

2008 Federation Membership Benefits: Editorial, sponsorship and advertising opportunities

With over 8,000 Corporate Members, FAST provides a unique opportunity for you to network with businesses and raise awareness of the products and services your company offers. FAST Corporate Services aim is to provide the information, knowledge and tools necessary for organisations in every industry sector to achieve excellence in all aspects of software and IT management.

We have identified a range of editorial, advertorial and advertising opportunities to help Federation Members:

- Stay up-to-date on industry **trends** and hot **topics**
- Share **best practice** ideas for identifying and eliminating software and IT management risks
- Get **'how-to'** information for key stages of registration to the FAST Standard for Software Compliance (FSSC-1:2007)
- Prove their **success** in the field through case studies
- Educate FAST Corporate Members about their **expertise** in software and IT asset management
- Raise **awareness** of the benefits of their products and services.

FASTtalk Magazine

FASTtalk is a quarterly hard copy Membership magazine that is distributed by post and email to FAST Members in the UK and Europe. Its aim is to provide a topical and in-depth education about all aspects of IT asset management. Each edition of FASTtalk is themed, focussing on IT and business issues. The magazine is published in January, April, July and October and the following opportunities are available in each issue of FASTtalk:

Editorial opportunities: **Free of charge**

- **Three 1 page contributed articles/ case studies bylined to an author of your choice**
 - Articles must be business issue focused (i.e. not promotional pieces) and can run to a maximum of 500 words
 - Articles must be provided to FAST as Word documents in 10 point Arial format
 - A high resolution (300 dpi) JPEG picture of the author should be provided together with their name, title, telephone number or email, and company URL
 - Articles can only be accepted on the proviso that they will be edited to conform with FAST's house style. However, if any major editorial amendments are made, articles will be returned to the author for re-checking before publication.
 - Case studies must be related to the achievement of, or progress on, the FAST Standard for Software Compliance (FSSC-1:2007) and can run to a maximum of 500 words

single page in the magazine. They will also have a short piece included in the in the 'View from the Top' page where 4 Federation Member CEOs air their views on topical issues, ranging from legislation and policies & procedures to corporate governance and software compliance.

Advertising opportunities:

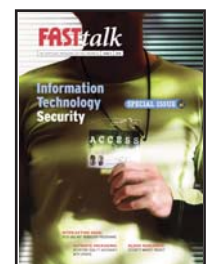
- **One prime 1-page ad: £1,500 +VAT**
 - All ads must conform to FAST's Advertising Guidelines (please see separate PDF)
 - Slot is inside back cover.
- **One loose A5-sized flyer: £850 +VAT**
 - All promotional leaflets must conform to FAST's Advertising Guidelines (see separate PDF)
 - Maximum weight of 150g.

Sponsorship opportunities: **£1,000 +VAT (3-4 per issue)**

- **Sponsorship of quarterly themed FASTtalk CEO roundtable debate**

All 2008 issues of FASTtalk will themed and the central element of each magazine will be a report on a FAST roundtable debate. These events, hosted by FAST, will be based on hot topics and will involve industry analysts and specialists, FAST Corporate Members, Federation members and FAST and Federation representatives. A report on the roundtable will feature as a 3-page spread in the next edition of FASTtalk and will be published on the FAST MemberZone web site. A photographer will also capture the debate visually.

Each of the roundtable sponsors also has the opportunity to submit a themed 500 word article which will feature as a



Raise Brand Awareness for your Business in 2008

Deadline dates

FASTtalk issue	Deadline for editorial and advertising
April 2008	Friday 8th February
July 2008	Friday 2nd May
October 2008	Friday 1st August

FASTforward Newsletter

FASTforward is FAST's monthly Corporate Membership e-newsletter. It provides regular IT compliance and software asset management news updates and 'how-to' articles for FAST Corporate Members. FASTforward is sent on 20th of each month to all FAST Corporate Members (2,800 IT contacts in UK organisations) and Federation members (200 contacts).

The newsletter has 5-6 sections and it is free for Federation members to place information in FASTforward.

The following opportunities are available in each issue:

Editorial Opportunities: **Free of charge**

'News in Brief' pieces - ideal for latest news, promoting seminars, events, discounts for FAST corporate members, market research statistics, new White Papers etc.

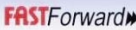
'Legal Update' articles - Pieces on topical legal IT issues

'Knowledge Base' articles - educational articles focused on software/ IT compliance, asset management or related subjects

'In Practice' Case Studies - these must be related to the achievement of registration to The FAST Standard for Software Compliance (FSSC-1:2007)

Guidelines

- All articles can run to a maximum of 600 words (400 words for News pieces)
- A high resolution (300 dpi) JPEG of your company logo can be provided together with your business telephone number and/or web address
- Articles are accepted on the proviso that they may be edited to conform with FAST's house style. If any major editorial amendments are made, articles will be returned for your approval before publication.



Dear


Welcome to the November 2007 issue of FASTforward - bringing you the latest FAST and software compliance news and issues.

Best regards,

The FAST Team


NEWS IN BRIEF

Check out the 2008 FAST Events Calendar!

 Click here to check out the upcoming 2008 FAST Events Calendar.


Dates are included for the following: 2008 Course dates; FREE Data Protection Act Seminars; ISEB Certificate in Software Asset Management Essentials & NEW Discounts on ITL, PRINCE2 and MSP training courses from Parity Training for FAST Members.

FAST Compliance Manager - data sheet now available!

 Over the last few months we've updated you on the new FAST licence management tool. FAST Compliance Manager will help you manage and control your software licences more effectively and will assist with achieving, and maintaining, registration to the FAST Standard (FSSC-1:2007). The tool will be available exclusively to FAST Corporate Members in Q1 2008.

Click here to download the data sheet and find out more about the tool's key features and functions.

Mind the Software Compliance Gap!

 Since its launch earlier this year, the FAST GAP Analysis tool has become an essential component of the FAST compliance programme.


Available to all corporate members and included in your membership fee, this valuable tool will help you establish your software compliance position against the FAST Standard methodology at key stages of the FAST programme. The reports it provides will enable you to put project plans in place, measure your progress and prioritise key tasks.

Click here to find out more about the benefits of carrying out a FAST GAP Analysis.

To arrange a GAP Analysis for your organisation, contact your Membership Advisor on 01628 760357 or membership@fastcorporateservices.com.

LEGAL UPDATE

Open Source Patent Wars

 Richard Chapman, partner in the TMT practice at Berwin Leighton Paisner LLP discusses how commercial companies are using patents to attack the growing open source industry, the success of patent trolls and the failure of Europe to agree on software patents.

Read the full article >>

Free Web Seminar from Pillar Solutions, Centennial and FAST. The Vendor Strikes Back: Are you in Control of your Software Usage? Click here for more details.

For more information about any of the topics raised in FASTforward, or if it has been forwarded to you by a colleague and you'd like to receive your own copy, simply email us at marketing@fast.org

FAST MEMBERZONE

Have you logged on to the MemberZone recently?

Click here to log in.

For more information about any of these opportunities, please contact Clair Darke at FAST on +44 (0) 1628 760318 or clair.darke@fast-ltd.co.uk