



PARTNER PROGRAM

The TSIA Partner Program provides a host of Event Marketing, Program Marketing and Research offerings from which to select and build an agreement that is aligned with your key initiatives for the year.

Your annual agreement may be initiated at any list value level by contracting for one or more offerings. Once the cumulative list value of your agreement reaches \$25,000, our standard investment discount pricing structure is applied using the table below. As you add to your agreement throughout the year, your cumulative investment is used to calculate the level of discount for your additions. Partner achievement is formally recognized as you reach these list value levels in each association.

Bronze	\$25,000 - \$49,000	= 10% Discount
Silver	\$50,000 - \$99,000	= 15% Discount
Gold	\$100,000 - \$124,000	= 20% Discount
Platinum	\$125,000+	= 25% Discount

The following pages list each of the event (beginning on page 2), program (beginning on page 6) and research (beginning on page 9) offerings and pricing. Service discipline-specific offerings are identified with that discipline's designation – Field Services, Professional Services or Support Services. Summary level information on each service discipline can be found beginning on page 12.

EVENT MARKETING

- The Association presents a schedule of major events for services executives — Technology Services Europe, Technology Services World Spring and Technology Services World Fall. The Technology Services Expo is a key component at each of these conferences and provides the opportunity to meet face-to-face with decision makers and key influencers from each of the member companies. *From time to time, the Association may offer additional sponsorship opportunities that are unique to a venue. These opportunities will be communicated via email and/or other vehicles to allow partners to take advantage of these additional sponsorships.*

Technology Services World and Expo Spring Santa Clara, CA; May 3-5, 2010

Technology Services World and Expo Fall Las Vegas, NV; October 18-20, 2010

- **Exhibit Space:** Each includes the booth space pipe & drape; id sign; two, three or four conference and one, two or three expo only registrations, a company/logo listing in the conference materials, listing on the Solutions Heatmap touch screen, game card participation and eligibility to submit for the Recognized Innovator awards program. Lead retrieval systems and booth components (furniture, carpeting, shipping, etc.) will be available for an additional fee contracted through our third party exhibition management company. If the association moves to new lead retrieval technology, this will be contracted directly with the association.

10x10 Exhibit Space \$8,750: two conference and one expo registrations.

10x20 Exhibit Space \$15,000: three conference and two expo registrations.

20x20 Exhibit Space \$25,000: four conference and three expo registrations.

Technology Services Europe and Exhibition Barcelona, Spain; February 3-5, 2010

- **Exhibit Space:** Each includes the booth space, two conference registrations and a company listing in the conference materials. The basic exhibit stand is also included and consists of: hard panel shell sides/back walls, metal frame, spot lighting, company name overhead sign, vertical logo sign, front counter, electrical drop with converter. Additional booth components (furniture, custom signage, internet, a/v, etc.) will be available for an additional fee contracted through our third party exhibition management company.

8x8 (2mx2m) Exhibit Space \$6,000: two conference registrations.

One-time use of the attendee list post-conference is also included with TSEurope exhibit space.

- **Solutions Stage \$995 (U.S. Events, non-discountable):** A ten-minute session on the Solutions Stage in the Expo hosted by John Ragsdale to present a high-level overview of your company and solutions. This may be conducted in an interview format. Selection of your time slot on the Stage is determined based on contract signing date.

