Centre

Each exhibition focuses on specific market sectors and highlights the leading suppliers within that industry as well as their solutions and services.

**e centre europe** enables Europe's corporate and government executives to gain fast and secure access from the comfort of their own environment when sourcing new solutions and services.

Assisted by the Oracle 9i search facility database executives can search for technologies, solutions and suppliers from vertical markets as well as horizontal markets.

→ **e centre europe** adds many new features and benefits by taking advantage of database and multimedia 3D technology, delivered through the internet.

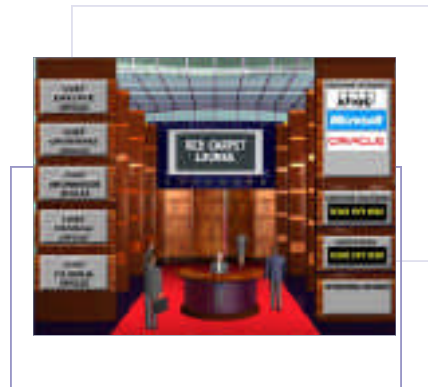
→ **e centre europe** enables exhibitors to create an on-line stand, which is branded with their logos and images and enables the visitor or delegate to interact by either downloading the sponsors product details into their virtual briefcase, request information or a meeting directly from the exhibitors stand.

- **e centre europe** gives the exhibitor controls, benefits and savings unlike ever before.
- Secure access to stand at any time
- Vital data and statistics about visitors and their business/ product/ solution requirements
- Access to their specific global audience
- The show is open for 52 weeks of the year, day and night
- Reliability and convenience by visitors accessing from comfort of own environment
- Huge savings and far more cost effective results than traditional exhibition
- Lead generation reports and analysis
- An executive audience who are used to accessing data on-line and require fast access.
- Supported via all major IT, telecomms, and e business associations
- Supported by the Federation of European Securities Exchanges and the Council of Europe.
- 100,000 estimated executive visitors, looking for e solutions and services.
- On-going International marketing campaign includes entire promotional mix both on and off line.
- Detailed reader response and enquiry system
- Multi lingual retaining Pan European customers by visiting in their local language

## CHIEF CENTRE

Expo Europe is proud to present the opening of chief centre, a senior executive centre accessible only for those with C-level status.

This centre is secure and password encrypted. Issues over viewing end to end solutions may be found here including meeting and chat facilities for major business development and partnerships and alliances.



### ABOUT E LEARN EUROPE (CONFERENCE)

**e learn europe** consists of a series of dedicated technology business conferences, presented on-line, that mirror traditional business conferences.

**e learn europe** consists of 6 on-line conferences dedicated to the needs of European business executives looking to further their understanding and knowledge of how e services and solutions will enable faster trading, enhance relationships and loyalty internally and externally, increase security and save on the bottom line.

- E learn eCRM
- E learn esecurity
- Elearn DSNS (Data Storage Network Solution)
- E learn Marketplace
- E learn Telcos
- Expo Europe Office Technology

- **e learn europe** is the ultimate learning tool for global business executives wishing to further understand how technology will enable faster trading and financial savings
- **e learn europe** adds many new features and benefits by taking advantage of database and multimedia 3D technology, delivered through the internet.
- **e learn europe** enables the speaker to present a series of slides or streaming video film to expo visitors and conference delegates either in real time or pre recorded using various forms of patented technology devised by e learn europe and its associated technology partners.
- **e learn europe** may be used by e centre europe customers to broadcast to specially selected delegates or to groups of up to 500 delegate executives globally
- The speaker and delegates have the ability to interact with each other by asking questions, arranging meetings or polling for votes.
- **e learn europe** enables your company to present what you do and how it works with clear cost to benefit implications for thousands of European businesses every week of the year.
- Access to their specific global audience
- Open 24-7-365
- Reliability and convenience by visitors accessing from comfort of own environment
- Lead generation reports and analysis
- Executive audience who are used to accessing data on-line and require fast access.
- Present streaming features, interviews and reports
- Present white papers in virtual environment
- Present powerpoint presentations in virtual environment
- Live conference and seminars
- Invite customers to special presentations
- Host specific seminars
- Present at local level with global focus
- Detailed response mechanism for learning and conference attendee data
- Host executive chat facilities 3,000 estimated delegates attending presentations weekly



# e centre EUROPE

## Reach the best companies from vertical markets

Communications  
Education  
Engineering/Architecture/R&D  
Finance/Accounting/Banking  
Healthcare/Medical  
Insurance/Property  
Manufacturing/Other  
Non-Computer Retailer/Distributor/Wholesaler  
Software Developer/Publisher  
Transportation/Utilities

