



FALL MMXVII ACE

ROME • 13-14 SEPT
Annual Conference & Exhibition



ROME WASN'T BUILT IN A DAY,
NEITHER CAN YOUR ITAM PROGRAM

IAITAM – 15 YEARS STRONG





Just like Rome, a mature ITAM program cannot be built in a day. It takes dedication, attention to detail, a commitment from every individual in the organization, as well as continuous education and support. IAITAM and the IAITAM ACE have been a constant global source of knowledge, support, and best practices since 2002. IAITAM reaches more than 126 countries and tens of thousands of IT Asset Managers. We are the experts in ITAM education and networking. Technology is one of the greatest resources that any organization possesses, therefore not committing to building a strong IT Management Program is the single greatest mistake any organization can make. Take the necessary steps to reinforce your business foundation while gaining the knowledge needed to manage the details.

Building a Strong ITAM Program

This year, IAITAM celebrates fifteen years of educating organizations on the importance of managing IT from a business perspective as a core competency rather than just a project. The goal of the IAITAM Annual Conference and Exhibition (ACE) has been to grow the ITAM practice through education and the most targeted networking since we started in 2002. The growth within the EU with the IAITAM Fall ACE is evidence that IAITAM and the profession continues to grow. `

Advance your ITAM program as you gain knowledge at the only global event devoted to promoting your future through the expanding field of IT Asset Management and the establishment of global best practices.

Join IAITAM, your fellow Asset Management professionals and other business professionals at the IAITAM 2017 Fall ACE, 13 - 14 September in Rome, Italy, where attendees can network, share experiences and take away methods that will bring about success, create efficiencies, reduce redundancy and uncover true savings for their organizations!





2017 Fall ACE Features

- 2 full days of networking with global ITAM industry experts, practitioners, educators, vendors and consultants
- Over **30** diverse educational seminars/case study sessions
- Four educational focused tracks that will focus on sophisticated ITAM problems and solutions as well as introductory tracks to help an organization get started
- An IAITAM instructor-led interactive workshop
- ITAM Industry Exhibition highlighting ITAM product and service providers, that will be open to attendees during select times throughout the conference

Knowledge Transfer

With the ever-changing future of IT Asset Management, the need for knowledge and how ITAM fits within in the organization has never been greater.

The IAITAM 2017 Fall ACE boasts over **30** sessions to facilitate discussion on current industry hot-button topics.

Each session is meticulously designed to walk you through real-world case studies, program and process improvement strategies based on best practice education and delivered by the ITAM industry's leading experts and fellow asset management practitioners from around the world.

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

"The event provided me with real-world solutions and implementation ideas I can use to mature my Asset Management Program."

AJ Neveu of URS Corp



The IAITAM 2017 Fall ACE is a 2-day conference where CIOs, COOs, CTOs, CSOs, IT Asset Managers, IT Professionals, Finance Managers, Procurement Professionals, Compliance and Licensing Professionals and Legal Professionals come together to explore the latest in IT Asset Management and its effects on business operations and profitability. The IAITAM ACE fulfills the needs of the IT Asset Management professional with educational lectures, workshops, product demonstrations and networking opportunities. Moreover, it provides attendees with relevant knowledge that can be implemented upon their return to the office to start new asset management programs or improve existing ones. This industry-leading educational event provides valuable opportunities for you to network with peers and leading voices in the IT Asset Management community.

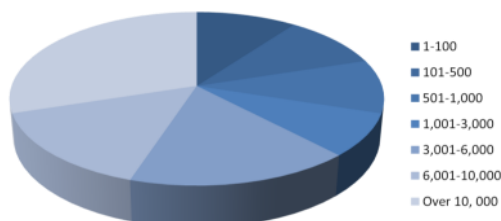
Who is the Audience for the IAITAM ACE Conferences?

- ALL CXOs
- VP/Directors of IT Asset Management
- IT Asset Managers
- Hardware Asset Managers
- Software Asset Managers
- Mobile Asset Managers
- Disposal Asset Managers
- IT Procurement Managers
- IT Finance Managers
- IT Contract Managers
- IT Security Managers
- IT Service Managers
- Directors of IT Assets

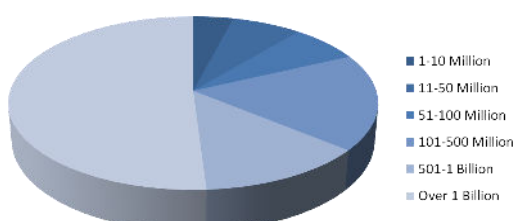
"I thought the conference was excellent - the speakers were a wealth of information. The staff and logistics were great. I especially loved the app!"