- **Co-Presented Case Study Speaking Session \$8,000:** One 40-50 minute customer success story session, auditorium set up, promotion in conference materials and other related conference communication as applicable. Includes two conference registrations, one for each speaker. The contact information of the scanned badges of session attendees is provided for the U.S. events. Presentation must be reviewed and approved by the Association. A submission and approval schedule will be provided as part of the planning process. Presentation must be a customer success story with joint presentation by partner and customer.
- **Technology Expo Theater Speaking Session \$8,000 (U.S. events):** One 30 minute session presented in a hard-walled theater on the Expo floor set-up for 50 attendees. The Association provides all A/V, internet connection and the contact information of the scanned badges of session attendees. The sessions are promoted in conference materials. Includes two conference registrations for your speakers. Presentation can include a product demonstration and must be reviewed and approved by the Association. A submission and approval schedule will be provided as part of the planning process.
- **Pre/Post Event eNewsletter \$2,750 (U.S. Events):** Two custom Association email newsletters with your personal message included as a Featured Partner (maximum of twelve partner participants) sent to opt-in conference database. The pre-conference eNewsletter is published two weeks prior to the conference and the post-conference eNewsletter is published two weeks after the conference.
- **Sponsorships:** There are several available, which can be bundled into a sponsorship package or contracted individually. The opportunities include advertising, meals and keynotes/session tracks. (**Each U.S. event:** Game Card (one sponsorship) - \$3,250, Expo Reception (two sponsorships) - \$5,500, Expo Luncheon (one sponsorship) - \$5,500, Awards Ceremony (see below), Lanyard (one sponsorship) - \$5,500, Bag Insert (maximum of three sponsorships) - \$2,750, Bag Sponsorship (one sponsorship) - \$2,750.) (**European event:** Reception (two sponsorships), Luncheon (one sponsorship) - \$2,750, Bag Insert (one sponsorship) - \$1,250.
- **Track Sponsorship \$5,500:** Each of the member presented tracks in the program is available for sponsorship. Sponsor branding includes company logo placement in conference materials, signage outside track room and recognition/thank you by association executives. U.S. events - sponsorship also includes one-time use of attendee list, provided post-conference. Selection of your sponsored track is determined based on contract signing date.
- **Keynote Session Sponsorship \$5,500:** each of the member presented conference keynote sessions is available for sponsorship. Sponsor branding includes company logo placement in conference materials, signage outside general session room and recognition/thank you by association executives. U.S. events - sponsorship also includes one-time use of attendee list, provided post-conference. Selection of keynote session sponsorship is determined based on contract signing date.
- **Cyber Lounge Sponsorship \$25,000 (U.S. Events):** limited to one partner participant per event. Sponsor branding includes special identification/recognition in conference materials, partner logo signage/branding of the Lounge, various technology components (laptops, internet connectivity, mobile device charging stations), furniture, recognition/thank you by association executives in a general session and three Conference registrations. Sponsorship also includes one-time use of the attendee list which will be provided post-conference. The Cyber Lounge is located as a 20x20 extension of the sponsoring partner's 10x20 exhibit space in the Technology Services Expo to allow for maximum branding and interaction and is open throughout the conference.

- **Conference Awards Event Table Sponsorship \$3,750/\$2,750 (U.S. Events):** Sponsor a table (\$2,750) or member-reserved table (\$3,750) at the Awards event. Sponsor branding includes company /logo placement in awards event materials and recognition/thank you by association executives. Up to eight Conference attendees (from company name/title list) will be invited to sit with two of your representatives at your sponsored table. For member reserved table sponsorship, one of your representatives will be invited to sit at the table with nine member attendees.

- **Executive Dinner Sponsorships:**

- **Services Executive Dinner Sponsorship \$24,000; \$8,000 (U.S. Events):** The Services Executive Dinner has become the premier executive networking event at our conference for VIP invitation-only attendees. This sponsorship includes the following branding for exclusive (\$24,000) or shared (one of three - \$8,000) sponsorships.

Sponsor branding:

- Inclusion in email invitation – co-branded with your logo and announcement as a sponsor.
- Attendance – Up to four (exclusive) or three (shared) sponsor executives can attend the dinner.
- Signage – inclusion in welcome sign at the restaurant (with venue’s approval).
- Introduction/Welcoming Remarks – association Executives will introduce the dinner sponsor(s) and introduce the sponsor attendees. Each sponsor is provided two to three minutes for welcome remarks.
- Dinner Program – sponsor branding and corporate backgrounder will be included in the Association prepared dinner program.
- Sponsor Literature – the Association will arrange for placement of a sponsor supplied single piece of literature.
- Table Gift – the Association will arrange for placement of a sponsor supplied ‘table gift’ with your logo/branding.
- One sponsor attendee may elect to sit at a table with an association executive. Open seating is provided for all other attendees to facilitate networking.
- Dinner attendee list provided post-conference.

- **Services Executive Dinner Sponsorship \$8,000 (European Event):** The Services Executive Dinner is expected to become the premier executive networking event at our conference for VIP invitation-only attendees. This sponsorship includes the following branding for this exclusive sponsorship.