## The power to pull retail and business channels

Distributors  
Integrators  
Re-Sellers

THEY'LL BE AT e expo europe

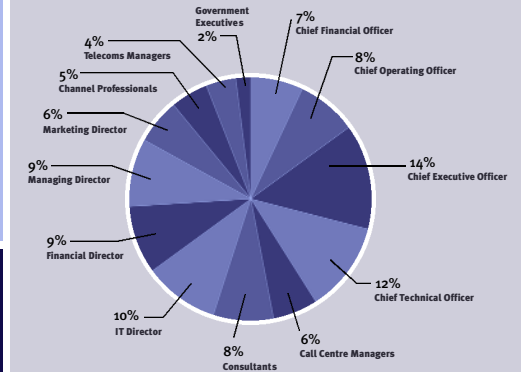
Talk to the fortune 500 companies that will be at e expo europe who need to keep a technical edge over their competitors

THEY'LL BE AT e expo europe

# The power to pull retail and business channels

## e expo europe Attendee & Delegates

### Who will be there?



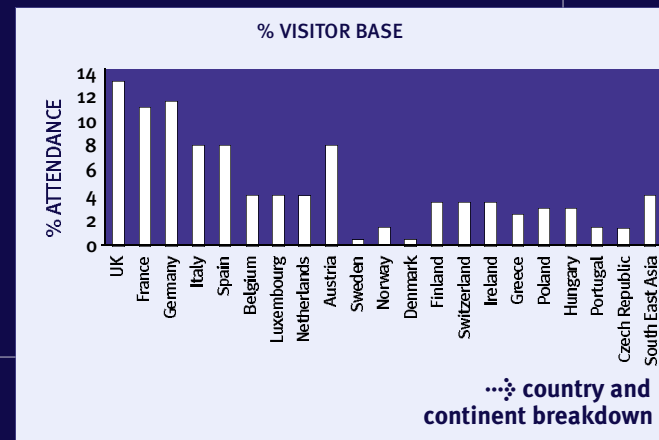
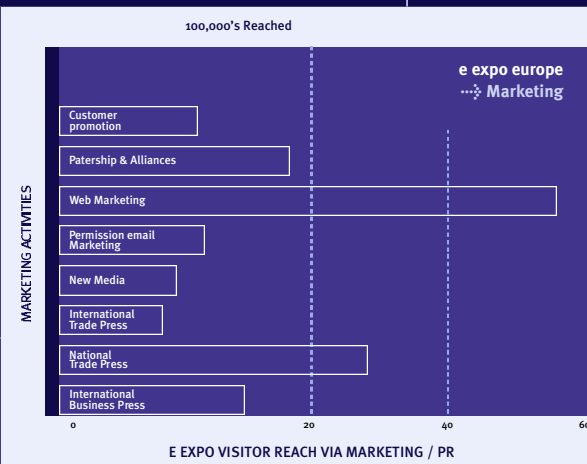
## ABOUT MARKETING

As part of its multi-million pound development programme e expo europe and associated partners have committed support from most major media avenues nationally, Europe wide and on a global basis. In order to make certain that executive traffic is reaching the event, European Commerce and e expo europe, will be taking advantage of the entire range of the marketing and communications mix.

e expo europe will make your business more productive, giving your company a far better return on investment than ever before, in a single, marketing solution.

Reach the best companies from vertical markets

Each media eventuality will be co-ordinated and led by our skilled and fully qualified in house marketing and communications departments. A large proportion of spend is assigned to making certain that during the run-up to e expo europe and throughout its entirety, all general and specific mediums are used and will be supported by significant spend throughout.



## REACH THE BEST COMPANIES FROM VERTICAL MARKETS

- Communications
- Education
- Engineering/Architecture/R&D
- Finance/Accounting/Banking
- Healthcare/Medical
- Insurance/Property
- Manufacturing/Other
- Non-Computer Retailer/Distributor/Wholesaler
- Software Developer/Publisher
- Transportation/Utilities



...❖ e centre EUROPE

...❖ stand benefits



### SUMMARY BENEFITS – PROGRAMME COMBINATION

- ❖ Reach members + potential members in innovative style
- ❖ expo gives you advantage of cost effective means of promoting, giving better results and greater value than traditional exhibitions
- ❖ Reach our delegates in their own language
- ❖ Programme gives you every form of media required: Print – Expo – Conference
- ❖ Open for 52 weeks of the year day and night- delegates can access globally
- ❖ Take advantage of established business publication with editorial input
- ❖ Receive exposure to previously unreached members of your community
- ❖ Monitor reach effectively



#### Icon Function

Contact Us	x
Awards	x
Case Study	x
White Paper	x
Latest Press	x
Events	x
Membership	x
e learn Papers	4