

Cities{People}Machines:
THE NEW DRAGON ECONOMY



THE
DRAGON
WAKES

6th ASPIRE
ANNUAL
CONFERENCE

11th - 12th May 2016
ICE Krakow Congress Centre



OFFER TO SPONSORS

- Promote your brand to over 100 multinational companies.
- Reach 500+ IT, shared services and outsourcing decision makers during the Conference.
- Reach 2,000 IT, shared services and outsourcing managers (from team leaders to CEOs) at ASPIRE 4ALL.
- Display your products and services and showcase your expertise.
- Co-brand with other market leaders.

Opportunities include:

- Break out sessions
- Demo Labs
- Exhibition Zones
- Welcome Drinks
- The Chairman's Breakfast
- The President's Dinner

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SPONSORS' BENEFIT

	DIAMOND x1	PLATINUM x2	GOLD x4	SILVER x6	BRONZE x12
Conference website & app					
Sponsors page on Conference Website	✓	✓	✓	✓	✓
Sponsors page on Conference App	✓	✓	✓	✓	✓
Conference Mailings & Newsletters					
Sponsor's mailing	✓	✓	✓	-	-
Logo on conference mailings	✓	✓	✓	✓	-
Conference materials					
Promotional Folder	✓	✓	✓	✓	✓
Promotional Materials/Gadgets	✓	✓	✓	✓	-
Conference Badges	✓	✓	✓	-	-
Promotion opportunities at the Conference venue					
Exhibition area	4x4	4x3	3x3	2x3	2x3
Event banners	x4	x4	x4	x4	x4
Displaying Sponsors logo					
Displaying logo between sessions	✓	✓	✓	✓	✓
Displaying logo on screens in the foyer	✓	✓	✓	✓	✓
PR / Media Relations					
Name in conference press materials	✓	✓	✓	-	-
Conference passes					
Free Conference passes	x20	x16	x12	x6	x4
Special Branding & Content Opportunities					
Optional Break-out session	✓	✓	✓	✓	-
Branding of Plenary sessions, Lunch & Breaks	✓	✓	✓	-	-
Presidents' Dinner	✓	-	-	-	-
Board of Directors Welcome Drinks	-	✓	-	-	-
Chairman's Breakfast	-	✓	-	-	-
PRICING ('000 PLN)	By negotiation	100	50	25	10

OFFER TO SPONSORS

ADDITIONAL PACKAGES

REAL ESTATE DEVELOPERS AND CONSULTANTS

Display of model in our 3D office buildings zone 2,500 PLN

OFFICE FURNITURE SUPPLIERS

Office showroom 25,000 PLN (confers Silver Sponsor status)

Chill-out and meeting zone 25,000 PLN (confers Silver Sponsor status)

HEALTH & WELLNESS PROVIDERS

Wellness zone 25,000 PLN (confers Silver Sponsor status)

TECHNOLOGY SOLUTIONS PROVIDERS

Technology zone (Demo labs) 10,000 PLN (confers Bronze Sponsor status)

HR SERVICES CONSULTANTS

People zone* 12,500 PLN (confers Bronze Sponsor status)

ASPIRE 4 ALL sponsor 12,500 PLN (confers Bronze Sponsor status)

*People zone and ASPIRE 4 ALL combined gives Silver Sponsor status

CITIES

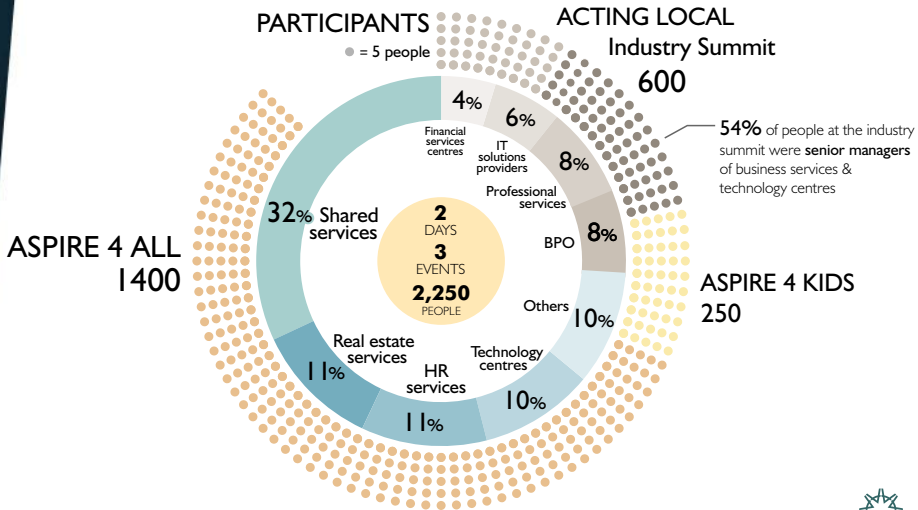
Cities and regions zone (Exhibition stands) 12,500 PLN (confers Bronze Sponsor status)



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2015 CONFERENCE

IN NUMBERS



THE BUSINESS SERVICES & TECHNOLOGY SECTOR IN CEE

CITIES & COMPANIES HAND IN HAND

The business services and technology sector is developing rapidly across Central and Eastern Europe with forecasts suggesting that by 2020 the sector will employ as many as 250,000 people in Poland alone. **Cities are both the recipients and drivers of this growth.**

Kraków - the top-ranked location for business services in Europe - leads the way. Headcount in business services and technology in Kraków has grown by 20% per annum over the last five years and this year will cross the threshold of 50,000 people employed. More than 130 multinational companies operate centres in the city.