Sponsor branding:

- Inclusion in email confirmation – co-branded with your logo and announcement as a sponsor.
- Attendance – Up to two sponsor executives can attend the dinner.
- Signage – inclusion in welcome sign at the restaurant (with venue’s approval).
- Introduction/Welcoming Remarks – association Executives will introduce the dinner sponsor and introduce the sponsor attendees. Sponsor is provided two to three minutes for welcome remarks.
- Dinner Program – sponsor branding and corporate backgrounder will be included in the Association prepared dinner program.
- Sponsor Literature – the Association will arrange for placement of a sponsor supplied single piece of literature.
- Table Gift – the Association will arrange for placement of a sponsor supplied ‘table gift’ with your logo/branding.
- One sponsor attendee may elect to sit at a table with an association executive. Open seating is provided for all other attendees to facilitate networking.
- Dinner attendee list provided post-conference.

PROGRAM MARKETING

- **Online Technology Services Buyers' Guide:** Each Partner receives a standard listing in the electronic guide at no charge as part of your annual partner agreement. The standard listing includes:
 - Color logo
 - Contact address, phone, email address, website URL
 - Company information – either from Hoover's or provided by you
 - Solutions Listing
 - Partial Customer list – up to 12 company names
 - John Ragsdale, VP Technology Research, commentary
 - Functional Coverage/Solution areas – John/you will identify the areas from:
 - eService – web collaboration, proactive chat, email response management, agent knowledgebase, agent diagnostic tools, customer knowledgebase, customer self-service problem, diagnostic/self-healing, forums, remote control/remote diagnostics/self-healing.
 - Field Service – field agent scheduling/dispatch, parts inventory/logistics tracking, wireless field service.
 - CRM – case management, entitlement, SLA tracking, customer history, up sell/cross sell.
 - Contact Center – skills based routing, work force optimization, quality monitoring, learning management system, voice self-service, survey management.
 - Professional services/Business consultants – integration/implementation services, best practices, services and support operations management empowerment and coaching, outsourcing.

The upgrade program provides the opportunity to contract for up to four case study links. The 'Featured Case Study' section will have the customer name as a link back to your website. Each case study link will remain in the guide for one year. The Guide will be updated on a quarterly basis to allow for changes to your standard listing and to purchase additional case study links. View the Guide at: www.tsia.com/buyers_guide

Case Study link pricing:

- First case study link - \$2,750
 - Two case study link bundle - \$4,750
 - Three case study link bundle - \$6,500
 - Four case study link bundle - \$7,500
 - Individual case study links after the first case study - \$2,500
- **Featured Link \$2,750 (per publication, per edition):** Inclusion in one edition of one publication of the various electronic communications vehicles. Quarterly publications: Technology Services Today, TSRQ (FS, PS, SS editions), and TSF Community Update. Monthly publications: TSIA Update (FS, PS, SS editions), TSW Conference Newsletter, TSE Conference Newsletter (six months/year). Special publication – Conference Daily. Each publication is distributed to the association's or service discipline's opt-in community. Each vehicle includes one or more sponsorship areas that can be used to promote your products and services.
 - Technology Services Today - two sponsorship areas
 - TSRQ (FS, PS, SS editions) - two sponsorship areas
 - TSW Conference Newsletter, TSE Conference Newsletter - two sponsorship areas
 - TSIA Update (FS, PS, SS editions) - one sponsorship area
 - Sponsorships offered are: Issue Sponsor, Technology Spotlight, Featured Article, Featured Webcast, Featured Case Study and Featured White Paper. TSRQ and ConferenceNews sponsorships are general sponsorships.

