



SERVIEW SUMMIT  
**BMPK24**



1000+ participants | 60+ speakers | 50+ exhibitors

**BMPK – Home of ITSM, PM and Agile**

# THE BIGGEST SERVIEW SUMMIT OF ALL TIME

May 15 to 17, 2024 Seeheim-Jugenheim

**Make direct  
contact with your  
target audience**

**Present tools  
and services  
without wasting  
resources**

**Win over  
decision-makers  
by meeting them  
face to face**

**Leverage the  
power of  
networking**

**Harness  
the ever  
growing number  
of attendees**

## All the leading manufacturers will be there – will you?

BMPK in Seeheim-Jugenheim near Frankfurt am Main is the place to be for anyone with a keen interest in modern IT service management, agile transformation, and project management! As a sponsor, you will have ample opportunity at **Europe's leading congress and trade show for IT best practices** to present your product portfolio and services to key decision-makers.

**Setup: May 14, 2024**

**Main Congress: May 15–17, 2024**

- 41 booths
- 1.000 attendees
- Target audience: CIOs, CDOs, COOs, managers of IT organizations, service managers, project managers
- 98% of attendees are end customers

**Your congress/trade show packages**

- Exhibitor's booth (6 m<sup>2</sup>, 8 m<sup>2</sup> oder 25 m<sup>2</sup>)
- Targeted networking event
- Attendance at two evening events
- Additional sponsorship
- Lecture slot in stream during the exhibitor session (depending on availability)
- and much more



# Impressions from the trade show



# Become a host for an evening!

May 14, 2024

SP023

## Your networking event on Tuesday evening:

After the Pre-Congress, you will welcome all visitors who are already on site on May 14 with a welcome drink. The illustrious group will meet in the „Upper Deck Bar“ to get to know each other in a relaxed atmosphere and get in the mood for the upcoming congress.

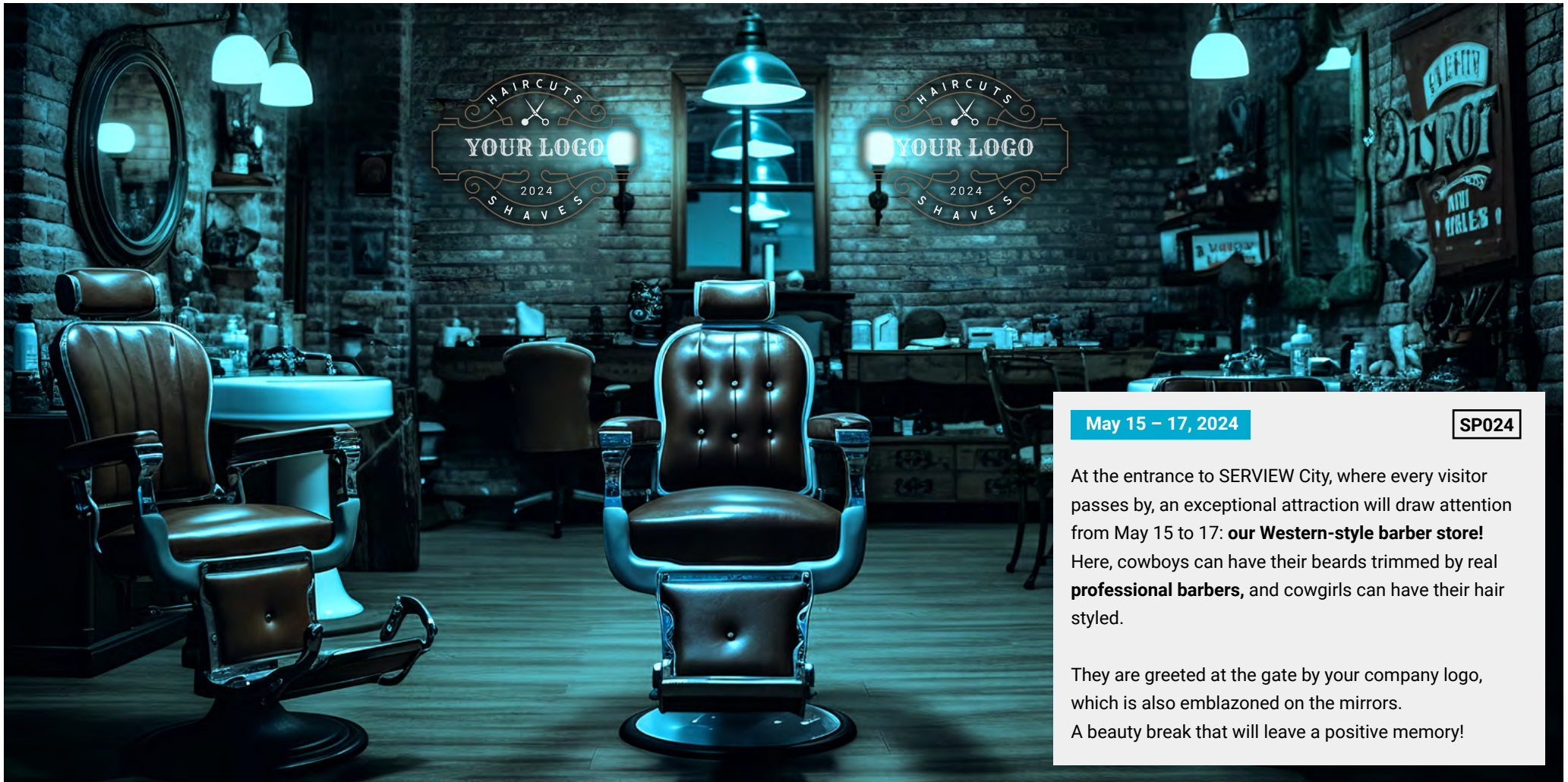
Take the opportunity to present your brand as the host of the evening – with roll-ups, table displays and much more. There are many ways to show your presence. Get in touch with us!