The value of the industry to cities in the region exceeds jobs created. The global services and technology sector provides cities in the region with access to global value chains. By aligning with the industry, cities have an unprecedented opportunity to climb the value chain.



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KEY FACTS about ASPIRE

ASPIRE is the representative body of the global technology and business services sector in Kraków and is widely credited as being a **key driver in Kraków's emergence as the top ranked outsourcing location in Europe.**

Established in 2008, ASPIRE brings together key players in developing the technology and business services sector under one umbrella.

ASPIRE takes a **city-centric approach** to the development of the industry, our mission to put technology and business services at the heart of Kraków's transformation and climb up the value chain.

We aim to do this by nurturing the local ecosystem, harnessing the passion, energy and expertise of our members at all levels of their organisations, encouraging deep collaboration, information sharing and shared learning between members, as well as between members and the wider community of stakeholders.

ASPIRE currently has approaching **150 members**, comprising leading multinational companies operating delivery and development centres in Kraków and companies providing support services to the industry.



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ASPIRE
2015 in numbers

The ASPIRE DASHBOARD 2016

Number of
Centres
in Kraków
2016

132

NEW MEMBERS

ABB • AbbVie • Aptean • Architech
Colgate-Palmolive • EPAM Systems • Hays
IG Group • Manpower Group Solutions
Pearson • Pega • Perkin Elmer • Rolls Royce
Solarwinds • Symphony • Uber • Velux

17

TOTAL 65

NEW ASSOCIATE MEMBERS

Goldman Recruitment • Acar Developer
BPP Professional • ByPolska • CIMA
CP Register • Efekt • Grafton Recruitment
Hilton Garden Inn • Malecki Recruitment Solutions
MJCC • Nowy Styl • Walter Herz

13

TOTAL 74

2017
55,000

JANUARY 2016 HEADCOUNT

46,000

More details in ASPIRE's
annual Headcount Tracker

[Download Link](#)

2015
38,000

2014
32,000

18 NEW ENTRANTS

ABB* • Ailleron • Aptean • Architech
Azimo • Global Logic • Grape UpGuidewire
IG Group • International Airline Group
Lowcosttravel Group • Pearson • Red Stack Tech
Symphony • Uber • Zurich Insurance
undisclosed (airline) • undisclosed (unknown)

*already present in
Kraków but will establish
a multifunctional SSC

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ASPIRE

- Members

ABB

abbvie

accenture
High performance. Delivered.

Akamai

Alexander Mann

allegro

AMER SPORTS

AMPLEXOR

Amway

AON
Empower Results®

APTEAN
TECHNOLOGICAL ASSOCIATION

ArcelorMittal

architech

arvato
BERTELSMANN

barona

BROWN
BROTHERS
HARRIMAN

CAPITA

CAROLIS PACIFIC
JULY 2014

CISCO

COLGATE-PALMOLIVE

cpl.
Integrated services

edf

Electrolux

epam

EMERSON

Farnell element14

GE

GENPACT
WORLDWIDE CONTRACTOR MEMBER OF PWC

Goldman
Sachs

Google

Grid Dynamics

HAYS
Recruiting experts
worldwide

HCL

HEINEKEN

HERBALIFE.

HireRight.

HITACHI
Inspire the Next

HSBC

IBM

IG

INTERNATIONAL PAPER

labs
Software optimization

Kenexa

Lumesse

ManpowerGroup
Solutions

MINDGENE

MOTOROLA SOLUTIONS

NGA
Human Resources

ocado
TECHNOLOGY

PEARSON
GLOBAL EDUCATION

Pega

PerkinElmer

PMENET FOR EXCELLENCE (P4E)

pwc

RAA

Rolls-Royce

RR DONNELLEY

RWE

Sabre

sappi

SIP

silvermedia

SKIPJACK

SIKK

solarwinds

STATE STREET

Symphony
Orchestrating the world's work

TAK
MAKING LASTING THINGS

UBER

UCMS GROUP

UPM

VELUX

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ASPIRE

- Associate Members



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ASPIRE Headcount
Tracker 2015

Annual report based on headcount in the technology and business services in Kraków, capturing its current size and forecasting and trending its development.



ASPIRE Dashboard

Quarterly report presenting key facts about the business services and technology market in Kraków.



Labour Law Update

Monthly update on Polish Labour Law in association with CDZ.



ASPIRE Office
Market Update, H1
2015

Twice yearly report on the Kraków office market produced in association with Colliers International.



"Take Five and
Thrive"

White paper on talent management in association with Lumesse and Alexander Mann Solutions.



"Hot-Spots &
Hinterlands"

White paper on the developing value of cities in the global economy.