- **Web Advertising \$3,250 (per ad, per service discipline):** Your message will be displayed to all service discipline site visitors through your sponsored ad. Ads include your logo and a link. Ads run for one month duration and a maximum of two partner ads may be featured each month on each service discipline area of the website. The association's service discipline website areas average 12,000 to 30,000 (depending on discipline) page views per month.
- **White Paper Sponsorship/Posting \$5,500 (per paper, per service discipline):** Provide a research paper to be published on the association website service discipline area which is visited by thousands of services executives. Your paper will be promoted in the white paper program section of the website and through a listing in an association service discipline electronic publication scheduled during the posting month. The association will track downloads and provide you with a bi-monthly list of contact information for each opt-in person who downloads the paper. Each white paper remains posted for one year. The posting includes the option to 'refresh' the white paper once during the 12-month term.
- **Webcast \$18,000/\$27,000/\$36,000:** A one-hour live session hosted by one association service discipline (\$18,000), co-branded with two association service disciplines (\$27,000) or three association service disciplines (\$36,000). The program includes:
 - Logo placement with web link on two webcast marketing emails sent to the opt-in subscribers of the association service discipline electronic publications. Co-branded and multi-discipline include marketing to additional association service discipline(s) using webcast e-marketing vehicles.
 - Promotion in the webcast area on the association service discipline website prior to the webcast. Co-branded and multi-discipline include posting to additional association service discipline(s) website section(s).
 - Promotion in the events calendar of the Technology Services Forum.
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research.
 - Your company's content during the webcast (note: content must be approved by the association).
 - Hosting of webcast on the association's platform with delivery of reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Webcast archived for up to one year on-demand on website area of each contracted association service discipline. Archived webcasts may be periodically promoted.
 - List of all on-demand registrants who opt-in to receive information.
 - Link to the webcast will be provided. The webcast content is available for your use in your marketing programs and on your website.

- **Minicast \$12,000/\$15,000/\$18,000:** A 30-minute, pre-recorded minicast focused on a single technology solution area, including a partner product demonstration if desired. Single association service discipline (\$12,000), co-branded with two association service disciplines (\$15,000) or three association service disciplines (\$18,000). The program includes:
 - Logo placement with web link on two minicast marketing emails sent to the opt-in subscribers of the association service discipline electronic publications. Co-branded and multi-discipline include marketing to additional association service discipline(s) using minicast e-marketing vehicles.
 - Promotion in the webcast area on the association service discipline website prior to the minicast. Co-branded and multi-discipline include posting to additional association service discipline(s) website section(s).
 - Promotion in the events calendar of the Technology Services Forum.
 - Coaching on content development and moderation.
 - Introduction and comments by John Ragsdale, VP Technology Research.
 - Your company's content during the webcast (note: content must be approved by the association).
 - Hosting of minicast on the association's platform with delivery of reports.
 - List of all registrants and attendees who opt-in to receive information.
 - Minicast archived for up to one year on-demand on website area of each contracted association service discipline. Archived minicasts may be periodically promoted.
 - List of all on-demand registrants who opt-in to receive information.
 - Link to the minicast will be provided. The minicast content is available for your use in your marketing programs and on your website.

- **Pod Cast Highlights from Webcast/Minicast \$3,500:** A ten-minute highlights session of your Association hosted service discipline webcast/minicast. The offering includes:
 - Co-ordination of the content in conjunction with the webcast/minicast.
 - Introduction and comments by John Ragsdale, VP of Technology Research.
 - Recording of the session completed during debrief by the association.
 - Session delivered in both WAV and MP3 formats.
 - Must be contracted at same time as webcast/minicast.

- **Member Web/Pod Cast Sponsorship \$3,750:** Your logo and link with acknowledgement as the sponsor will be included in the marketing and delivery of an association service discipline 'Members Only' web/pod cast. These sessions are promoted and available to corporate members of the association service discipline(s) on a regular basis. Selection of sponsored session will be from the current calendar available at the time of agreement signing. Your sponsorship listing will include your company logo and link to your landing page on your website.