5,000 €\* including production costs





## Barber store with your logo and name



May 15 – 17, 2024

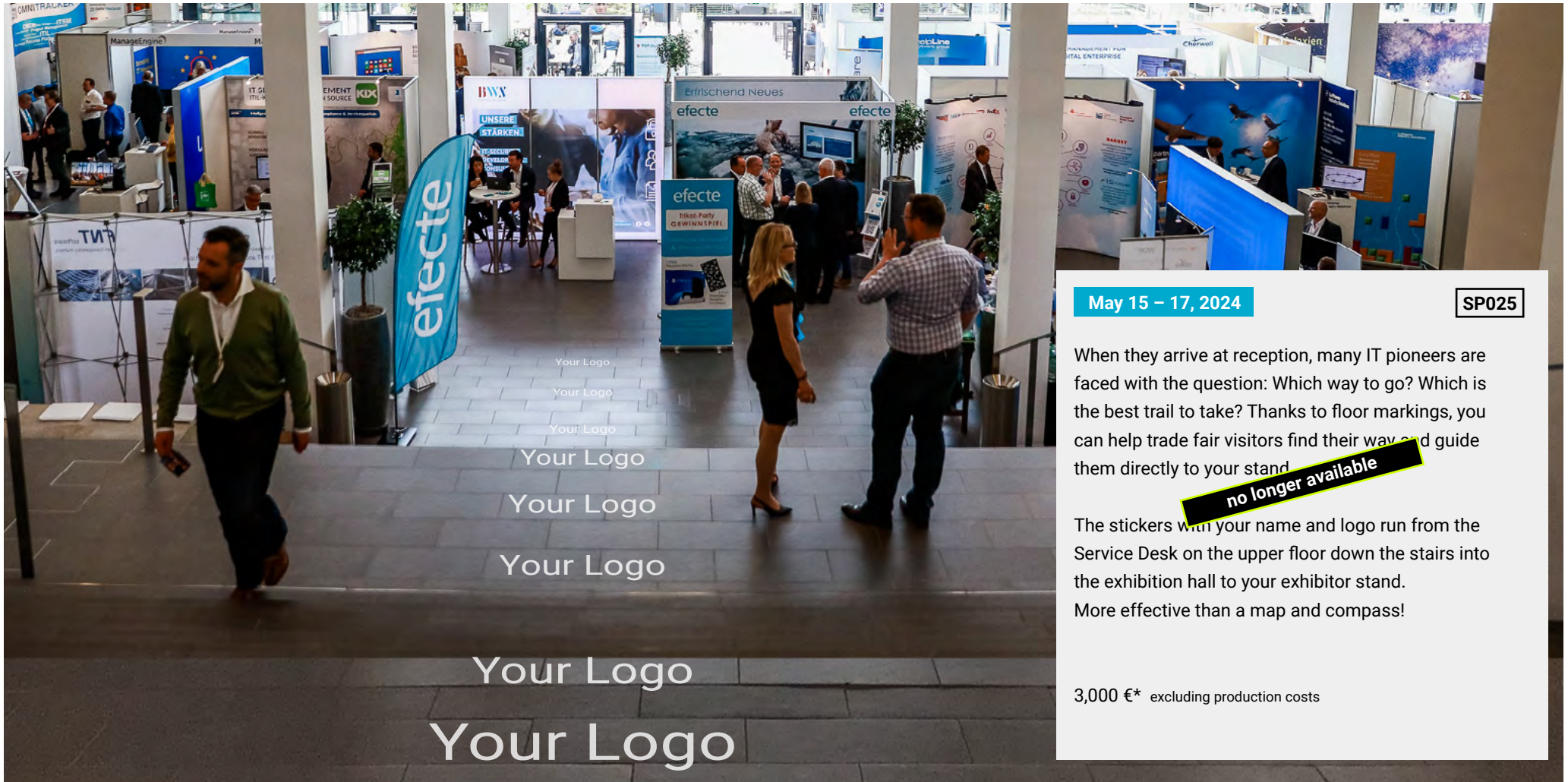
SP024

At the entrance to SERVIEW City, where every visitor passes by, an exceptional attraction will draw attention from May 15 to 17: **our Western-style barber store!** Here, cowboys can have their beards trimmed by real **professional barbers**, and cowgirls can have their hair styled.

They are greeted at the gate by your company logo, which is also emblazoned on the mirrors. A beauty break that will leave a positive memory!



# Ground stickers: Show everyone the way!



May 15 – 17, 2024

SP025

When they arrive at reception, many IT pioneers are faced with the question: Which way to go? Which is the best trail to take? Thanks to floor markings, you can help trade fair visitors find their way and guide them directly to your stand.

**no longer available**

The stickers with your name and logo run from the Service Desk on the upper floor down the stairs into the exhibition hall to your exhibitor stand. More effective than a map and compass!

3,000 €\* excluding production costs

# Networking-events – your sponsorship-packages

May 15, 2024

## Round Up & Bonfire – Advertising

SP001

Wednesday evening

6 beach flags with your logo, prominently displayed, attract everyone’s attention.

