



generate 2018

The CARA Conference

14th & 15th March, 2018

The Fitzpatrick Castle Hotel, Co. Dublin, Ireland

Partner Prospectus



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Conference Overview

GENERATE, our first Generis conference, is specifically aimed at Generis customers, partners and those who have expressed an interest in learning more about CARA.

GENERATE will be a mix of insightful presentations, informative practical sessions, thought provoking debates, and user insights – all intended to demonstrate the flexibility, simplicity and scale of functionality CARA can provide. CARA's extensive capabilities are due also to the complementary products and services provided by our Partners.

GENERATE therefore will provide Partners with excellent exposure to promote their joint offerings to a targeted and captivated audience. Partners will also have access to nearly two days of networking and discussion and the potential to identify further business opportunities.

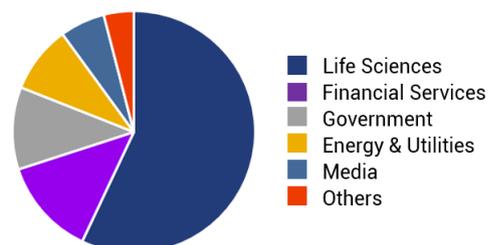
Conference Demographics

GENERATE will allow you to meet and promote your products and services to Industry professionals from Life Sciences, Engineering, Government, Financial Services, Energy companies and more.

This is the first time that we bring together such a wide audience from business leaders, to IT specialists and seasoned CARA users.

To confirm your participation, or for more information please contact Sarah:
sarah.holden@generiscorp.com

CARA clients by Industry





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GENERATE Highlights

The Conference will provide a packed agenda over the day and a half with informative sessions hosted by Generis, Partners, Customers and other Guest Speakers. The high level agenda includes:

- Presentation of the Generis CARA roadmap
- Demonstrations of CARA use case scenarios
- Promotion of Partner joint offerings
- Forums to discuss hot topics
- Shared client experiences and best practices
- Fun!

GENERATE will provide plenty of opportunity for networking and informal discussion during refreshment and lunch breaks.

The 'Happy Hour' drinks reception at the end of the first day will also give ample time to spend with colleagues, peers and friends.

We hope you can join us in the beautiful countryside of Co. Dublin for the full GENERATE experience!

Timings

Date	Time	Description
Wednesday 14th March	07.00 - 08.30	Exhibitor set-up
	09.00 - 17.30	Sessions
	17.30 - 19.00	Event (TBC)
Thursday 15th March	09.00 - 16.00	Sessions
	16.00	Close
	16.00 - 17.30	Exhibitor break down

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Please note that all breaks and lunches shall take place in the Exhibitor area.



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Partner Opportunities

Exhibit booths

Exhibits are located close to the Conference, providing easy access for delegates during breaks and lunch.

Exhibit booths (3mx3m) will be offered on a first come first served basis. Included: attendance for two booth personnel, large table, two chairs, electric and wifi.

Cost: €1,500 (\$1,700)

Exhibit and speaking

Selected Exhibiting Partners may also speak during the Conference to promote their complementary CARA products and services (subject to acceptance of proposed topic). Each speaking session is 40 minutes.

Cost: €1,000 (\$1,100) in addition to Exhibitor cost.

Sponsorship

~~Delegate bags~~. Booked.

- High quality bags for each delegate, branded with your logo. Cost: €700 (\$800)

Lunch and refreshments. One sponsorship opportunity.

- Prominently display your logo on branded material on display during these breaks. Cost: €1,000 (\$1,100)

~~Cocktail~~. Booked

- Sponsor a branded speciality cocktail served to all delegates during Happy Hour. Cost: €500 (\$600)

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Partner Opportunities contd.

Speaking submission

Partners are invited to speak during the Conference free of charge by submitting a proposal to Generis for consideration. The topic must be jointly presented with a customer and cannot be specific to the Partner's services or products, but be thought provoking, timely and appropriate to the audience. If interested, please submit your proposal by Friday 2nd February, 2018 for consideration.

Attendance

Partners can attend as a delegate: Cost: €900 (\$1,000) per person.

The venue

GENERATE is being held at The Fitzpatrick Castle Hotel, Co. Dublin, Ireland. A luxury hotel, within walking distance of the picturesque town of Dalkey, it is renowned for its tranquillity, breath taking scenery and elegance. The hotel is set amidst beautiful parkland and within minutes of the beach, restaurants and bars.

Only 14 miles from Dublin city centre the hotel boasts excellent transport links to the city and airport.

The Conference is taking place just before St. Patrick's Day – a highlight in the Irish calendar. A celebration of Ireland's patron saint, a trip into the city will show it buzzing with visitors from around the world.

There is a special room rate of €130/night.

To learn more about the venue, please take a look at their website: <https://www.fitzpatrickcastle.com>

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About Dublin

Over 1200 overseas companies have chosen Ireland as their European base in sectors such as ICT, Pharmaceuticals, Healthcare, Financial and International Services.

With over 60 airlines flying to over 175 destinations, including direct flights to Europe, USA, Canada, and more, there is also a US Customs and immigration base.

Dublin is a relaxed and compact city with a population of 2 million. With all the benefits and amenities of a major European capital, conveniently located in a small area, it provides a mix of the traditional and the modern.

With the beautiful surroundings of the hotel, overlooking the Dublin Bay and in such close proximity to the City of Dublin, you may want to stay for longer!

Contact

To confirm your participation, or for more information please contact Generis without delay. Please email Sarah: sarah.holden@generiscorp.com