Attend the world’s leading IT Asset Management conference driven by YOUR Association.

The Right Tools. The Right Crew.

Drive Your Program to the Winner’s Circle!

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Are you ready to...

- Start, mature or revolutionize your ITAM program?
- Hear unique advice from industry experts?
- Improve your skills?
- See demonstrations of the latest products and services?
- Meet your peers?
- Take your career to the next level?

... then IAITAM European ACE 2019 is for you!

IAITAM ACE 2019 Features

- 2 days with global ITAM industry experts, practitioners, educators, vendors, and consultants
- 40+ diverse educational seminars and case study sessions
- 5 educational tracks that focus on complicated ITAM problems and solutions in addition to introductory tracks
- An IAITAM instructor-led interactive workshop
- ITAM industry exhibition highlighting ITAM product and service providers
- Networking with CIOs, COOs, CTOs, CSOs, IT asset managers, finance managers, IT, procurement, compliance, licensing and legal professionals
Amsterdam, The Netherlands

Known for its canals and stunning houses, Amsterdam is the most populated municipality, capital of the Netherlands, and one of the most popular tourist destinations in Europe.

Amsterdam has a great history. It is very unique for its large and untouched historic center. It has a rich architectural history, dominated by water. It is a meeting point for all different cultures around the world and has a welcoming attitude towards visitors. Spend a day at Amsterdam’s world-famous Van Gogh Museum, pay a visit to the Anne Frank House, or take in the stunning natural beauty of the Vondelpark, just steps away from our hotel’s front doors.

Amsterdam
Marriott Hotel
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Start your engines! It’s time to buckle in with your fellow IT Asset Management professionals and the top product / service organizations at the IAITAM European Annual Conference and Exhibition 14-15 November, 2019. ACE is a unique global event devoted solely to the support and reinforcement of IT Asset Management professionals and the ITAM industry. Every year it fine-tunes global best practices, builds the field and advances ITAM programs around the world. Zoom to Amsterdam, The Netherlands for the big event!

We know you’re racing down a track towards the best ITAM program possible. Depending on the maturity of your program it might be in the last lap before the win, or you might have 500 miles to go. Either way there’s going to be a pit crew in Amsterdam with IAITAM as the crew chief! ACE’s action-packed, educationally exciting days begin Thursday morning, 14 November, with two days of dynamic keynotes, targeted networking, top-tier education, entertainment, workshops, exhibitions and great food to keep you fueled up. Personalize your racetrack and drive through educational sessions that cover ITAM best practices, case studies, standards, licensing and how-to’s suited for all levels. ACE speakers will help you change your tires and fuel up for the next lap in the race!

IAITAM European ACE 2019 is a unique opportunity for ITAM “drivers” to interact with product and service providers. Take a break during the race to meet leading vendors in the Exhibition Hall featuring a wide array of products and services critical to implementing, sustaining and thriving IT Asset Management programs. Collect extra tools for your program and your professional development with lessons based on real-world experience.
Put the ACE in your Race to ITAM Success!

You want to have the top ITAM program. You want to be efficient, effective, and impressive. During the race you want your car to go fast and never crash! IAITAM wants your ITAM program to be a winner, too!

Before the race even starts there’s a pit crew working on the engine, the tires, the steering wheel and everything else that makes a stock-car go. You need your own crew to help you prepare. IAITAM’s staff and speakers will be there to help at ACE.

This year’s IAITAM European ACE is in Amsterdam, The Netherlands. What better place to start or continue your race?
Knowledge Transfer

With the ever-changing future of IT Asset Management, the need for knowledge in the ITAM industry has never been greater. IAITAM European ACE 2019 boasts over 40 sessions to facilitate discussion on current industry hot-button topics.

Each session is meticulously designed to walk you through real-world case studies and program improvement strategies based on best practice education and delivered by the ITAM industry’s leading experts and fellow IT Asset Manager from around the world.

Presentations will address your needs based on market segment, management and level of experience - from novice to veteran.

Education Topics

Data Center  Data  Contract
Software License  Tools  SAM
IT Security  Negotiations  Financial
Emerging Tech  Case Study  BYOD
Disposal  Outsourcing  Workshops
Cloud  Best Practices  And more...
Who Attends?

C-level Executives, VPs and Directors from every business pillar along with Asset Management professionals who specialize in Hardware, Software, ITAM Program, IT Procurement, IT Finance, IT Contracts, IT Security and more...

Excellent energizing event for Asset Management Professionals!
- Ludmila K, IAITAM European ACE attendee

Get in the driver's seat!
PAST EUROPEAN ACE ATTENDEE SAMPLING
Top 5 Reasons for Your Organization to Participate

1. Effectively communicate your message at a cost-effective rate
2. Quality Attendees = Quality Leads
3. Exposure to decision makers from more than 70% of the Fortune 1000 on a global stage
4. Maximize your exposure on a global scale by networking with ITAM industry experts, analysts and the media from around the world
5. Meet potential customers and reinforce existing relationships with current customers

Why Exhibit?

The IAITAM ACE helps IT Asset Management professionals reach the finish line with educational lectures, workshops, a vendor expo and networking opportunities. Moreover, it provides attendees with relevant, immediately implementable knowledge for when they drive back to the office to start new asset management programs or improve existing ones. This industry-leading educational event provides valuable opportunities for you to win business and reach decision makers in the IT Asset Management community. Any company targeting the IT Asset Management market must attend!

Do not miss this opportunity to increase your company’s visibility and make an impression on your target audience. Practitioners want to know which race team can help them reach the winner’s circle, and are looking for you to help! Visit iaitam.org for a full list of upcoming IAITAM ACE events.
To help maximize your company’s exposure to, and investment in, the IT Asset Management community, join us at IAITAM European ACE 2019 by selecting the sponsorship opportunity that helps you to reach your desired target audience.
Event Fees

Regular Rate: $1,295 + VAT @ 21%

✓ Save up to 40% using your Member Promo Code
✓ Corporate Members receive four half-price passes per term
✓ Group rates available

Reserve your seat now!

✓ Online: iaitam.org/ace
✓ By Phone: +1.330.628.3012
✓ By Email: info@iaitam.org

Unsure of your membership status?
Contact IAITAM Member Services today!

Schedule At-a-Glance