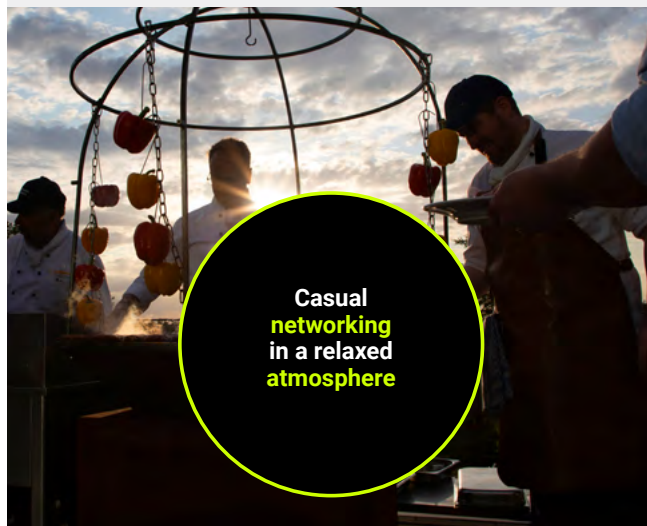
2,500 €\* excluding production costs

## Cocktail – Round Up & Bonfire

SP002

Good taste in your colors. Hand the cowboys and cowgirls a drink in your corporate colors or with an individual name.

1,500 €\* excluding production costs



May 16, 2024

## Warm-Up for the Wild Wild Best-Party

SP003

Treat all cowboys and cowgirls to a cool drink out of a zinc tub. Your company logo will be placed on the corresponding drink menu. In addition, 4 beachflags may be set up.

2,500 €\* excluding production costs

## Wild Wild Best-Party – Advertising

SP004

Thursday evening

6 beach flags and your company logo on the big screen - grab everyone’s attention with the most surprising evening event of the BMPK!

2,500 €\* excluding production costs



May 16, 2024

## Saloon Disco

SP005

Thursday evening after Wild Wild Best-Party

Your custom corporate cocktail is the highlight of the Saloon Disco. Serve the guests a cocktail in the colors of your company or with a promotional name. In front of the bar 4 beach flags may be set up.

1,500 €\* excluding production costs

## Cocktail – Wild Wild Best-Party

SP006

Good taste in your colors. Hand the cowboys and cowgirls a drink in your corporate colors or with an individual name.

1,500 €\* excluding production costs



\* Prices do not include statutory sales tax



# 11th Peter Maffay Foundation “Walk & Run” – your sponsorship-packages

## Race numbers

SP007

Leverage BMPK24 as a chance to connect with your target audience – give them for a long time to come!

1,500 €\* excluding production costs

**no longer available**

## Running shirt

SP008

Dress the participants – with a running shirt for the charity run – and increase the visibility of your company.

1,500 €\* excluding production costs

## Water bottles

SP009

Give every walker/runner a handy water bottle they'll be sure to use long after BMPK is over!

1,500 €\* excluding production costs

## Towels

SP010

Provide the participants a towel with your company logo after the “Walk & Run”. The ideal companion for training sessions after the BMPK24!

1,500 €\* excluding production costs

## Start/finish arch

SP011

Gear up for a successful charity run with a start/finish arch in your company colors.

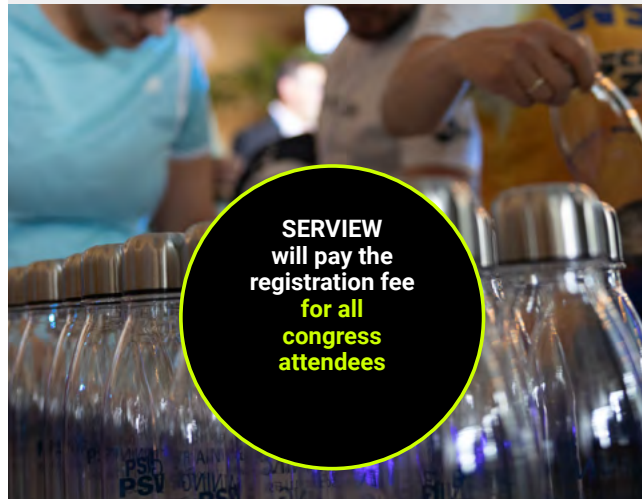
2,000 €\* excluding production costs

**no longer available**



May 15, 2024,  
6.30 p.m.  
Distance: 7 km

Organized on behalf of  
disadvantaged and  
traumatized children



SERVIEW  
will pay the  
registration fee  
for all  
congress  
attendees



All proceeds  
will go to the  
Peter Maffay  
Foundation



# Other sponsorship-options

## Congress tote bag with logo

SP012

The high-quality congress tote bag with your company logo can be seen by your company everywhere, throughout the congress 2024 and far beyond.

1,500 €\* excluding production costs

**no longer available**

## Flyer display in the congress hall

SP013

Distribute flyers to attract BMPK visitors to your booth.

Price depends on exhibitor package.

excluding production costs

## Pony Express "Brown Bag Session"

SP014

Engage in an interactive exchange with the participants. You determine the topic. Whether controversial, provocative or simply topical – anything that stimulates discussion is allowed. Price depends on exhibitor package.

## Pony Express "ITSM-TOOL MEETUP"

SP015

At the Pony Express „ITSM-TOOL-Meetup“ participants choose the ideal solution for their organisation, with well-known vendors presenting their offerings in person in 6 sessions over three time slots. Price depends on exhibitor package.

