CCCC2016

Conference & Expo | March 24-25 | Beijing

Cloud Unlimited
Customer First

Event Prospectus

Cloud Computing Customer Conference
The Leading Cloud Computing Event for Business Technology Leaders

Co-located with Cloud Computing China Congress

CCCC2016

Your Current And Future Customers Is Here

Cloud Unlimited Customer First

The Cloud Computing Customer Conference (CCCC 2016) is specially designed for cloud computing customers from various industries to explore critical cloud computing issues, connect with other executives in various stages of cloud computing projects and learn about the latest cloud computing solutions. CCCC is the only place where cloud computing end users and cloud computing vendors can connect to accelerate cloud computing successful adoption. The event will allow attendees to build relationships with IT executive peers, attend end user educational sessions and network in an intimate and focused environment. Attendees are encouraged to share ideas, explore technology solutions and learn about the latest cloud computing topics and trends.

Cloud computing has transformed from an ambitious concept into a mainstream tool in recent years. As CIO/CTOs need to operate a lightweight, leaner and more efficient IT shop, cloud based applications and services have been well received by cloud computing customers working to support the highly demanding and dramatically changing enterprise. However, cloud computing still face challenges.

As an IT leader, now is the time to produce real business value for your organization. CCCC will help C-level executives better understand the true capabilities of cloud computing and the transformational opportunities it can bring. Through a unique blend of focused CIO/CTO think tanks, executive visions panel discussions, analyst Q&As, visionary keynote presentations and networking breaks, technology executives will share insight and gain critical takeaways. CCCC agenda offers a balanced schedule that will maximize your time and efforts, providing you with ideas and strategies truly capable of changing business practices.

For more information, please contact us
at sponsorship@thecloudcon.com

Event Highlights

New for 2016

• **Fresh & focussed content** – Inspiring keynotes and intensely practical, information-rich sessions exploring the latest advances, case studies, and best practices.

• **Deep dive business and technical topics** – Sessions will be rated on how technical vs business focused they are intended allowing you to pick the right content based on your background.

• **Plenty of networking opportunities** – Meet face-to-face with business leaders, data professionals, designers, and developers.

• **Highlighting the best of the industry** – Cloud Computing Customer Choice Awards are the unique celebration of the drive, innovation and hard work in the cloud industry.

• **Community Activities** – CCCC will host community meet-ups and birds of a feather sessions

Your current and future customers is here

The part of past attendees come from:

Agenda Overview

Plenary Address March 24

Theme Forum March 24

Industries Forum March 25

Exhibition March 24-25

CCCC 2016 hot topics include:

- Cloud 2016: Cloud Unlimited, Customer First
- Cloud Business & API Economy
- Establishing Trust in Cloud Computing
- Guiding the Enterprise into a Hybrid Cloud Model
- Software Defined Data Center for Cloud Computing
- Big Data Analysis in the Cloud
- Infrastructure at Scale: Best Practices in Scaling Cloud Architectures
- Cloud Security and Compliance for the Enterprise
- Platform-as-a-Service: Lessons from Manufacturing
- Moving to a Zero IT Infrastructure Footprint Clearing Banks' Clouded View of Cloud Technology
- Can Telcos Succeed as Cloud Providers
- Business Process Modeling – Streamline your Company in the Cloud, and more

Special feature of industry tracks include:

- Banking and Financial Service
- Telecommunications
- Healthcare
- Government
- Retail
- Oil & Gas
- Energy & Utilitites
- Travel & Transportation etc.

Special feature of technology tracks include:

- Cloud Infrastructure
- Big Data
- Cloud Data Center
- Backup & Disaster Recovery
- Mobile Cloud
- Software Defined Networks
- HPC in the Cloud
- Cloud Industry Applications etc.

Agenda content and timetable subject to change

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What Makes CCCC Different

All Things Cloud   CCCC is the industry's most significant industry event focused on today's cloud economy. CCCC offers the most comprehensive coverage of cloud-related topics, including cloud infrastructure, security & governance, cloud data center, virtualisation technologies, software defined networks, industry applications, and more.

Technology + Business + Customer   CCCC is the premier business technology event for cloud professionals. Meanwhile you can benefit from industry players hard-won experiences. Each year the percentage of attendees from the "business side/customer" increases. They join their colleagues from IT to collaborate and learn more about how to provide cloud-centric solutions to satisfy their business strategies.

