

4th Conference & Exhibition

13-14 April 2011

Bristol Marriott Hotel City Centre,
Bristol, UK



Exhibiting and Sponsoring at Defence IT 2011

Making Sense of the Team Defence Information Business

*1 Courtesy of BAE Systems
 *2 Courtesy of Supacat
 *3 Courtesy of AgustaWestland

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In Conjunction with:

Supported by:

Lead Sponsor:



enabling better decisions

Sponsors:



Rolls-Royce



Official Media:

Media Partners:





Secure Information Sharing for Team Defence



This world-leading event, organised in conjunction with UKCeB, and with LSC Group as the lead sponsor, will focus on the progress made towards delivering solutions that help the defence enterprise make the most effective use of information, including the ways in which we share and protect that information.

Due to the growth of the event since 2008, the 2011 event will now also feature an extended exhibition area, offering companies a unique platform to showcase their products and services to a top-level industry, government and military audience in this constantly evolving market.

Organised in conjunction with UKCeB and LSC Group

Defence IT is an interactive event, which uses panels of Ministry of Defence and defence industry leaders to discuss a range of topics, with a core aim: to allow the defence enterprise to make the most effective use of information.

Defence IT 2011 will give organisations in the defence information technology sector a unique platform to showcase their products and services to a top-level industry and military audience.

A wide variety of sponsorship and branding opportunities enable you to make a long-term investment in your target audience and make sure they keep your product or service in mind for longer.

For more information contact Mark Dennington on +44 (0)1753 727008 or email md@shephard.co.uk

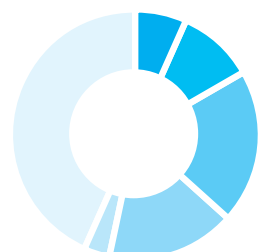


I found the panels, presentations and the following discussion both interesting and informative. I learnt a lot, and gained guidance and direction from the panels."

QinetiQ

Defence IT 2010 attendees by:

military rank



- OF7
- OF6
- OF5
- OF4
- OF3
- Other Senior Military

industry level



- Director/CEO/President
- Manager
- Executive and Support

Who will you meet?

- Original Equipment Manufacturers
- Operational Planners
- Programme Managers
- Acquisition Officials
- Computer Software and Hardware Suppliers
- Systems Integrators
- IT Training Organisations
- Systems Analysts
- Defence IT Professionals
- Logisticians and Sustainment Personnel
- Industry
- Defence Logistics Organisations

... from the following areas

- Air Force
- Navy
- Army
- MoD
- Intelligence Agencies
- Cyber Warfare Agencies

Be a part of this unique opportunity



Opportunities at Defence IT 2011

The conference programme, which is put together in collaboration with UKCeB, is aimed at increasing top-level industry and military attendance and creating an environment for networking with valuable potential and existing clients.

Venue

The Bristol Marriott Hotel City Centre is a prestigious conference and exhibition venue in Bristol situated near the DE&S headquarters and with easy access by land and air.

Past sponsors include:

Boeing Defence UK

Detica

Finmeccanica

General Dynamics UK

Glue Reply

IBM

IFS Defence

Lamri

LSC Group

Miragroup

Miro Technologies

Oracle Corporation

Rolls-Royce

Serena Software

The Salamander Organization

95% of attendees thought the 2010 event had good to excellent networking opportunities