**no longer available**

## Streamed lecture slot

SP016

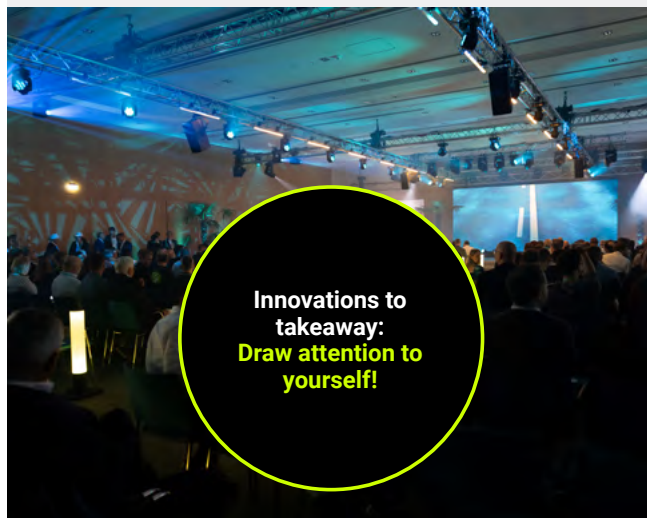
Let satisfied customers have their say in a 45-minute lecture slot – practical and experience reports are the best way to promote your software solution! Price depends on exhibitor package.

## Exhibitor Rally

SP017

Visitors can win spectacular non-cash prizes by finding the solution to a range of questions at the participating exhibitors' booths. Make sure you join in and get even more potential customers to visit your booth!

Price depends on exhibitor package.



**Innovations to  
takeaway:  
Draw attention to  
yourself!**



**Take  
this opportunity,  
to expand your network  
and your company  
advance**



**Conversations,  
that lead to  
groundbreaking  
solutions**

# Further sponsoring packages

## Congress notebook

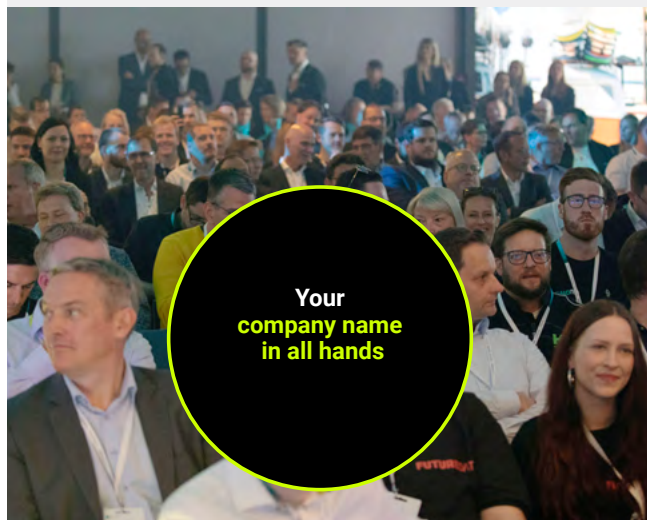
SP026

The congress notebook is distributed to all participants and ends up in up to 1,000 hands. As a useful companion, it offers a space for thoughts, inspiration and ideas. It ideally continues to be used after the congress.

**no longer available**

Take the opportunity to draw attention to yourself with your individual company branding and be remembered as a brand!

1,000 €\* excluding production costs

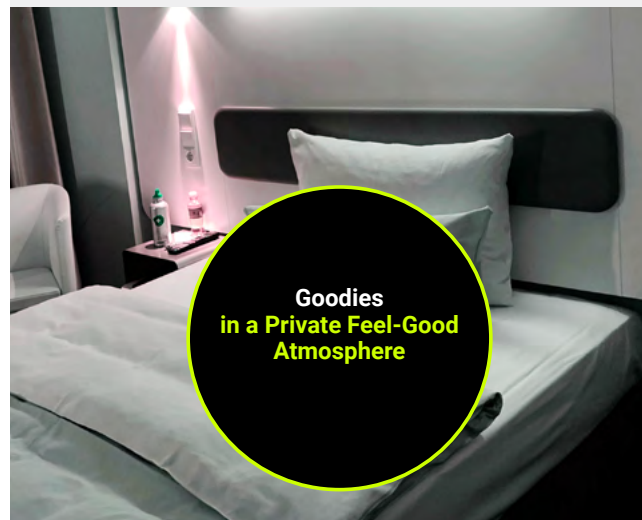


## Hotel Room Drop

SP027

What a nice welcome gesture: Surprise the BMPK overnight guests in their hotel room with a small gift and benefit from an exclusive advertising contact in a private feel-good atmosphere. Whether a bottle of wine, a coffee mug or snacks: you decide which goodie you would like to provide.

5,000 €\* excluding production costs



## Elevator advertising

SP028

Experience has shown that the three main lifts near the reception are highly frequented, as the BMPK takes place on different levels of the Lufthansa Conference Center. Ideal for your advertising in the form of adhesive films on the mirror surfaces!

Every visitor who takes the elevator from A to B will come into contact with it – be it to get to the lectures in the basement or to the hotel rooms on the upper floors. Your chance for extra presence!

5,000 €\* excluding production costs, three advertising spaces available



\* Prices do not include statutory sales tax



## Further sponsoring packages

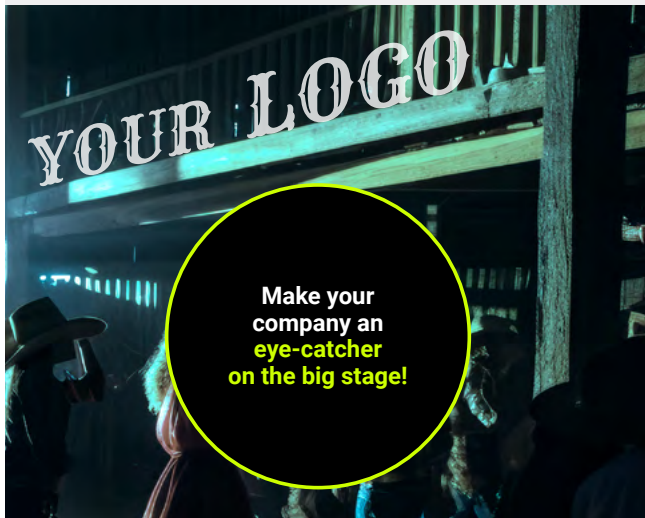
### Your name on a prominent stage set

SP029

Curtain up for a stage set in a classic saloon: the absolute eye-catcher in the main congress room will be an authentic saloon to which you can add your name. All the important events will take place in Dodge City over several days – including the opening and closing of the congress, the big Wild Wild Best party, and all the keynotes. So the stage saloon will be in front of numerous people a lot of the time. You won't find a better place for your company name!

