

About Reseller Forum

- Conference of dealers - Reseller Magazine readers
- Lots of opportunities to improve your business and make it more effective
- Technological innovations, trends, advices on how to use them in business
- Average attendance: 90 – 110 resellers

Topics for 2012

Reseller Forum

IT pro SMB kancelář

PC, notebooks, printers, networking, security

29. 2. 2012, KC City, Prague

Summary of business opportunities focusing on offering IT technology to small and medium sized companies – SMB (Small and Medium Business), especially the typical IT commodities – PCs, laptops, printers, network technology, IT security and so on. Emphasis should be on options in making additional profit, for example by added value or services.

Reseller Forum

virtualizace ■ cloud ■ outsourcing ■ datová centra

How to make profit with new IT trends

23. 5. 2012, KC City, Prague

What the trends of this time bring to the reseller? Should he be (only) afraid of them, or should he take it like a business opportunity? Which of them and when? Comparison of older models and the current ones – in the past, it was usual to focus on hardware and software margin, today, there is an opportunity of ensuring steady profit form services, whether direct, or by cloud licensing.

Reseller Forum References

In behalf of Canon company I can say that I was pleased by our presentation, we presented the issue complexly, and according to the interest from our partners I consider our attendance as beneficial. I'm glad that we could introduce our products across the whole portfolio.

Petr Hnilička, Canon

Attendance at the presentation stand is good, we like the event a lot, everything corresponds to the topic of security, no one stands out of it. I'm pleased by the interest of attendants about our products.

Lukáš Heront, Eset

It was good. I liked the fact that the presentation room was full during our presentation. Attendance was excellent, and the partners were those we need the most – from the SMB segment.

Marcel Divín, Epson

The most important part is to get the information to the reseller, so they can provide them to buyers. And according to that, I consider this event as beneficial.

Radim Nesvadba, HP

I like the Reseller Forum, it is well organized. The attendance was very good, and so was the catering.

Simon Podepřel, IBM

This event is very useful, especially in the aspect of meeting people that I don't usually meet on a regular basis.

Petr Dejmek, Arrow ECS

Photo gallery from the event can be found at: <http://dcdpublishing.raice.idnes.cz/>



Presentation Opportunities

Default fulfillment of partnership	General partner	Major partner of the vendor	Major Partner - distributor
Price	85 000 CZK (3 400 EUR)	55 000 CZK (2 200 EUR)	28 000 CZK (1 100 EUR)
Presentation length	45 minutes	30 minutes	20 minutes
Logo at the assembly – size	120 x 60	120 x 60	120 x 60
Exhibitory table in the lobby	yes	yes	yes
Database of the workshop participants	yes	yes	yes
Presenting logo of the partner as a partner of the conference	yes	yes	yes
Bags with materials for the participants	yes	yes	yes
A place in the advertising stand	yes	yes	yes
Connection to internet during the event	yes	yes	yes

Money Back Guarantee – protection of your investment

We guarantee certain amount of participants on every Reseller Forum event – in the case of not fulfilling the amount of visitors, we will grant you an adequate discount for your participation.

Fulfillment in amount of visitors	Discount % from the default price	Discount in CZK	The final price
95 % and more	0 %	0	55 000
90 % - 94%	10 %	5 500	49 500
80 % - 89%	20 %	11 000	44 000
70 % - 79%	30 %	16 500	38 500
Less then 70%	50 %	27 500	27 500

Example: we guarantee 90 visitors, but only 72 actually come, that's only 81%, so the discount makes 20% - 11 000 CZK, and you'll pay 44 000 CZK at the most.

- Money Back Guarantee discount is evaluated according to the price list, eventually with the quantity discount added.
- In case there is another discount granted, you pay only the difference between Money Back Guarantee discount, and ordering price of your participation.

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