RESEARCH PROGRAM

- **Co-authored White Paper \$15,000:** The association will co-author a service discipline white paper with you utilizing existing Association and Partner research. The resulting white paper can be published on your website and can also be provided to the association for a white paper sponsorship listing as outlined in the program section above. The final contracted price will be determined based on the scope of the white paper.
- **Pod Cast Highlights from Co-authored White Paper \$5,500:** A ten-minute highlights session of your co-authored white paper. The program includes:
 - Co-ordination of the content in conjunction with the co-authored white paper.
 - Introduction and comments by John Ragsdale, VP of Technology Research.
 - Session delivered in both WAV and MP3 formats.
 - Must be contracted at same time as co-authored white paper.
- **Partner Web/Pod Cast VP Research Guest/Moderator \$5,000:** Industry veterans John Ragsdale or Thomas Lah can be scheduled to participate in one of your web/pod cast sessions. John/Thomas will work with you to review your content and determine the flow of the session. The association will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead time is required for scheduling.
- **Partner Web/Pod Cast VP Research Co-Creator/Presenter \$7,500:** Industry veterans John Ragsdale or Thomas Lah can be scheduled to participate as a co-creator and co-presenter in one of your web/pod cast sessions. John/Thomas will work with you to create content and determine the flow of the session. The association will market the session through a listing in our Webcast Program section of the website and company logo/web link (posted prior to your web/pod cast). 45-day lead time is required for scheduling.
- **Association Executive Speakers \$20,000 / \$15,000 / \$10,750:** Contract an association to deliver a speaking engagement at your event. J.B. Wood, President and CEO (\$20,000), Thomas Lah, Executive Director (\$15,000) or John Ragsdale, VP Technology Research (\$10,750). The contracted executive will work with you to deliver a 60 minute session that is tailored to your audience. 45-day lead time is required for scheduling. Travel expenses will be billed separately.
- **Intent to Purchase Survey \$5,500:** This annual survey gathers information from our member community and provides an overview of the industry, roll-up demographics by annual revenue, proposed spending levels for the coming year and areas of focus/spending. The Survey also includes year-over-year comparisons.
- **Advisory Day \$10,750:** Schedule a day of advisory time with John Ragsdale, VP Technology Research. Advisory time can be used to discuss go to market strategies, competitive issues, product planning or other marketing/sales topics. An Advisory day is eight hours and can be broken into two, four-hour segments. The day can be delivered onsite, offsite or a combination depending on location and travel time. Travel expenses will be billed separately.

- **Inquiry Subscription Service \$10,750:** Up to two, 30-minute inquiries per month for a 12-month term are included in this subscription. Inquiries are responded to by the VP, Technology Research. This subscription provides the opportunity to leverage this valuable expertise and industry knowledge and provide you with key information to reference in planning your initiatives.
- **Research Article Reprint One-time Use \$1,750:** Provides a one-time reprint use for a single research article during the 12-month partner agreement term. The selected research report can be included as supporting research in your print/electronic communication efforts. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of the document in which the report is attached. The report cannot be used as a stand-alone marketing tool without prior written approval from the association.

If during the 12 month term the research report is updated prior to its one-time reprint/electronic use, the new version will be provided to the partner and the new version must be used. The partner may renew the usage in out years at the then current price.

- **Research Article Reprint One-year Unlimited Use \$5,500:** Provides an unlimited reprint use for a single research article during the 12-month partner agreement term. The selected research report can be used as supporting research in your print/electronic communication efforts. The report must be used in its entirety to maintain the integrity and intent of the research report. A footnote must be included in the reference section of each of the documents in which the report is attached. The report cannot be used as a stand-alone marketing tool without prior written approval from the association.

If during the 12 month term the research report is updated, the new version will be provided to the partner and the new version must be used. The partner may renew the usage in out years at the then current price.

- **Partner Research Program Package:** This program takes your association partner relationship to the next level with strategic insight into the market and in depth feedback. There are three levels of participation offered:
 - Standard – Annual Investment \$21,500 and limited to five partner participants; provides access to association authored reports and a quarterly analysis by the Vice President Technology Research. Included reports:
 - Intent to Purchase Survey
 - Benchmark Metrics
 - White Papers
 - Case Studies
 - Trends and Best Practices
 - Quarterly Summary Report – review of the association authored reports during the previous quarter with incorporated partner specific analysis and recommendations to assist you in interpreting the benchmark metrics, trends, conference summaries as part of your marketing message and product planning process.
 - Designated Users – log in access to the association website and each service discipline for all designated users in your organization.
 - Inquiry Access – one, 30-minute inquiry per month. Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc. This includes calls with sales reps, and in some cases prospects, to discuss sales strategy.
 - Advanced – Annual investment \$32,500 and limited to three partner participants; participation includes those items listed above under Standard, plus:
 - Inquiry Access – increased to two, 30-minute inquiries per month.
 - Partner SWOT Analysis – the association will provide a written analysis of your strengths, weaknesses, opportunities and threats on an annual basis. This analysis is derived from information gathered from a variety of sources including member input, product quality and effectiveness ratings, wins, losses and market momentum of competitors.
 - Advisory – Scheduled quarterly, one-hour sessions with the VP Technology Research, which may be conducted by telephone or in person. Each session will have a jointly agreed upon agenda. Topics can include-
 - feedback from members
 - input on marketing messaging, presentations or promotional materials
 - usability reviews of new product versions, release planning
 - partner strategies, technology and industry trends.
 - Premiere – Annual investment \$43,500 and limited to two partner participants; participation includes those items listed above under Standard and Advanced, plus:
 - Briefings – Two per year with scheduling priority.
 - Case Study – One per year, based on a client you recommend and for which you provide contact information and secure approval.
 - Unlimited Inquiry Access – Access to the VP Technology Research via telephone or email for questions on trends, competitive positioning, feature prioritization, messaging, etc. This includes calls with sales reps, and in some cases prospects, to discuss sales strategy.