10,000 €\* excluding production costs

**no longer available**



Make your company an eye-catcher on the big stage!

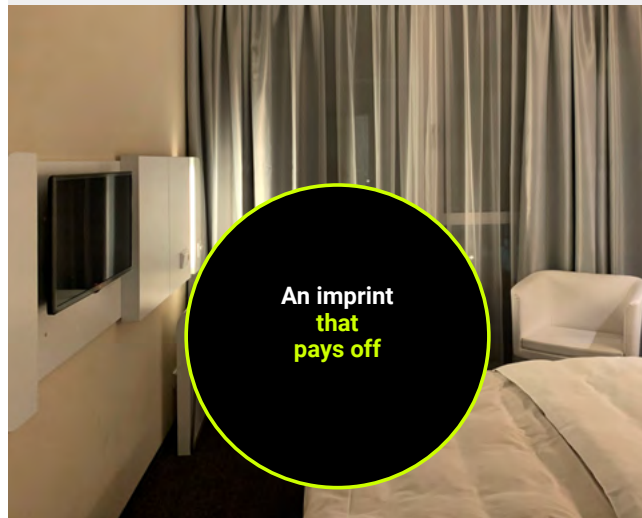
### Room card with branding

SP030

Have your company branding printed on the room cards and accompany hotel guests to their private retreat. Every time our hotel guests pull out their room card, your company name will catch their eye. This way, you will be remembered!

5,000 €\* excluding production costs

**no longer available**



An imprint that pays off

### Rodeo ride

SP031

What would the Wild West be without a rodeo? Brave cowboys and cowgirls can try their luck at bull riding on the terrace. As an entertaining attraction, the rodeo is a meeting place where many visitors stop, linger, watch and cheer. The perfect opportunity to attract attention outside the classic trade fair set-up – with roll-ups, beach flags and individual advertising measures by arrangement.

5,000 €\* excluding production costs



Eye-catcher in a relaxed outdoor atmosphere

# BMPK-App – your sponsorship-packages

## Company representation in the BMPK-App

SP018

We focus on innovation – experience our company presentation in the BMPK-App – instead of brochures. A modern solution that is not only sustainable, but also reaches a broad target group to offer you maximum added value.

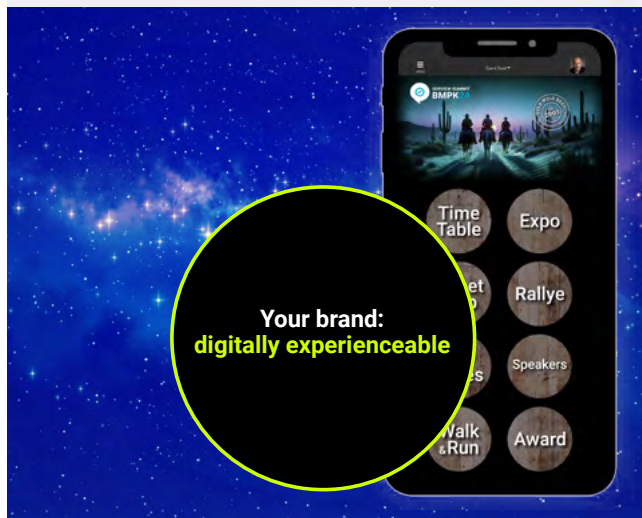
Price: Package dependent excluding production costs

## Advertising banner in the BMPK-App with individual slogan

SP019

Increase your visibility with our app: Use our exclusive platform for individual advertising banners with slogan option. Take the chance to stand out and get noticed even more – for maximum presence and attention.

Price: Package dependent excluding production costs





## Event trip – your sponsorship-package

Give participants a chance to arrive at BMPK in relaxed and sustainable style by sponsoring an exclusive event trip!

