teleinformatika 2008

Professional conference & accompanying exhibition on electronic communications, informatics and business

list of conference topics

INFORMATION SOCIETY

Role of ICT in knowledge based economy
E-learning for education and competitive strength
Teleworking, on-line co-operation, videoconferencing
Portals and services of content providing, Web 2.0
E-Business a E-Commerce, E-Marketing

SECURITY

Security strategies and policy
Risk management
Technology, application level of security
Protection of data centres and comp. communications
Private data security and identity management

CORPORATE ICT

Business Intelligence systems
Enterprise Resource Planning Systems
Electronic Content Management, DB systems
LAN, WAN networks, servers, data storage
IT Services, IT Consulting, Outsourcing

MOBILE COMMUNICATIONS & NAVIGATION

Trends and change of using mobile phones
On-line mobility in corporate networks
Convergence of communications & navigation
Future 3G/4G mobile services
Wireless Broadband: HSPA, WiMax, Mesh

TRENDS IN FIXED NETWORKS

Networks, Concepts, Standards, NGN
Voice/Video over IP, QoS, Unified Communications
Metropolitan networks, broadband access
Contact centres, CRM, billing systems
Technology and services for SOHO market

DIGITALIZATION & MEDIA

Commercial content, entertainment, interactivity
Digital lifestyle - products & applications
HD-TV, HD-DVD, Blue-Ray
Digital storage systems and studio equipment
DVB-T, DVB-S, DVB-H a IPTV networks

PUBLIC SECTOR

Informatics for state and public sector
E-government in the Czech Republic
Role of ICT in education
Project and solutions for public sector
Geoinformatics, map portals and applications

E-HEALTH

Informatics and management in public health
Telemedicine in practise
Card systems and projects in public health
Education and lifelong learning
Communication infrastructure

ICT & PROPERTY

Intelligent buildings and factory buildings
Energy effectiveness of buildings
Critical ICT infrastructure
Communication infrastructure in brown fields
Ecological energy power sources

INNOVATION & HIGH-TECH

Green IT = improving energy efficiency
Free space optics (FSO)
Space technologies (Galileo)
Data transmission over power lines (PLC)
Virtualisation in IT

ICT IN TRANSPORT & LOGISTIC

Efficient logistic, production and supply
Personal and company navigation & communication
Fleet management, multimodal transport
Auto ID/RFID in transportation and logistic
Cards systems in transport

LAW, REGULATION IN COMMUNICATIONS

European trends in sector regulation
Priorities during Czech EU presidency
Reforming the regulatory framework
Spectrum, radiofrequency trading
Topical questions of regulation in the CZ

CONFERENCE LANGUAGE

Czech, Slovak and English.
Simultaneous English/Czech interpreting.

tele informatika 2008

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24. 11. 2008,
Bethlehem Chapel
25. – 26. 11. 2008,
Prague Congress Centre

9th year

SERVICES PROVIDED VS. SPONSORSHIP TYPE & FEE

Advertising services	Sponsoring Coffee Break	Sponsoring Lunch	Sponsoring Reception in Bethlehem Ch.
Listing in conference announcement & programme[1]	■	■	■
Logo in sponsoring area	■	■	■
Logo at www.teleinformatika.cz	■	■	■
30% registration fee discount		■	■
Free tickets, max. N	2	4	15 (Bethlehem Ch.)
Distribution of company materials	■	■	■
Advertisement in conference issue of T&P[2]		½ A4	A4
Sponsorship fee (CZK, VAT excluded)	30,000	60,000	120,000

LIST OF TOPICS

- Information Society
- Security
- Corporate Informatics & Communications
- Mobile Communications & Navigation
- Trends in Fixed Networks
- Digitalization & Media
- Public Sector
- E-Health
- ICT & Property
- Innovation & High-Tech
- ICT in Transport & Logistic
- Law, Regulation in Communications

CONFERENCE

SERVICES PROVIDED VS. PARTNERSHIP TYPE & FEE

Advertising services	General partner	Gold partner	Silver partner	Section partner
Listing in conference announcement & programme[1]	■	■	■	■
Logo in section where giving lecture	■	■	■	■
Company lecture in max. N[4] sections	unlimited	3	2	1
Article in Conference Bulletin[3]	■	■	■	■
Logo at www.teleinformatika.cz	■	■	■	■
30% registration fee discount	■	■	■	■
Logo in conference lobby area	■	■	■	
Exhibition space/poster in lobby area	■	■	■	
Table reservation in B2B Café	■	■	■	
Free tickets, lecturers + max. N	+4	+3	+2	+1
Distribution of company materials	■	■	■	
Open account in B2B Café	■	■		
PR article, max. 3 pages in T&P[2]	■	■		
Advertisement in conference issue of T&P[2]	■	■		
Interview with company representative in T&P[2]	■			
Sponsoring of opening conference ceremony	■			
Exclusivity guaranty	■			
Partnership fee (CZK, VAT excluded)	500,000	240,000	180,000	60,000

[1] Published in October 2008, circulation 7,000.
[2] Conference issue of T&P, published in November 2008, circulation 5,300.
[3] Published 24.11. 2008, circulation 400.
[4] Partnership in more meeting sections = +20,000 CZK each.

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