

# AIIM international exposition + conference

march 30–april 2, 2009  
pennsylvania convention center  
philadelphia, pa

## info360

**Connect with  
Information Management  
Decision Makers  
Who Attend AIIMexpo**

**surround yourself** with  
information solutions

- To Understand, Assess, Implement & Use**
- Document & Content Management Technologies
  - Business Intelligence & Search Technologies
  - Business Process Management Technologies
  - Web Content & Portal Technologies

# exhibitor prospectus

PRESENTED BY:



PRODUCED BY:



for more information, visit

[www.aiimexpo.com](http://www.aiimexpo.com)



# The Largest Event Dedicated to Content & Information Management

AIIM International Exposition & Conference is the largest event focusing on the tools of information management—bringing together more than 10,000 qualified business professionals looking to make purchasing decisions. Attendees want to find the solutions that will help them develop or improve their information, content and document management process.

## AIIM Attracts Highly Qualified Buyers & Key Decision Makers

### AIIMexpo Attendees are IT Professionals

65% of Attendees Have IT Related Job Functions.

51% of Attendees are Director Level Professionals or Above.

### AIIMexpo Attendees Have Buying Authority

80% of AIIMexpo Attendees have Buying Authority.

77% of Attendees Plan to Purchase a Product/Service in Next 12 Months.

### AIIMexpo Attendees are...

51% End-Users  
40% Integrators/Consultants/VARS  
9% Suppliers

#### From:

25% Companies of \$500+m in Revenue  
40% Companies of \$50+m in Revenue  
35% Companies up to \$50m in Revenue

13% Education Vertical Market  
20% Government/Military Vertical Market  
15% Financial/Legal Services Vertical Market  
19% Healthcare/Medical Vertical Market  
10% Manufacturing Vertical Market  
23% Business Service Vertical Market

### Who are Interested in Information Management Technologies:

74% Information, Content & Document Management  
51% Archival/Storage/Retrieval/Search  
55% Imaging & Forms Processing  
39% Business Process Management/Workflow Systems  
46% Business Intelligence/Analytics  
40% Print Production/Variable Data Printing/On Demand Publishing  
49% Records Management/Compliance  
20% Security/Disaster Prevention & Recovery  
17% Email/Instant Messaging Applications

## Industry & World Press & Analysts Attend this Important Information Management Event

172 Press Representatives from 25 US States and 4 Countries – Including the Wall Street Journal, PC Magazine, Intelligent Enterprise, Tech Target, The Seybold Report, CMS Watch, and many others.

75 Analysts from 22 Analyst Groups, Including Gartner, AMR, IDC

## Top Ten Attended Conference Sessions in 2007

- Planning, Developing & Implementing an ECM
- Text Search, Taxonomies, & Semantic Networks: Connecting Needs, Queries, Metadata & Content
- Make a Case for Taxonomy: Convince Management of the Taxonomy Concept
- SharePoint: Good, Bad & Ugly
- Supporting Business Process with ECM Technologies: Making Sense of the Alphabet Soup
- Dedicated Imaging, Capture & Workflow Services in the Enterprise: A Case Study
- Web 2.0 & Next Generation ECM
- Strategy & Tactics for a Successful ECM Deployment
- Auto Categorization & Field Extraction from Unstructured Content
- A Case Study in Automating a Records Management Program

Visit [www.aiimexpo.com](http://www.aiimexpo.com) or call 617-219-8378 for more information.

# 19 Conference Tracks

## 135+ End-User Delivered Sessions

### Expert Advice & Insight

19 Conference Tracks and more than 135 sessions of expert insight and advice at user-delivered sessions that will give IT Professionals the help they need to succeed with information management technologies.

The conference covers the technologies that help business professionals create, capture, share, store, manage and deliver content—as well as sessions about the new world of information management—recognizing that companies are no longer looking at "silo" technologies to manage their structured and unstructured information; they're looking for integrated solutions to specific business problems.

#### Specific topics will include:

- Portals, Content & Collaboration
- Information Capture: The On-Ramp to an ECM Solution
- Information Management
- Centralizing Your Assets: Store, Retrieve & Preserve
- Search & Findability
- Communicate & Manage
- Understanding the Content: Measure, Monitor, & Analyze
- Business Intelligence & Analytics
- Content Management Architecture, Infrastructure & Applications

**Reserve Your  
Space Today!**

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Produced by:

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MEDIA

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**aiim**  
Find, Control, and Optimize  
Your Information

#### In conjunction with:

AIIM is the international industry association connecting users and suppliers of enterprise content management (ECM) technologies—the tools and methods used to capture, manage, store, preserve, and deliver content in support of business processes. For more than 60 years, AIIM has been a neutral and un-biased source for education and industry information, standards, advocacy and community. Learn more about AIIM at [www.aiim.org](http://www.aiim.org).

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# AllMexpo Uses a Targeted & Integrated Marketing Campaign to Deliver the Most Qualified Buyers to the Event.

Over 8 million total impressions including powerful direct mail pieces, compelling email and web marketing, as well as prominent advertising, will deliver the AllMexpo message to your audience of buyers.

- ▶ **Direct Mail - Over 700,000 Impressions**
- ▶ **Advertising - Over 7 Million Impressions**
- ▶ **Electronic Marketing - Over 1 Million Impressions**

<b>Value-Added Exhibitor Package Includes:</b>	<b>Benefits of Exhibiting at AIIM Expo</b>	<b>2008 Special Features:</b>
<ul style="list-style-type: none"><li>• Free Registered Press List</li><li>• Free Electronic Exhibit Hall Guest Pass</li><li>• Free Press Outreach with AIIM Expo Public Relations Agency</li><li>• Exposure on the Event Web Site with Your Company and Product Description with Web Hyperlink</li><li>• Listing in the AIIM Expo Conference Brochure</li><li>• Company and Product Description in the Onsite Event Program Guide</li><li>• Access to the Free Marketing Tool Kit - To Assist You with Pre-Show Promotions</li><li>• Global Integrated Marketing Program of 10 Million Plus Impressions</li></ul>	<ul style="list-style-type: none"><li>• Solid Reputation: AIIM Expo has a Rich 50+ Years History</li><li>• Connect with Qualified Information Management Buyers</li><li>• Quality Educational Conference Content Produced in Conjunction with the AIIM Association and Ventana Research</li><li>• Leading Media Sponsors/ Partners</li><li>• Designated Exhibit Hall Hours</li><li>• Diverse Audience Across All Business Sectors</li><li>• Aggressive Promotion Campaign</li><li>• Major Press Exposure</li><li>• Co-Location with ON DEMAND</li><li>• Customized Marketing Strategy</li></ul>	<p><b>AllMexpo Accumatch System</b> Attendee/Exhibitor match-making system – Attendees can set appointments with exhibitors pre-event.</p> <p><b>AllMexpo Accuconnect System</b> Attendees are sent a post-event contact email list of all booths visited during the event.</p> <p><b>AIIM Expo Key Buyer Program (Basic)</b> We will send an Exhibit Hall Pass mailer to your prospect list, and you'll receive \$1.00 per verified attendee (does not include exhibitor personnel).</p> <p><b>AIIM Expo Key Buyer Program (Enhanced)</b> We will call and email up to 50 of your top prospects, helping them with travel plans and preparing them to visit your booth.</p>

**Call to Reserve Your Space Today!**  
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