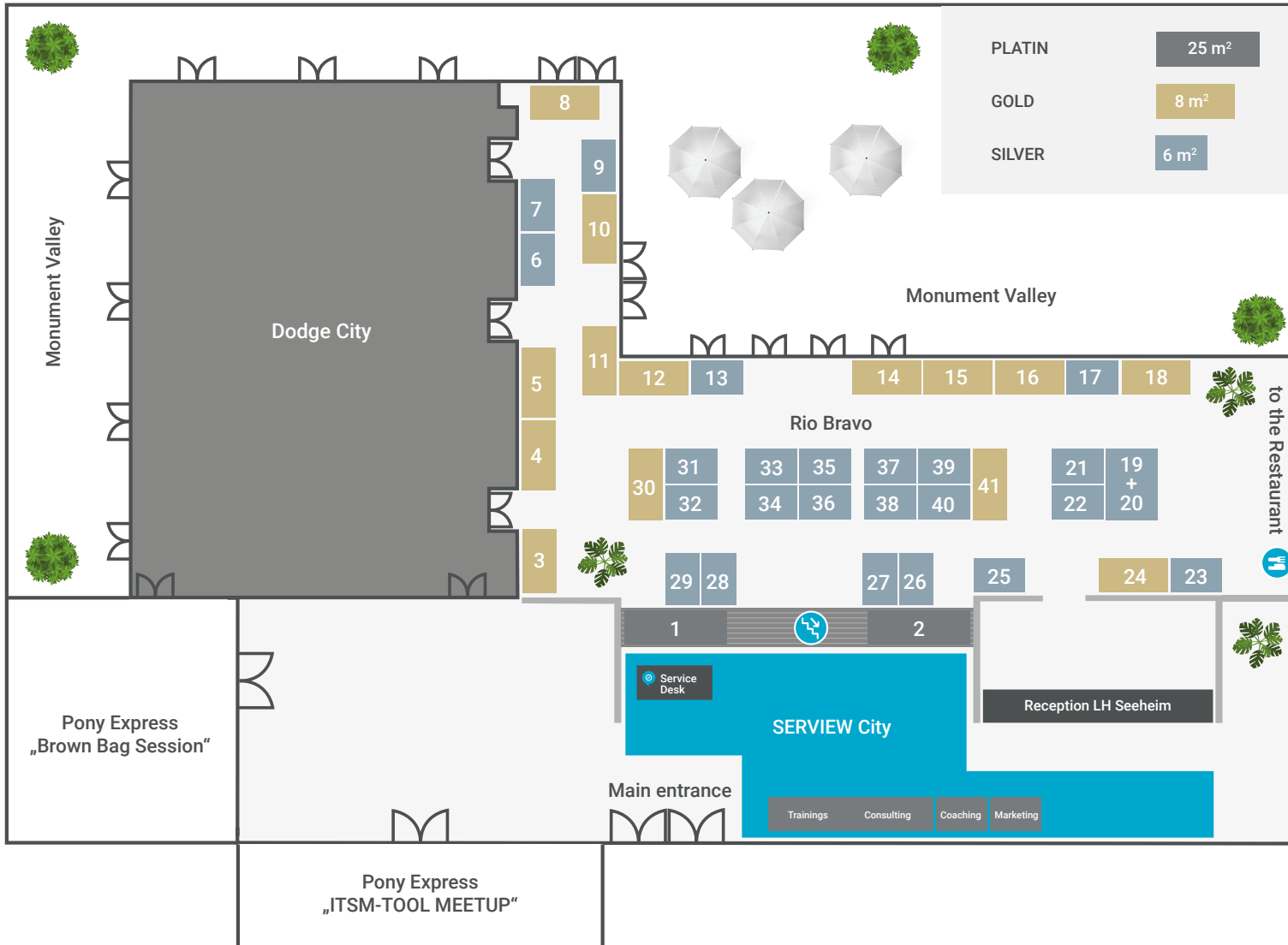
SP020

- We'll help you arrange a route
- Bus featuring your corporate look
- Includes advertising on the BMPK website
- Arrival and departure
- Exclusive travel vibes

2,500 €\* excluding production costs



# Booth planning trade show



- |                                |                                |
|--------------------------------|--------------------------------|
| 1 HALO ITSM                    | 22 frends                      |
| 2 SVA System                   | 23 PlainIT                     |
| 3 Ivanti                       | 24 Freshworks                  |
| 4 Atlassian                    | 25 Softwaregini                |
| 5 OMNINET                      | 26 Smaworx                     |
| 6                              | 27 blu Systems                 |
| 7                              | 28 MicroNova /<br>ManageEngine |
| 8 Splashtop                    | 29 Anydesk                     |
| 9                              | 30 FUTUREDAT                   |
| 10                             | 31 Opentext                    |
| 11 Matrix42 /<br>Consulting4IT | 32 Fast Lane                   |
| 12 OMNIVOLUTION                | 33 Ibitech                     |
| 13 TOPdesk                     | 34 Serviceware                 |
| 14 USU                         | 35 Kyberna                     |
| 15 ServiceNow                  | 36 KIX Service<br>Software     |
| 16 DCON Software               | 37 ONEiO                       |
| 17 PLANTA                      | 38 Cordaware                   |
| 18 Fusion / BMC                | 39 Seibert Media               |
| 19 Lomnido                     | 40                             |
| 20 Lomnido                     | 41 PeopleCert                  |



# Congress-trade show packages

**Platin**  
2 x available  
**27.900 €\***

**Gold**  
14 x available  
**12.900 €\***

**Silver**  
25 x available  
**9.900 €\***

		Platin	Gold	Silver
<b>Booth space</b> including power supply and WiFi		25 m <sup>2</sup>	8 m <sup>2</sup>	6 m <sup>2</sup>
<b>Stand staff-package STANDARD</b>	<b>SP021</b>	495 €* per person	495 €* per person	495 €* per person
<b>Stand staff-package PREMIUM</b>	<b>SP022</b>	685 €* per person	685 €* per person	685 €* per person
Included tickets <b>BMPK Nugget 1</b> for customers		5	3	1
Included tickets <b>Expo Nugget</b> for customers				
<b>Company representation</b> in the BMPK-App	<b>SP018</b>	✓	✓	✓
<b>Advertising banner in the BMPK-App</b> with individual slogan	<b>SP019</b>	✓	500 €*	not available to book
Participation in the <b>Exhibitor Rally</b>	<b>SP017</b>	✓	500 €*	500 €*
<b>Streamed lecture slot</b> (customer testimonial)	<b>SP016</b>	✓	2,000 €*	2,000 €*
<b>Pony Express "Brown Bag Session"</b>	<b>SP014</b>	✓	950 €*	1,500 €*
<b>Pony Express "ITSM-TOOL MEETUP"</b>	<b>SP015</b>	✓	3,500 €*	4,500 €*
<b>Flyer display</b> in the congress hall	<b>SP013</b>	✓	750 €*	1,000 €*

# BMPK Congress – Stand staff-packages

## STANDARD

- 2 nights accommodation in the LH Congress Center from May 15 – 17, 2024 incl. breakfast.
- Access to the evening event “Round Up & Bonfire” on May 15, 2024 from 7.30 p.m.
- Access to the “Wild Wild Best-Party” on May 16, 2024 at 7 p.m.
- Participation in the Peter Maffay Foundation “Walk & Run” on May 15, 2024 starting at 6 p.m.

