

Copenhagen  
19-21 May  
2008



# CONNECT 08

Growth & profitability:  
**the community  
effect**



## Growth & profitability: the community effect

Last year's TradeNet Conference majored on how marketing and sourcing could be brought together to create The Perfect Match. One year on, we explore the impact of maritime buyers and suppliers using the internet to easily find each other, connect cost effectively and trade efficiently. In the last twelve months we have seen an exceptional growth in the number of trading partners connecting together, and at CONNECT08 we will share how all Buyers, Suppliers and Logistics Providers can benefit from this "community effect".

Whether you are a Supplier wanting to attract new customers, a Buyer needing to source new Suppliers or you just want to use the internet for enabling existing purchasing relationships, CONNECT08 will show you how you can grow your business and drive significant profits by strengthening online relationships and better managing businesses processes.

To register for CONNECT08, simply visit : <http://store3.shipserv.com>

### ShipServ Awards 2008

#### ShipServ Ship Owner / Manager of the Year

- to the owner / manager with the most willingness to provide optimal information and high data quality when sending out RFQs and POs by using TradeNet.

#### ShipServ Supplier of the Year

- to the supplier with the most exceptional customer service based on its way of electronically responding to RFQs and POs via TradeNet and follow up personally on matters related to the transactions.

Submit your nominations at: [www.shipserv.com](http://www.shipserv.com)

### Why you should attend

- Extensive networking opportunities with your peers, ShipServ experts and industry visionaries from around the world
- Packed agenda featuring keynotes, user experience sessions, discussion groups and product breakout sessions
- Latest product information including strategic roadmap and updates on ShipServ TradeNet and ShipServ Pages
- Detailed "Ports of Call" streams focused on sourcing, order management, contract management and logistics management
- Dedicated 1:1 meetings program to meet with ShipServ Executives

### Sponsored by:

#### Gold sponsor:



#### Bronze sponsor:



**ShipServ Golf Event**    Optional    19 May 2008    Departure from Hotel Skt. Petri @ 12.00 CET to Fredensborg Golf Klub

**Welcome Reception**    Included    19 May 2008    Hotel Skt. Petri 19.00-21.00

## Tuesday 20 May

- 09.00 - 10.00**    **Registration and Coffee**
- 10.00 - 10.10**    **Opening Remarks**  
*Paul Ostergaard, Founder and CEO, ShipServ*
- 10.10 - 10.55**    **Keynote**  
 *Yutaka Yasunaga, Adviser to the President, NYK Line and President, Monohakobi Technology Institute*
- 10.55 - 11.15**    **Coffee**
- 11.15 - 11.30**    **The Years in Review**  
*Linda Ho McAfee, Senior Vice President, ShipServ*
- 11.30 - 12.45**    **Roundtables: The Challenge of Community**  
*Roundtable discussions*  
*Moderator: Don Staffin, Senior Vice President, ShipServ*
- 12.45 - 13.45**    **Lunch**
- 13.45 - 14.15**    **The Liberation of Information**  
*Paul Ostergaard, Founder and CEO, ShipServ*
- 14.15 - 15.00**    **ShipServ @Work**  
 *Presentation by Aalborg Industries. Second presenter TBC.*
- 15.00 - 16.00**    **Coffee & Visit the Sponsors**
- 16.00 - 16.45**    **Wrap-up: The Challenge of Community**  
*Moderator: Don Staffin, Senior Vice President, ShipServ*
- 16.45 - 17.30**    **Keynote**  
 *Stephen Shapiro, 24-7innovation.com*
- 19.00 - 19.30**    **Transport from Hotel Skt. Petri to Copenhagen Island Hotel**
- 19.30 - 23.00**    **Connect08 Dinner Including ShipServ Awards Ceremony**

## Wednesday 21 May

- 09.30 - 10.00**    **Coffee**
- 10.00 - 10.15**    **ShipServ: The Road Ahead**  
*Neil Firth, CTO, ShipServ*
- 10.15 - 11.15**    **Ports of Call**  
*ShipServ Contract Management*  
*ShipServ Logistics Management*  
*ShipServ Pages - New Features*  
 *Using e-Commerce - buyer perspective: Nick Ranade, Purchasing Manager, Holland America Line*  
*Using e-Commerce - supplier perspective*  
  
*Listen to a maximum of three presentations of your choice*
- 11.15 - 11.45**    **Coffee**
- 11.45 - 12.30**    **Keynote**  
 *Brad Garlinghouse, Senior Vice President, Communications & Communities, Yahoo*
- 12.30 - 13.00**    **Closing Remarks and 'Most Original Idea Award' Ceremony**
- 13.00 - 13.30**    **Welcome to the ShipServ Q&A**  
*Book a meeting with our Sales and CR Teams to discuss your needs*
- 13.30 - 14.15**    **Lunch**