Guaranteed Qualified Audience   CCCC is specially designed for IT decision makers, managers, and cloud practitioners, who are shaping the future of the cloud. Audience promotion will target industry and enterprise decision makers. All registration applications are screened by CCCC staff to ensure they come from the appropriate demographics.

Collaborative Buying Process   CCCC attracts powerful and complementary audiences. The event represents the industry's most senior executive decision-makers – they have budget authority and seek information on a range of technology solutions. Event sponsorship offers unique access to greater levels of executives across all stages of the buying and implementation cycles resulting in a opportunity to influence the collaborative buying process.
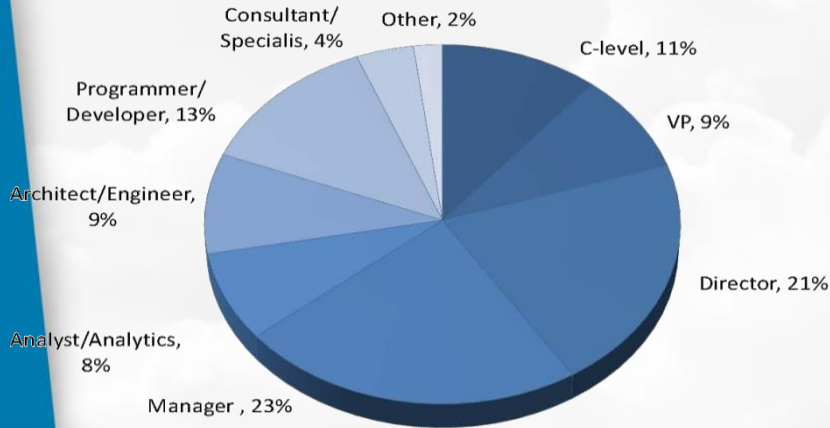
Unparalleled Value and ROI   CCCC allows your focus to be on your appointments with target audience and we take care of all details. We are never surprised that our delegates repeatedly tell us that CCCC events offer the best return on investment of their entire marketing spend. You will strengthen your business relationships with your current and future clients at CCCC.
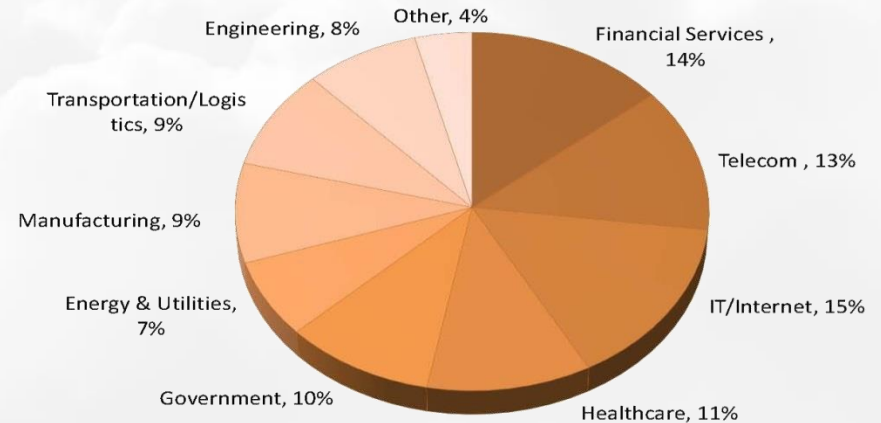
Over 2500 + attendees from the entire cloud computing eco-system

CCCC is 2500+ professionals representing the entire cloud eco-system in the world, all looking for cloud computing solutions in one place, at one time. Because of our quality and value intensive program, CCCC has established itself as one of the most authoritative cloud event. More attendees for us means more customers for you.

Job Title

- Consultant/Specialis, 4%
- Other, 2%
- C-level, 11%
- Programmer/Developer, 13%
- VP, 9%
- Architect/Engineer, 9%
- Director, 21%
- Analyst/Analytics, 8%
- Manager, 23%

Industrial Distribution

- Engineering, 8%
- Other, 4%
- Financial Services, 14%
- Transportation/Logistics, 9%
- Telecom, 13%
- Manufacturing, 9%
- IT/Internet, 15%
- Energy & Utilities, 7%
- Government, 10%
- Healthcare, 11%