### During the trade show from May 15, 2024 to May 17, 2024:

- Changing selection of fresh hand fruit, brain snacks such as nuts, berries and dried fruits, as well as sweet and savory nibbles.
- Lunch at Seeheim’s eat & meet from the lunch buffet of the chef’s choice.
- Drinks: water, various juices, coffee and tea unlimited self-service with lunch (max. until 2 p.m.).
- Internet access
- Parking

**495 €\* per person**

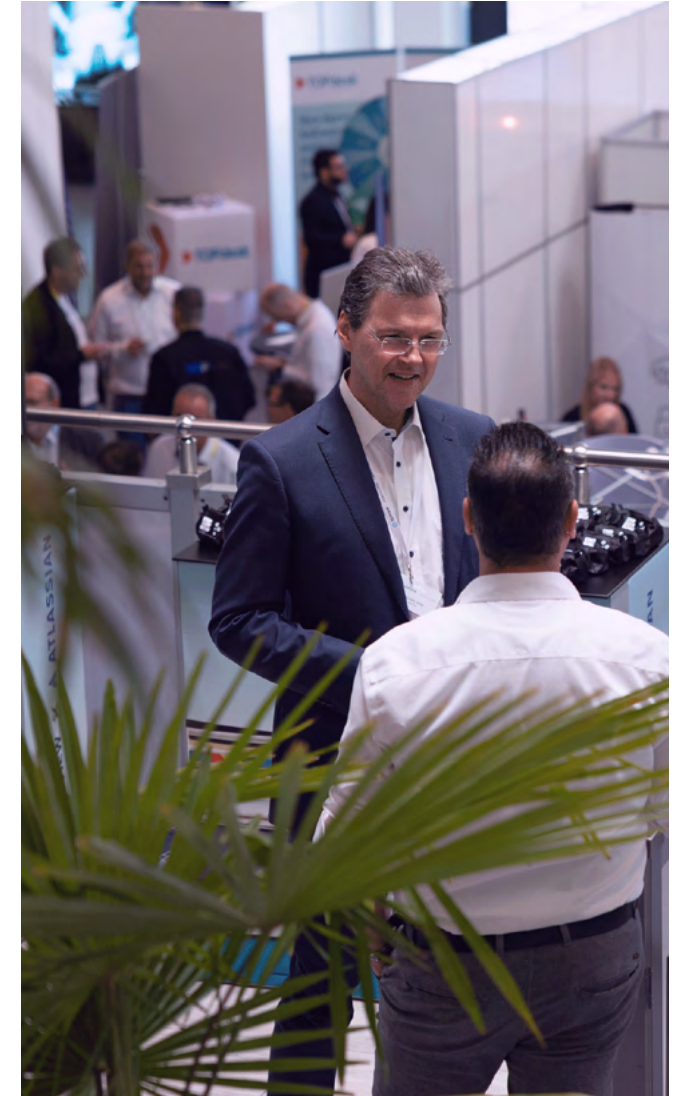
## PREMIUM

- 3 nights accommodation in the LH Congress Center from May 14 – 17, 2024 incl. breakfast.
- Dinner on May 14, 2024 incl. soft and hot drinks as well as beer and wine, at eat & meet.
- Access to the evening event “Round Up & Bonfire” on May 15, 2024 from 7.30 p.m.
- Access to the “Wild Wild Best-Party” on May 16, 2024 from 7 p.m.
- Participation in the Peter Maffay Foundation “Walk & Run” on May 15, 2024 from 6 p.m.