## Most Original Idea Award

Do not miss the presentation of the award on Wednesday @ 13.00

Given to the participant with the most original idea(s) of the conference

## Sponsorship opportunities

### **GOLD Sponsor (one only) 3500 EUR**

- 1. Brand recognition on the ShipServ website and the conference agenda**
  - Sponsor is highlighted in the official conference agenda including a 200 word description
  - Sponsor logo is highlighted on the ShipServ website on the Connect08 page with a link to the Sponsor's website
  - Logo on major conference marketing materials (email blasts, newsletters, invitations)
- 2. Literature/giveaway placement in delegate welcome pack**
  - One piece of literature and a giveaway inside the delegate welcome pack. Item to be provided by the Sponsor and must be approved by ShipServ
- 3. Visibility in Marketplace**
  - Table in Marketplace for presenting your product during "Visit the sponsors break" on Tuesday
- 4. Dinner sponsor**
  - Sponsor will receive prominent exposure at either the Conference Dinner (which will be held at an exclusive venue offsite to the conference location on Tuesday) or the Welcome Reception (to be held at the conference venue on Monday)
- 5. Registration desk branding**
  - Sponsor logo will be prominently displayed on signage at central registration desk
- 6. Room drop**
  - Room drop to all attendees of the conference. This could include, but is not limited to, literature or a gift of some kind (to be provided by the sponsor).
- 7. Conference passes**
  - Three (3) complementary full conference passes
  - Three (3) complementary customer passes
- 8. Discount on additional customer passes**
  - If additional customer passes are required, they will be available at a discounted rate of 20%

### **SILVER Sponsor (four only) 2500 EUR**

- 1. Brand recognition on the ShipServ website and the conference agenda**
  - Sponsor is highlighted in the official conference agenda including a 100 word description
  - Sponsor logo is highlighted on the ShipServ website on the Connect08 page with a link to the Sponsor's website
  - Logo on major conference marketing materials (email blasts, newsletters, invitations)
- 2. Literature/giveaway placement in delegate welcome pack**
  - One piece of literature and a giveaway inside the delegate welcome pack. Item to be provided by the Sponsor and must be approved by ShipServ
- 3. Visibility in Marketplace**
  - Table in Marketplace for presenting your product during "Visit the sponsors break" on Tuesday
- 4. Lunch sponsor**
  - Sponsor name or logo will be prominently displayed in the lunch area on either Tuesday or Wednesday
- 5. Conference passes**
  - Two (2) complementary full conference passes
  - Two (2) complementary customer passes
- 6. Discount on additional customer passes**
  - If additional customer passes are required, they will be available at a discounted rate of 20%

### **Other Sponsorship Opportunities**

Other sponsorship opportunities are available including branding on key items such as the conference lanyard, bag and pen.

Plus lunch and coffee sponsorships too!

For more information, please contact:

Lone K. Jensen

ljensen@shipserv.com

### **BRONZE Sponsor (Max. 10) 1500 EUR**

- 1. Brand recognition on the ShipServ website and the conference agenda**
  - Sponsor is highlighted in the official conference agenda including a 50 word description
  - Sponsor logo is highlighted on the ShipServ website on the Connect08 page with a link to the Sponsor's website
- 2. Literature/giveaway placement in delegate welcome pack**
  - One piece of literature and a giveaway inside the delegate welcome pack. Item to be provided by the Sponsor and must be approved by ShipServ
- 3. Visibility in Marketplace**
  - Table in Marketplace for presenting your product during "Visit the sponsors break" on Tuesday
- 4. Conference passes**
  - Two (2) complementary full conference passes

Sign up now at <http://store3.shipserv.com>

## Sponsors:

### Gold sponsor:



Schenker is one of the world's leading providers of integrated logistics services, offering land operations, air and ocean freight, as well as comprehensive logistics solutions and global supply chain management from a single source.

DB Schenker, the brand of the Transportation and Logistics Division of Deutsche Bahn AG, provides logistics competence, integrated networks and rail expertise from a single source.

Teamed with about 55,000 experts at 1,500 locations in 150 countries, Schenker delivers dedicated services to a wide range of industries – Maritime, Aerospace, Fairs, Healthcare, Oil & Gas, Semiconductor, Automotive, etc.

