

**Attend the world's**  
leading IT Asset  
Management  
conference driven  
by YOUR Association



**#IAITAMACE**

*The Right Tools. The Right Crew.*

**Drive Your Program to the Winner's Circle!**

+1.330.628.3012 | info@iaitam.org | [iaitam.org/ace](http://iaitam.org/ace)



# OVERVIEW

## 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

Stadhouderskade 12  
Amsterdam 1054 ES  
Netherlands  
+31 20 607 5555



## The Right Tools. The Right Crew. Drive Your Program to **the Winner's Circle!**

**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

Software License

IT Security

Emerging Tech

Disposal

Cloud

Data

Tools

Negotiations

Case Study

Outsourcing

Best Practices

Contract

SAM

Financial

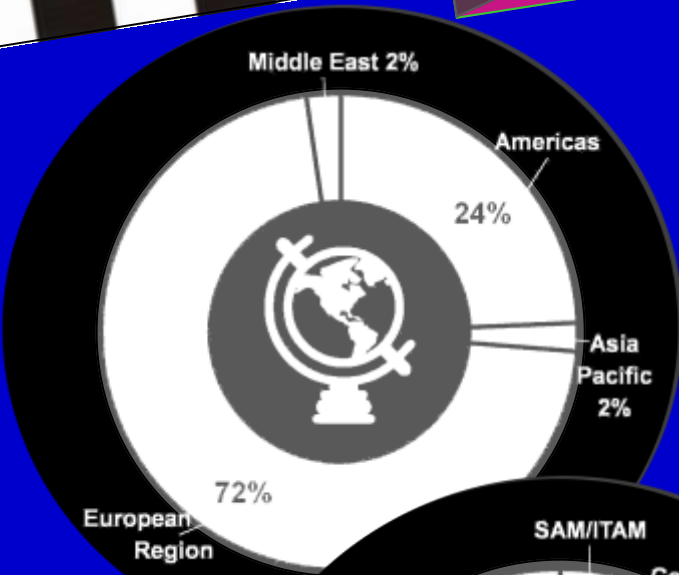
BYOD

Workshops

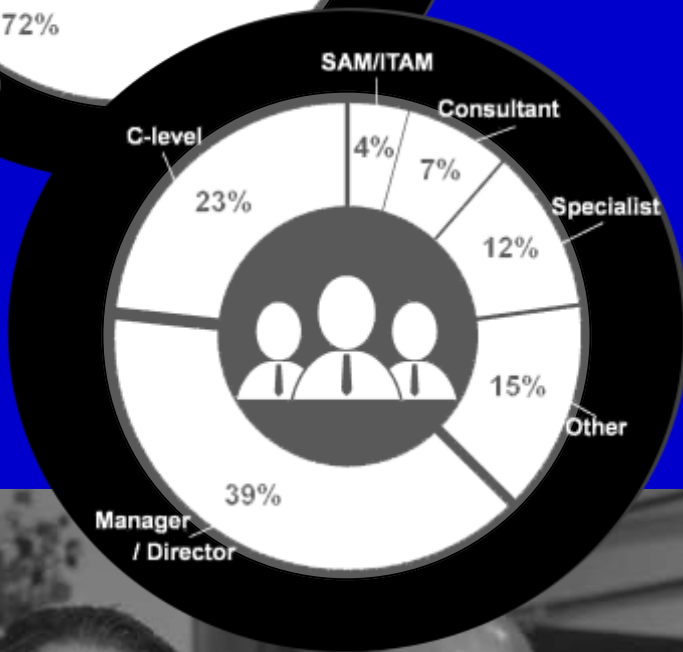
And more...