Avis Yates Rivers,
Technology Concepts Group Int'l

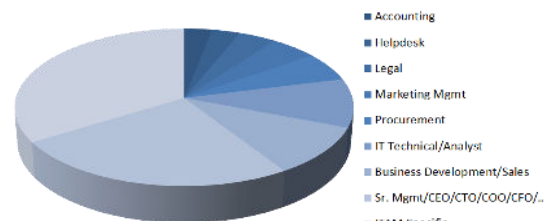
Average Attendee Organization by # of Employees



Average Attendee Organization by Sales Revenue



Average Attendee Title Sampling





Location

Welcome to Rome, Italy – Rome, Italy’s capital, was founded in 753 BC. With nearly 3,000 years of globally influential art, architecture and culture on display, this cosmopolitan city is a destination on the bucket list of many. The power of the former Roman Empire is evident through ancient ruins such as the Forum and the Colosseum. Vatican City, the heart of the Roman Catholic Church, has St. Peter’s Basilica, the Vatican Museums, and masterpieces such as Michelangelo’s Sistine Chapel frescoes.

Venue

Rome Marriott Park Hotel
via Colonnello Tommaso Masala
54 Rome 00148 Italy
+39-06-658821



General Information

Starting early Tuesday, September 13th, you will find yourself in the midst of two action-packed, knowledge-laden days. IAITAM will treat you to mornings, afternoons and evenings filled with dynamic keynotes, education, networking, entertainment, exhibitions and delectable fare. Plot your own course through educational sessions covering ITAM best practices, case studies, standards, licensing and how-to information suited for all experience levels. The IAITAM 2017 Fall Annual Exhibition hosts ITAM industry sponsors and exhibitors ready to impart knowledge and advice or discuss industry tools and services. Providers from around the globe will be on-hand to answer all of your ITAM questions.

Uncover hidden gems in your ITAM program and professional development with knowledge based on real-world experience. IAITAM events focus exclusively on improving your future in the expanding field of IT Asset Management and the establishment of global best practices.

Note: Meals are provided at scheduled times throughout the event



Meet with Industry Leading Providers

The IAITAM 2017 Fall ACE provides an avenue for product and service providers supporting the ITAM industry to directly interact with potential customers including executive decision makers, key program influencers and the C-level suite.

The IAITAM 2017 Fall Exhibition Hall will feature leading vendors with a wide array of products and services critical to implementing IT Asset Management Programs or impacting program success in any organization.

For maximum exposure, the IAITAM 2017 Exhibition Hall will be open during strategic times throughout the conference to allow for quality meeting time between attendees and vendors.

Sampling of past companies speaking

IAITAM - Verizon Wireless - Pink Elephant - Deloitte - Google - Dell - KPMG - Flexera Software - CA Technologies - Halliburton Company - SoftwareOne - Computer Sciences Corporation - Crayon

Top 5 Reasons to Attend IAITAM ACE Conferences in 2017!

1. Only conference in the world solely dedicated to the advancement of IT Asset Management best practices since 2002
2. Network with peers
3. Expand your existing ITAM Knowledge
4. Discover immediate and actionable cost savings ideas
5. Access to leading ITAM industry tools and service providers through the exhibition





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	Tuesday September 12	Wednesday September 13	Thursday September 14	
7:00am		Registration Opens at 7:00		7:00am
7:30am		Breakfast 7:30-8:15		7:30am
8:00am		Opening		8:00am
8:30am		Key Note 8:15 - 9:30	Breakfast/ Any Announcements 8:45-9:45	8:30am
9:30am		Network/Session Change		9:30am
10:00am		Sessions 10:00 - 12:15	Sessions 10:00 - 12:15	10:00am
10:30am				10:30am
11:00am				11:00am
11:30am				11:30am
12:00pm		Exhibit Fair and Lunch 12:15-2:15	Exhibition and Lunch 12:15-2:15	12:00pm
12:30pm				12:30pm
1:00pm				1:00pm
1:30pm				1:30pm
2:00pm		Sessions 2:15- 4:30	Sessions 2:15- 4:30	2:00pm
2:30pm				2:30pm
3:00pm				3:00pm
3:30pm				3:30pm
4:00pm	Registration Opens at 3:00			4:00pm
4:30pm		IAITAM Interactive Session 4:45- 5:45	IAITAM Closing Ceremony and Raffle 4:45- 5:45	4:30pm
5:00pm				5:00pm
5:30pm				5:30pm
6:00pm	Pre-Conference Gathering			6:00pm
6:30pm		Exhibit Fair Reception 6:00 - 9:00		6:30pm
7:00pm				7:00pm
7:30pm	IAITAM's Kick-off			7:30pm
8:00pm	<u>Tuesday Only</u> 6:00 - 9:00			8:00pm
8:30pm				8:30pm
9:00pm				9:00pm
Please Note: The registration desks will be closed during Keynote Presentations then open immediately following				Registration
				Media

Rome, Italy

13 - 14 September, 2017

Building Your Business Empire with ITAM

Education • Networking • Exhibition

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For more information contact IAITAM

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