SCHENKERmarineparts is a seamless, integrated logistics solution designed to cater for the special needs of the maritime Industry - targeted at ship owners, ship management companies, ship builders and manufacturers.

SCHENKERmarineparts places emphasis on consistently high service quality guaranteed by a global network and experts, providing 24/7 professional assistance, 3PL, order procurement, inventory control, etc.

Dedicated to the maritime industry, SCHENKERmarineparts centralises transportation and logistics buying power through carrier concentration and volume consolidation that helps you reduce delivery costs.

Together with ShipServ's eSSM solutions, SCHENKERmarineparts has taken the necessary steps to meet the requirements of tomorrow, offering one of the best logistics services to the Maritime Industry.

### Bronze sponsor:



Wärtsilä enhances the business of its customers by providing them with complete lifecycle power solutions.

When creating better and environmentally compatible technologies, Wärtsilä focuses on the marine and energy markets with products and solutions as well as services.



Together with leading ship owners, DSV Air & Sea has developed the Order Management tool, a tailor made logistics service for the marine industry.

Working globally through 17 strategic located DSV Air & Sea offices/warehouses directly linked with ShipServ, DSV Air & Sea can handle all your orders from suppliers to any calling port.



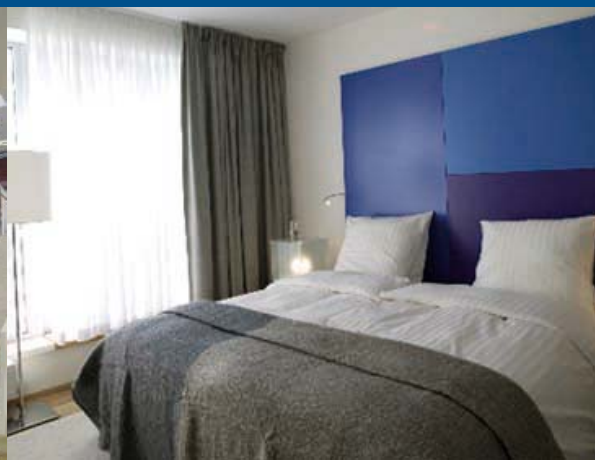
## Venue

**First Hotel Skt. Petri**  
Krystalgade 22  
DK-1172 Copenhagen K  
Denmark

Tel.: +45 3345 9100  
Fax: +45 3345 9110

## Accommodation

Hotel accommodation and travel costs are not included in the registration fee. However, a limited number of rooms are available at the First Hotel Skt. Petri. Please use the enclosed booking form or contact the hotel directly and quote **booking reference 509032**. It is advisable to book as soon as possible to avoid disappointment.



[www.hotelsktpetri.com](http://www.hotelsktpetri.com)



First Hotel Skt. Petri is Copenhagen's trendy five-star designer hotel centrally located in the Latin Quarter. The Metro and other railway connections are within 2 minutes' walk of the hotel. The hotel offers professional and personal service and features 268 rooms with classic modern interior design and décor by artist Per Arnoldi.



<b>ShipServ Connect08</b> <b>19th – 21th May 2008</b> <b>Copenhagen, Denmark</b>	<b>Accommodation Booking Form</b> First Hotel Skt. Petri Krystalgade 22 1172 Copenhagen K Denmark Tel: +45 33 459800
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Please e-mail the completed form directly to the hotel at [reservation@hotelsktpetri.com](mailto:reservation@hotelsktpetri.com) or fax to +45 33459110 **before 1<sup>st</sup> May 2008.**

***Please write in capital letters thank you!***

<b>Group Booking Reference</b>	<b>509032</b>
<b>Surname</b>	
<b>First Name</b>	
<b>Phone</b>	
<b>Fax</b>	
<b>E-mail</b>	

Accommodation charges per room per night inclusive of tax and breakfast buffet.

<b>Room Type</b>		<b>DKK 1595,00 Medium Single</b>		<b>DKK 1795,00 Medium Double</b>
<b>Non-Smoking</b>		<b>YES</b>		<b>NO</b>
<b>Date of Arrival</b>				
<b>Date of Departure</b>				
<b>Number of Nights</b>				

In order to guarantee your reservation after 4pm on the day before the arrival day, please add your credit card details below. First Hotel Skt. Petri's cancellation policy is 4pm on the day before arrival day. Non-guaranteed reservations are released after 4pm.

<b>Reservation Guarantee</b>									
<b>Master</b>		<b>Visa</b>		<b>Amex</b>		<b>Diners</b>		<b>Euro</b>	
<b>Cardholders name</b>									
<b>Credit Card number</b>									
<b>Expiry Date</b>									