# 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

1E  
4elements BV  
7Digits  
ABB Business Services Sp. z o.o.  
ABN AMRO  
Academic Medical Center  
Adisa  
AEGON Technology Services  
Ahold Delhaize  
Air France / KLM  
Alliander Informatie Technologie P3  
Amadeus IT Group  
Amdocs, Inc.  
AMI  
Anglepoint Inc.  
Aon Corporation  
APMG International  
Arrow Electronics, Inc.  
Aspera Technologies Inc.  
Asset Management International (AMI)  
Asset Management Ireland  
Bank of Ireland  
BDNA Corporation  
BearingPoint, Inc.  
Belarc, Inc.  
Belmont Trading UK Ltd  
Blanco Technology Group  
B-lay  
Block 64 Corporation  
BNP Paribas  
Boliden  
CA, Inc.  
Canyon Consulting Inc.  
Cased Dimensions  
CBR  
CHB Global Ltd.  
Cireson  
Cisco Systems, Inc.  
CNE Direct  
Colt Technology Services  
COMPAREX  
ConSalt Unternehmensberatung GmbH  
CR2  
Crayon Group  
CRH plc  
Cross Beat Company, Ltd.  
Danske Bank Group  
De Nederlandsche Bank  
Dell Technologies  
Deloitte & Touche LLP  
Deloitte Tohmatsu Risk Services Co., Ltd.  
Derivco  
Destroy Drive  
DHL Information Services  
EMaint Enterprises, LLC  
Emerset Consulting Group  
Enel  
Enterprise Integration  
EquensWorldonline NV  
Eracent, Inc.  
Erasmus MC  
Ernst & Young LLP  
ERP  
Ervia  
ESB Head Office  
Europol  
Flexera  
Fraami Logistics  
Fujitsu Technology Solutions  
GIO UK Service Management, M  
Google  
HBO – Home Box Office Inc  
Health Service Executive Ireland  
Het DNA  
Hewlett Packard  
Hewlett Packard Enterprise  
HiTech Assets, LLC  
HKS Metals B.V.  
HOB International, Inc.  
Hoffmann-La Roche AG  
Huntsman Holland B.V.  
Husqvarna Group  
IBM Corporation  
ICJ  
Information Systems Asset Management  
Intelligence Consulting Enterprise Solutions, Inc.  
International Criminal Court  
IODP  
IQuate  
Irish Life Center  
Iron Mountain, Inc.  
ISpeak Cloud  
IT Asset Management Solutions (ITAMS) Ltd  
Itadel  
ITAM Partners LLC  
ITAM Solutions NL  
ITAM2.ru  
I-Teco  
ITRenew  
ITS Partners  
ITV  
Ivanti  
Jabil  
Japan Tobacco Inc.  
Koninklijke BAM Groep NV  
Konnagar Ltd.  
Kresko 360  
KTH Royal Institute of Technology  
Liberty Global  
License Dashboard Ltd.  
Lime Software LTD  
Livingstone Technology  
Lloyds Banking Group plc  
Medtronic, Inc.  
Mercury Processing Services International d.o.o.  
Microsoft Corporation  
Ministerie van Veiligheid en Justitie  
Ministry of Digital Affairs  
Movares BV  
N F Smith And Associates  
NATO Communication and Information Agency  
Nestle (Nestec S.A.)  
NETCOM s.r.l.  
Nextech  
Nlyte Software  
Northcentral University  
NOSW S.A.  
Notrex AB  
NS Dutch Rail  
Nutreco Nederland B.V.  
OCE  
Omni-ID  
Open iT, Inc.  
Oracle Corporation  
Origina Ltd  
P&V Group  
Permanent tsb  
Perpetuum Mobile d.o.o.  
Practical ITAM  
Press Association  
PriceWaterhouseCoopers LLP  
Provincie Utrecht  
Prudential Global Data Services  
Quantak Solutions GmbH  
Rabobank  
Ray Allen  
RISE AB  
Saab  
**Sainsbury's**  
Salesforce.com, Inc.  
SAM Nederland  
SAM360  
SAMGarde  
Samit Up  
SAP IT  
Scalable Software, Inc.  
Schneider Electric SA  
ServiceNow  
SHI International  
SIE Consulting Group  
Sims Recycling Solutions, Inc.  
Siwel Consulting, Inc.  
Smart Metals Recycling  
Snow Software Inc.  
SoftCorner  
Software Optimisation Services  
Softwaremanagement.org ITS Inc.  
SoftwareONE  
Specialist Software Services  
Springer Science + Business Media B.V.  
SSES Global  
StacksWare, Inc.  
Stewart Title  
Stockholms Universitet  
StoreBrand  
SureDatum  
Sustainable Electronics Recycling International  
Tamedia AG  
Tarim Consulting, LLC  
TEC International Corp.  
Tek Training Solutions  
Terabit Systems  
TES-AMM  
The Boeing Company  
The Business Software Centre Limited  
The MITRE Corporation  
The University of Michigan  
Three Ireland Limited  
Tullow Group Services Ltd.  
U.S. Cellular Corporation  
UMC Utrecht  
US Department of Agriculture  
Van Oord DMC  
VirginMedia  
VodafoneZiggo Group B.V.  
Waternet Foundation  
Watson & Walker Inc.  
West Pomeranian Business School  
Windstream Communications  
WiseTek USA  
Wolters Kluwer  
WopIT Management AB  
Yahoo!, Inc.  
Zurich Insurance Company