Exhibitor package

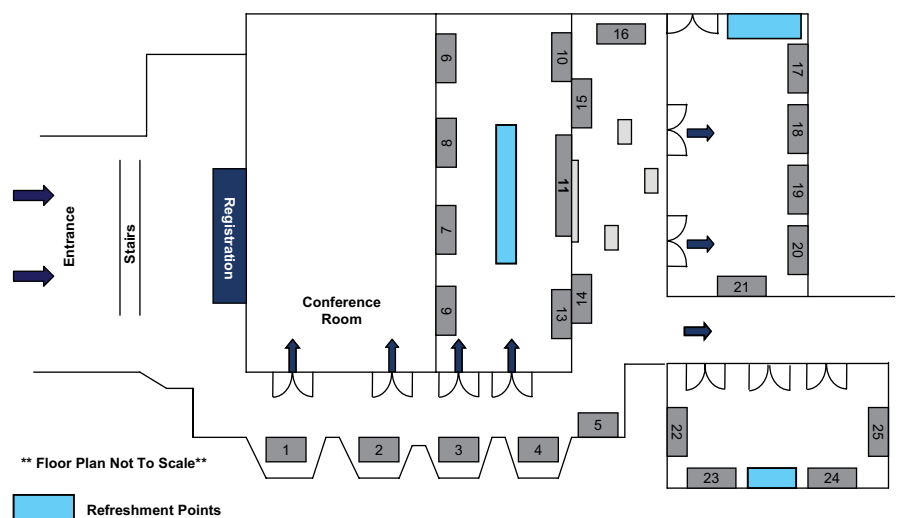
The event offers its valued exhibitors a number of benefits that will provide your company with the quality customer service you deserve.

Display package includes:

- Display space
- Two complimentary delegate places for the conference
- Discounted rate for additional delegates

Request the updated floorplan and 2011 exhibitor list

Email Mark Dennington on md@shephard.co.uk



For all event updates visit shephard.co.uk/events

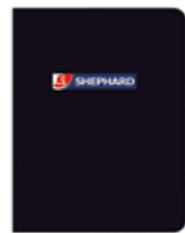
Sponsorship and Branding Opportunities

Sponsorship Opportunities

Sponsorship at Defence IT offers a unique opportunity to be directly identified with this leading event - attended by key decision-makers worldwide.

In addition, each opportunity includes the following benefits:

- › Official sponsorship recognition, including company logo on associated promotional literature, website and targeted email campaigns plus conference acknowledgements
- › Display space in a prime location
- › Additional delegate places for your company personnel at a discounted rate
- › Two complimentary stand-manner places for the two-day exhibition



Gala Dinner	
Speakers' Dinner	Sold
Official Drinks Reception – at the end of Day One	Sold
Delegate Bags	Sold
Delegate Lanyards	Sold
Delegate Badges	Sold
Delegate Folders	
Internet Area	
Lunch Breaks – Day One available	Day Two Sold
Refreshment Breaks	Sold
Event Guide Sponsorship	Sold
Delegate Gifts	Sold
Event CD ROM	

Branding Opportunities

Maximise brand exposure at Defence IT 2011 using a range of branding opportunities tailored to suit every budget.

For more information contact Mark Dennington on +44 (0)1753 727008 or email md@shephard.co.uk

About the Organisers



enabling better decisions

LSC Group

lsc.co.uk

LSC Group is a solutions, services and management consulting company, dedicated to the delivery of efficient and effective services to meet the business transformation challenges of today and tomorrow.



Shephard Group

shephard.co.uk

The Shephard Group has provided intelligence to the aerospace and defence communities since 1981 through a range of leading international conferences and exhibitions and a world renowned publishing portfolio, including magazines, industry handbooks and online news services.

Digital Battlespace Magazine

As part of the delegate package, each delegate will receive one copy of *Digital Battlespace* at the event along with a 12-month free subscription.

Digital Battlespace Handbook

Each delegate attending the event will also receive a free copy of the Digital Battlespace Handbook.

For advertising opportunities email Mike Wild on mw@shephard.co.uk



UKCeB

ukceb.org

UKCeB's mission is to transform secure information sharing for through-life collaboration in defence acquisition and support. It's a not-for-profit, membership organisation comprising over 600 individuals and 70 defence and aerospace companies, plus the Ministry of Defence (MoD) and related trade associations. It's both a catalyst and a facilitator, promoting joint industry/MoD collaboration.