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- Internet access
- Parking

**685 €\* per person**





# Meeting points at the congress: contacts & customer acquisition

## Meeting Point

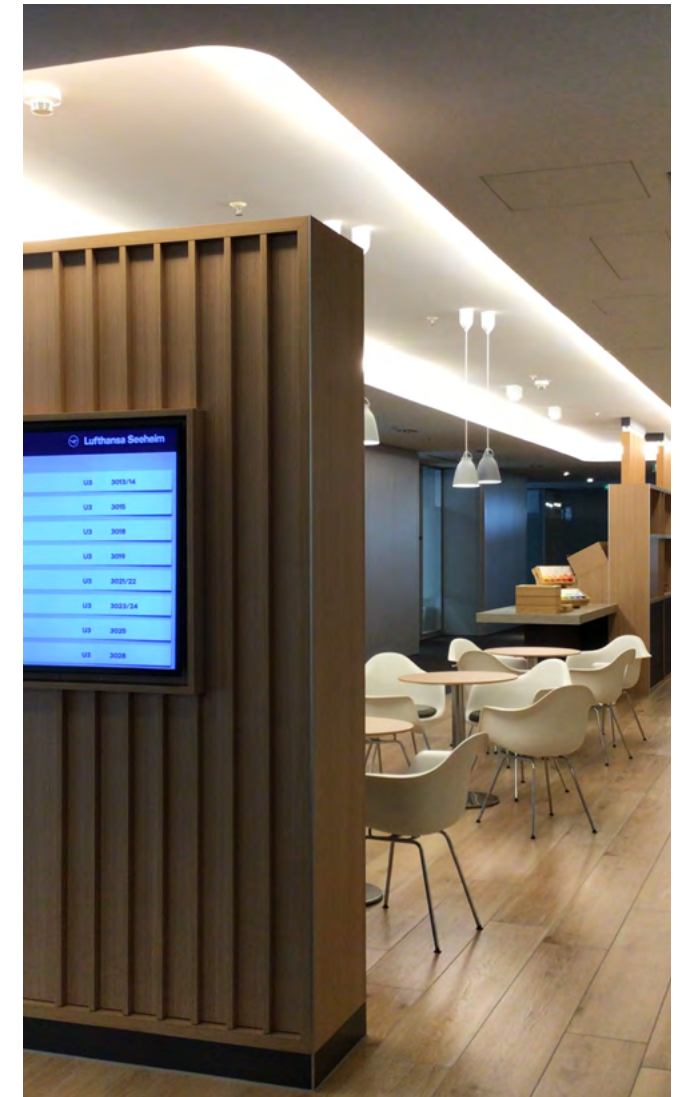
SP32

Our streams, which include up to 60 presentations in front of a smaller audience, take place in the basement of the Lufthansa Conference Center. There is a lot of through traffic here, which you can take advantage of: We provide three meeting points in the corridors – these are smaller information stands where interested parties can be „intercepted“.

## Your advantages:

- Less competition and more exclusivity, as we allocate a maximum of three stand spaces.
- You will always find an audience in the basement: before, after or between the specialist presentations, visitors can get a coffee at the High Noon Coffeebar, linger for a chat or use the tables with power sockets to work. So there is always something going on here, but there is less hustle and bustle than at the Expo.
- Seize the opportunity to show your presence away from the exhibition stands and meet your target group a second time!

3,500 €\* excluding production costs



Company:

Street/house number:

Postcode:  City:

Telephone:  E-mail address:

Contact person for exhibition participation:

Telephone:  E-mail address:

**Billing address, if different from above:**

Company:

Contact/department:

Street/house number:

Postcode:  City:

## Congress-trade show packages

- PLATINUM booth space 25 m<sup>2</sup> 27,900,- Euro
- GOLD booth space 8 m<sup>2</sup> 12,900,- Euro
- SILVER booth space 6 m<sup>2</sup> 9,900,- Euro

desired booth space:  or

Place/date 

## Sponsorship

SP001	<input type="checkbox"/>	Round Up & Bonfire – Advertising	2,500,- Euro *
SP002	<input type="checkbox"/>	Cocktail – Round Up & Bonfire	1,500,- Euro *
SP003	<input type="checkbox"/>	Warm-Up for the Wild Wild Best-Party	2,500,- Euro *
SP004	<input type="checkbox"/>	Wild Wild Best-Party – Advertising	2,500,- Euro *
SP005	<input type="checkbox"/>	Saloon Disco	1,500,- Euro *
SP006	<input type="checkbox"/>	Cocktail – Wild Wild Best-Party	1,500,- Euro *
SP007	<input type="checkbox"/>	Race numbers <b>no longer available</b>	1,500,- Euro *
SP008	<input type="checkbox"/>	Running shirt	1,500,- Euro *
SP009	<input type="checkbox"/>	Water bottles	1,500,- Euro *
SP010	<input type="checkbox"/>	Towels	1,500,- Euro *
SP011	<input type="checkbox"/>	Start/finish arch <b>no longer available</b>	2,000,- Euro *
SP012	<input type="checkbox"/>	Congress tote bag with logo <b>no longer available</b>	1,500,- Euro *
SP013	<input type="checkbox"/>	Flyer display in the congress hall	Euro **
SP014	<input type="checkbox"/>	Pony Express “Brown Bag Session”	Euro **
SP015	<input type="checkbox"/>	Pony Express “ITSM-TOOL MEETUP”	Euro **
SP016	<input type="checkbox"/>	Streamed lecture slot (customer testimonial)	Euro **
SP017	<input type="checkbox"/>	Exhibitor Rally	Euro **
SP018	<input type="checkbox"/>	Company representation in the BMPK-App	Euro **
SP019	<input type="checkbox"/>	Advertising banner in the BMPK-App	Euro **
SP020	<input type="checkbox"/>	Event trip	2,500,- Euro *
SP021	<input type="checkbox"/>	Stand staff-package STANDARD	pro Person 495,- Euro
SP022	<input type="checkbox"/>	Stand staff-package PREMIUM	pro Person 685,- Euro
SP023	<input type="checkbox"/>	Networking-Event	5,000,- Euro *
SP024	<input type="checkbox"/>	Barber store	on request
SP025	<input type="checkbox"/>	Ground stickers <b>no longer available</b>	3,000,- Euro *
SP026	<input type="checkbox"/>	Congress notebook	1,000,- Euro *
SP027	<input type="checkbox"/>	Hotel Room Drop	5,000,- Euro *
SP028	<input type="checkbox"/>	Elevator advertising	5,000,- Euro *
SP029	<input type="checkbox"/>	Stage set <b>no longer available</b>	10,000,- Euro *
SP030	<input type="checkbox"/>	Room card <b>no longer available</b>	5,000,- Euro *
SP031	<input type="checkbox"/>	Rodeo ride	5,000,- Euro *
SP032	<input type="checkbox"/>	Meeting point	3,500,- Euro *

Legally binding signature & Company stamp 



## Contact

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