Based on past event registered attendee

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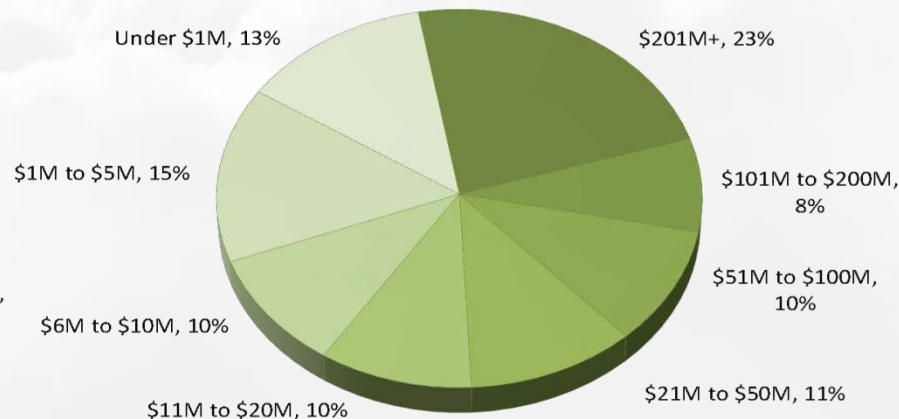
Who Will You Meet

72% have budgets of $6M and higher

Large organizations have budgets to spend on new initiatives and ongoing projects. Our audience comes mostly from large companies and a large percentage come from industries that spend a lot on IT, including financial services, telecom, manufacturing, energy & utilities, medical & healthcare, and other industries.

Company Size

- Large (2,000-4999), 15%
- X-Large (5,000-19,999), 13%
- Medium (750-1,999), 9%
- XX-Large (20,000+), 47%
- Small (under 750), 16%

IT Budget

- Under $1M, 13%
- $201M+, 23%
- $1M to $5M, 15%
- $101M to $200M, 8%
- $51M to $100M, 10%
- $6M to $10M, 10%
- $21M to $50M, 11%
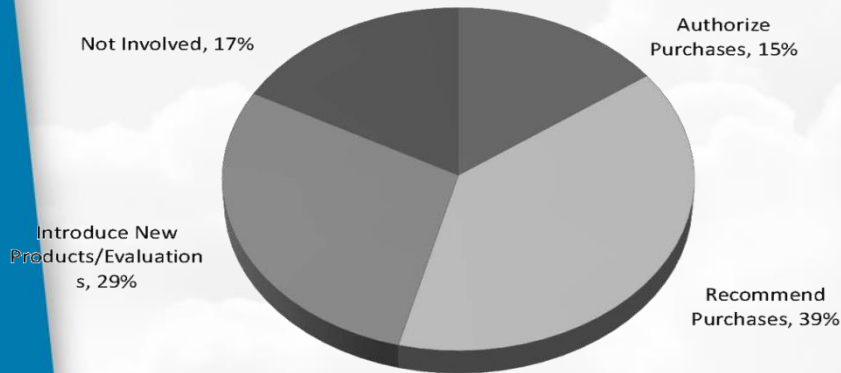- $11M to $20M, 10%
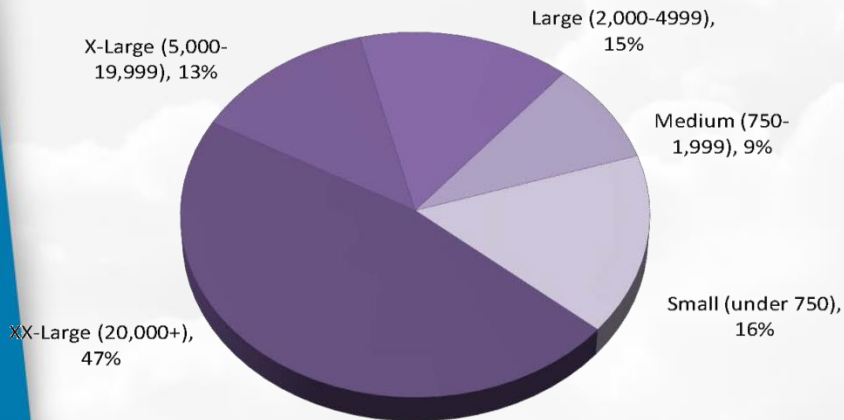
Based on past event registered attendee
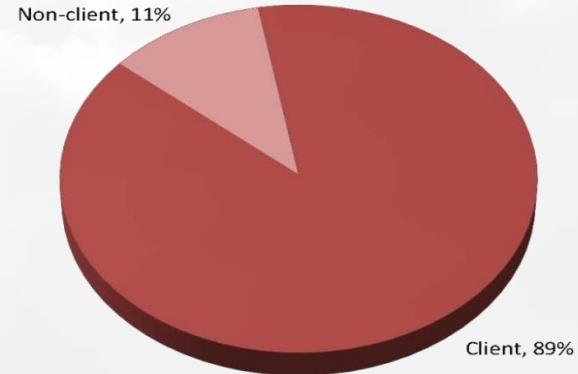
Who Will You Meet

