



ACE EUROPEAN ANNUAL CONFERENCE & EXHIBITION 2016

DUBLIN, IRELAND • 6-7 SEPTEMBER • CROWNE PLAZA DUBLIN NORTHWOOD

IT Asset Management *is* Smart Business Worldwide



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Name a business that can operate without technology. The simple fact is that you probably cannot since technology is one of the greatest resources that any organization possesses. Therefore not managing the business side of your technology is the single greatest mistake any organization can make. By not managing the financial, productivity and risk elements of IT assets organizations are taking unnecessary risks with their organization. The management of your IT assets, is a core business competency that can help ensure the maximum ROI from the IT financial spend as well as mitigate unneeded risk by not comprehensively understanding the complete picture of your IT assets.

Building Organizational Success

This year, IAITAM celebrates fourteen years of conveying 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 has been to grow the ITAM practice through education and the most targeted networking since we started in 2002. The IAITAM 2016 Fall ACE is no exception.

Advance your ITAM program as you gain knowledge at the only event in the world 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 2016 Fall ACE September 6-7 in Dublin, Ireland, where attendees can network, share experiences and take away methods that will bring about success, create efficiencies, reduce redundancy and uncover true savings!



Dublin, Ireland

September 6-7, 2016



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2016 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 in the ITAM industry has never been greater.

The IAITAM 2016 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 and program 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



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The IAITAM 2016 Fall ACE is a 2-day conference where CIOs, COOs, CTOs, 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.

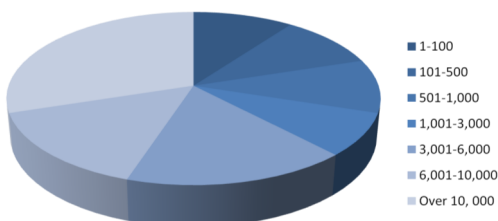
Who is the audience for the IAITAM ACE Conferences?

- 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 Asset

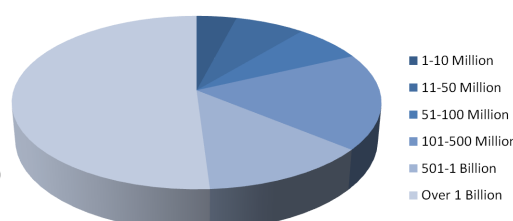
"I thought the conference was excellent - the speakers were a wealth of information. The staff and logistics were great. I especially loved the app!"

Avis Yates Rivers,
Technology Concepts Group Int'l

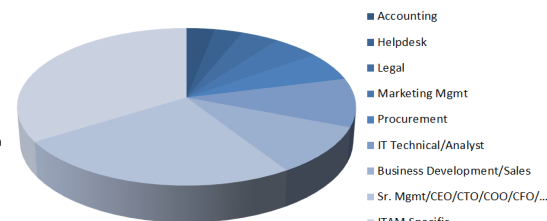
Average Attendee Organization by # of Employees



Average Attendee Organization by Sales Revenue



Average Attendee Title Sampling





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Location

Welcome to Dublin, Ireland – Ireland is an island in the North Atlantic to the west of Great Britain. It is the third-largest island in Europe and the twentieth-largest island on Earth. Emerald Isle is the poetic name for Ireland due to its green countryside, first referred to in print by William Drennan in his poem "When Erin first rose".

Venue

Crowne Plaza Dublin– Northwood
Northwood Park, Santry,
Dublin 9
1.877.270.1393



General Information

Starting early Tuesday, September 6th, 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 2016 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. Join IAITAM and your fellow professionals at the 2016 Fall ACE in Dublin, Ireland, where all can network, share experiences and take away methods that will bring about success, create efficiencies, reduce redundancy and uncover true savings!

Note: Meals are provided at scheduled times throughout the event



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Meet with Industry Leading Providers

The IAITAM 2016 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 2016 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 2016 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 - Ohio Health - Dell - KPMG - Flexera Software - CA Technologies - Halliburton Company - SoftwareOne - Computer Sciences Corporation - Crayon

Top 5 Reasons to Attend IAITAM ACE Conferences in 2016!

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



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	Monday September 5	Tuesday September 6	Wednesday September 7	
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 8:30-9:30	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	IAITAM Interactive Session 4:45- 5:45	IAITAM Closing Ceremony and Raffle 4:45- 5:45	4:00pm
4:30pm				4:30pm
5:00pm				5:00pm
5:30pm				5:30pm
6:00pm	Pre-Conference Gathering IAITAM's Kick-off <i>Monday Only</i> 6:00 - 9:00	Exhibit Fair Reception 6:00 - 9:00		6:00pm
6:30pm			6:30pm	
7:00pm			7:00pm	
7:30pm			7:30pm	
8:00pm			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



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