# OVER 70% OF OUR SPONSORS RETURN EACH YEAR - THEY KNOW THE VALUE IN IAITAM ACE SPONSORSHIP, DO YOU?

## 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](http://iaitam.org) for a full list of upcoming IAITAM ACE events.**

# PAST ACE EXHIBITION SAMPLING

1E  
Absolute Software  
Adisa  
AER Worldwide  
AirWatch  
All Green Electronics Recycling  
Allied  
Amerishred  
Anglepoint  
Arrow Electronics, Inc.  
Aspera Technologies Inc.  
Asset Management International  
Asset Management Ireland  
BDNA Corporation  
BDO USA  
Belarc, Inc.  
Binadox, Inc  
Blanco  
Blazent  
Cascade Asset Management, LLC  
Cased Dimensions  
CDI Computers  
CDW  
Cherwell  
CHWMEG  
Cireson  
CleanSlate  
CloudBlue  
CNE Direct  
Comparex USA  
Creative Recycling Systems  
Dell Software  
Deloitte & Touche  
Destruct Data  
Duff & Phelps  
Dynamic Recycling: Dynamic ITAD  
ECS Refining  
EDT- Dead on Demand  
Electronic Recyclers International  
Eracent, Inc.  
Ernst & Young  
Etelesolv  
eTelligent Solutions  
Ex-IT Technologies  
Extensis  
Extreme Protocol Solutions  
FileTrail  
Flexera  
Fruition Partners  
Gadsby Technologies, Inc.  
Giga Biter LLC  
Global E-Waste Solutions  
Golden Ram  
Golden Ratio  
Guardian Data Destruction  
HiTech Assets, Inc.  
HOBI International, Inc.  
HPE  
HUGO  
IMS Electronic Recycling, Inc.  
ISAM  
Ingram Micro Services LLC  
iQuate  
Iron Mountain  
ISO  
IT Asset Management Ireland  
IT Asset Management Solutions  
ITRenew  
Ivanti  
KPMG LLP  
LabTech Software  
License Dashboard  
Lifespan  
Linium  
Liquid Technologies  
Livingstone Technology  
Microsoft  
Miro Consulting  
MobileReach  
Mobilogy a Cellebrite Company  
Novell  
Omni-ID  
Oomnitza, Inc.  
Open iT  
Palisade Compliance  
Party of 5 Travel  
PC Connection  
Pink Elephant  
PlanITROI, Inc.  
PN California  
Provance  
Radiant RFID  
Ray Allen  
Re-Source Partners  
RF Code, Inc.  
RFID Global Solution  
RFTrail  
Rimini Street  
ROUND2 INC, An Avent Company  
Sage Sustainable Electronics  
Sassafras Software, Inc.  
Scalable Software, Inc.  
Screen Connect  
Server Monkey  
ServiceNow  
SHI International  
SIMITAR  
Sims Recycling Solutions  
Sipi Asset Recovery  
Siwel Consulting  
Snow Software, Inc.  
SoftThinks USA, INC.  
Software Licensing Advisors Inc.  
Softwaremanagement.org ITS Inc.  
SoftwareONE, Inc.  
SourceAmerica  
SpruceIT  
StacksWare  
Supply-Chain Services, Inc.  
Supreme Asset Management & Recovery  
Tabernus  
Technology Conservation Group  
Telecom Leasing  
Teraware  
The ARCOA Group  
Total Tech Results  
Unitiv, Inc.  
Universal Recycling Technologies  
Vintage Tech  
Waste Management  
White Canyon Software  
YEC Global Solutions, Inc.  
Ziften Technologies, Inc.

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](http://iaitam.org/ace)
- ✓ By Phone: +1.330.628.3012
- ✓ By Email: [info@iaitam.org](mailto:info@iaitam.org)

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



## Schedule At-a-Glance