ASSOCIATION INFORMATION

TSIA – Technology Services Industry Association

The Technology Services Industry Association (TSIA) is the technology services industry's largest and most vibrant association, encompassing more than 50,000 members from 300 companies in 80 countries. Our ranks include services executives, managers, and professionals from around the globe. www.tsia.com.

Field Services Discipline

Our Field Services discipline (formerly AFSMI) provides research and benchmarking tools and industry data for professionals to better optimize their field services operations, including field service, mobile field service, remote diagnostics, machine-to-machine communications, depot repair, knowledge management, spare parts management, RMA processing, and more.

We have a host of information about the field services discipline on our website at www.tsia.com/fieldservices.php. Here are some highlights:

- The worldwide members include services professionals in IT, Healthcare, Industrial Automation, Communications, Transportation and many other industries where services are an important element of customer value.
- Representative member companies include:
 - A& Systems & Services – UK Limited
 - Alcatel Business Systems
 - Aspect Software
 - GBC – General Binding Corporation, an ACCO Brands Company
 - GE Medical
 - Liebert Services, an Emerson Network Power Company
 - Mettler Toledo
 - Motion Computing
 - Philips
 - Tyzex
 - Tokyo Electron America
 - UTC Fire & Safety
 - Xerox
- The total opt-in community for this discipline has access to the Online Buyer's Guide, White papers, Webcasts and electronic publications.

Support Services Discipline

Our Support Services discipline (formerly The SSPA) is the largest and most influential industry trade group for technology service and support professionals. Its nearly 200 member companies represent tech support, field service and customer relations organizations around the globe. We have a host of information about the field services discipline on our website at www.tsia.com/supportservices.php. Here are some highlights:

- We have over 200 member companies (paid memberships), including (full member list is posted on our website):
 - Adobe Systems
 - BENTLEY
 - Cisco Systems, Inc.
 - Dell Incorporated
 - EMC Corporation
 - nuBridges
 - Oracle Corporation
 - QLogic Corporation
 - Sun Microsystems Incorporated
 - Taleo Corporation
 - Xerox Corporation
- The annual revenue breakdown for our member companies:
 - >\$10B = 11%
 - \$5B - \$10B = 10%
 - \$1B - \$5B = 15%
 - \$500M - \$1B = 11%
 - \$100M - \$500M = 21%
 - <\$100M = 32%
- The total opt-in community for this discipline has access to the Online Buyer's Guide, White papers, Webcasts and electronic publications.

Professional Services Discipline

Our Professional Services discipline (formerly TPSA) helps its member community achieve and sustain operational excellence within their professional service businesses. It is the first and only industry association to focus exclusively on Technology Professional Services. Its members include the leading TPS practitioners. We have a host of information about the association on our website at www.tsia.com/professionalservices.php. Here are some highlights:

- It is the first and only organization for executives who define, deliver, manage, measure, and optimize technology services in the world's leading corporations.
- There are close to 100 member companies (paid memberships), including (member list is posted on our website):
 - ADERANT
 - HP
 - Keste
 - Motorola
 - Ontario Systems
 - Software AG USA
 - Unica
- The total opt-in community for this discipline has access to the Online Buyer's Guide, White papers, Webcasts and electronic publications.

Association Conferences

- The association has held a combination of individual discipline and cross discipline conferences prior to 2008. Beginning in 2008, all conferences have been and continue as cross discipline events.
- The European event has been in place for eleven years (through the former AFSMI) and as a cross discipline event since 2008.
- The U.S. spring/fall format has been in place the past ten years.
 - Attendance at each of the 2009 and 2010 events ranged from 500+ to 800+. The demographics for the past two years are as follows:
 - Manager 25%
 - Director 32%
 - VP 30%
 - Other 13%