83% of attendees are involved in IT purchasing

CCCC attract the industry's most senior executive decision makers and powerful audiences - they have purchasing decisions and seek information on a range of technology solutions.

Purchasing Decisions

- Not Involved, 17%
- Authorize Purchases, 15%
- Introduce New Products/Evaluations, 29%
- Recommend Purchases, 39%

Client vs. Non-client

- Non-client, 11%
- Client, 89%

Based on past event registered attendee

Why Sponsor / Exhibit

With its industry influence and market leading status, CCCC is an event that provides a complete solution to brand positioning and business development opportunities. Our sponsorship program is designed to create maximum engagement with the industry's most prominent influencers, dealmakers and buyers.

- **Present your company and products to industry decision makers.**
- **Generate new leads and use the numerous networking opportunities.**
- **Show your expertise and strong commitment in your subject area.**
- **Position your organization in the big picture narrative about the cloud industry.**
- **We have your target audience gathered for you in one place.**
- **You will strengthen your business relationships with your current and future clients.**

Sponsorship / Exhibition At-A-Glance

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		Signature	Diamond	Platinum	Gold	Silver	Workshop	Special	Booth
Pre-Event	Agenda plan	√	√				√		
	Logo on website	√	√	√	√	√	√	√	√
	Pre-marketing	√	√	√	√	√	√	√	√
	Posting of whitepaper	√	√	√			√		
	Attendee EDM	√	√	√	√		√		
	Free awards entry	√	√	√	√	√	√	√	√
On-Site	45-m opening keynote	1					Exclusive Hall; Half-a-day Speaking Slots; Customized Content		
	45-m keynote		1	1					
	20/30-m session	2	1		1				
	Panel discussion	3	2	1	1	1			

to be continued…

Sponsorship / Exhibition At-A-Glance Continued

... to be continued

	Exhibition	Special	Standard	Standard			Special	6X2X2.5M	3X2X2.5M
On-Site Continued	Conference passes	20	10	8	5	3	15	5	2
	Add passes discount	40%	20%	15%	10%		30%		
	Event guide AD	√	√	√	√	√	√	√	√
	Literature Insertion	√	√	√	√		√	√	
	Media interview	√	√				√		
Post-Event	Attendee list	√	√				√		
	Show slide download	√	√	√	√		√		
	Event report	√	√	√	√	√	√	√	√
		Signature	**Diamond**	**Platinum**	**Gold**	**Silver**	**Workshop**	**Special**	**Booth**

Cloud Computing Customer Choice Awards 2016

CCCC2016

The Cloud Computing Customer Choice Awards are the unique celebration of the drive, innovation and hard work in the cloud computing industry. The Cloud Computing Customer Choice Awards advisory board consists of third-party research institutes, industry alliance organizations, and professional media. The conference organizer will review all the submissions and reveal the nominees. The winners will be determined according to both online and the advisory board voting.

Cloud Computing
CUSTOMER
Choice Awards
2016

More Info
thecloudcon.com/awards

Why Enter

• Reinforce client relationships – remind your customers and prospects that you are the best choice of supplier
• Stand out among your peers – let the market see that you are head and shoulders above the competition
• Make headlines on an international scale – international press coverage ensures the industry will know about your win
• Network with the industry's most influential people – with C-level representation from the most important operators in the region there is no better informal networking forum
• Reward your team – recognize and celebrate their achievements

Winners Benefits

• Receive a winner's trophy presented at the CCCC2016
• Be included in the CCCCA Winners press release
• Be featured on the CCCCA Winners website
• Be featured in a CCCCA Winners HTML posted to the full CCCC 2016 mailing list
• Be able to use "Winners of Cloud Computing Customer Choice Awards" logo and icon on their own promotional materials.

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