

Only one event in 2012!

GET FACE TIME WITH IT PROS

SPONSORSHIP OPPORTUNITIES

TechMentor is coming to
Microsoft Headquarters in 2012.

At TechMentor, we ensure that no IT pro is left behind by offering **quality education** and exposure to what's now, new and next in the IT world. Since 1998, TechMentor has delivered immediately usable training to IT professionals. Leveraging **highly respected and professional presenters**, TechMentor delivers how-to technical information on deploying, managing and supporting Microsoft products and technologies.

techmentorevents.com



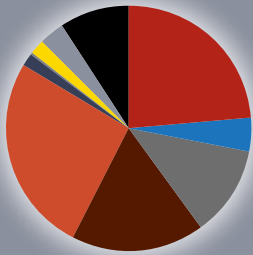
A UNIQUE OPPORTUNITY TO GET FACE TIME WITH DECISION MAKERS

At TechMentor 2012, IT professionals are expected to come from around the country to the Microsoft Campus in Redmond, Washington to receive practical education from IT experts and Microsoft technology leadership. With the new move to the Microsoft Campus, support from Microsoft’s TechNet and a singular TechMentor in 2012, this event is expected to bring in over 350 attendees. In addition to the education and networking opportunities, they also want to hear about innovative solutions that make their lives easier. This is a unique opportunity to get face time with the decision makers and influencers you want (and need) to speak to.

TECHMENTOR ATTENDEE DEMOGRAPHICS

TechMentor conferences are for Systems Administrators, IS/IT Management, Senior Systems Administrators, Network Administrators, Help Desk/Technical Support, Systems Engineers, Consultants, Systems Analysts, Business Analysts, and anyone in the IT industry looking to build their expertise.

JOB TITLE

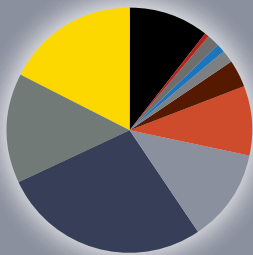


IS/IT Management	23.81%
Network Management	4.37%
Network Administrator	11.90%
Senior Systems Administrator	17.46%
Systems Administrator	26.19%
Consultant	3.17%
Executive Management	1.98%
Database Administrator/ Developer	0.40%
Programmer/Developer	1.59%
Other	9.13%

ATTENDEE PURCHASING INFLUENCE

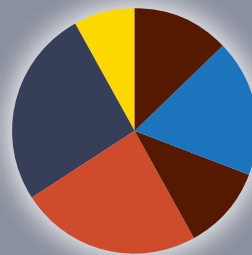
Identify need	78%
Recommend/specify brands/suppliers	79%
Evaluate products and services	79%
Consult, formally or informally with others	52%
Help set corporate standards	47%
Authorize purchases	30%

ANNUAL GROSS REVENUE OF ATTENDEE ENTERPRISES



\$50 million or more	0.79%
\$30,000,000 to 49,999,999	1.59%
\$20,000,000 to \$29,999,999	0.00%
\$10,000,000 to \$19,999,999	1.19%
\$5,000,000 to \$9,999,999	1.59%
\$2,500,000 to \$4,999,999	3.57%
\$1,000,000 to \$2,499,999	9.13%
\$500,000 to \$999,999	12.30%
\$100,000 to \$499,999	27.38%
\$50,000 to \$99,999	14.68%
Less than \$49,999	17.46%
None Given	10.32%

ATTENDEE ORGANIZATION’S BUDGET FOR SOFTWARE / HARDWARE



Over \$10 million	13%
\$1 - \$10 million	18%
\$500,000 - \$999,000	11%
\$100,000 - \$499,000	24%
\$10,000 - \$99,000	26%
Under \$10,000	8%

SPONSORSHIPS

Sponsorship packages provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you'll get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget.



PLATINUM SPONSORSHIP—\$9,000

(Limited Packages Available)

- ▶ **Table Top Exhibit** in combined Keynote/Lunch Are/Expo Hall: 6' space with a 5' skirted table, electrical, wireless internet
- ▶ **Opportunity to present one breakout session** (Only technical, non-marketing sessions will be considered.) Session proposal should include a 50-word abstract along with the speaker's name, job title & a brief bio. Proposals must be submitted approximately 60 days prior to the event for consideration and approval by the TechMentor content Chairs (subject to availability)
- ▶ **One (1) Luncheon Round Table**
- ▶ **Sponsorship of Lucky Strikes Evening Out Party** – Introductory Remarks, Staff Onsite, Material Distribution, Logo Attribution on Facility Screens
- ▶ **Sponsor acknowledgement** during opening comments
- ▶ **Logo** included in the pre-session rotating slides
- ▶ **Sponsor logo** included in event print advertising in *Redmond Magazine* and *Virtualization Review Magazine* (contracts must be received 2 weeks prior to ad deadline)
- ▶ **Attendee bag insert.** Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management.
- ▶ **Complimentary Best Value Pass** (valued at \$1895+ including all meals and sessions)
- ▶ **Logo featured on the event website home page**
- ▶ **One (1) time access to the attendee sponsor/exhibitor email OR direct mail opt-in list** (must use a 3rd party, bonded mail house)
- ▶ **Logo featured on a sponsor banner**, which will be hung in a high-traffic area
- ▶ **Logo, URL, and description** listed on the exhibitor page of the conference website
- ▶ **Logo, URL, and description** listed on the sponsor/exhibitor page of the Event Program
- ▶ **Co-Marketing Activities.** Extend your impact and help promote Techmentor:
 - ▶ Feature event Official Sponsor Logo on your organization's website
 - ▶ Promote event in your company's e-mail newsletters, press releases, and Website postings

GOLD SPONSORSHIP—\$7,000

- ▶ **Table Top Exhibit** in combined Keynote/Lunch Are/Expo Hall: 6' space with a 5' skirted table, electrical, wireless internet
- ▶ **One (1) 20 Minute Luncheon Panel Speaking Opportunity**
- ▶ **One (1) Product Demo Theater Speaking Session**
- ▶ **One (1) Luncheon Round Table**
- ▶ **Sponsor acknowledgement** during opening comments
- ▶ **Logo** included in the pre-session rotating slides
- ▶ **Sponsor logo** included in event print advertising in *Redmond Magazine* and *Virtualization Review Magazine* (contracts must be received 2 weeks prior to ad deadline)
- ▶ **Attendee bag insert.** Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management.
- ▶ **Complimentary Best Value Pass** (valued at \$1895+ including all meals and sessions)
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SILVER SPONSORSHIP—\$2,995

- ▶ **Table Top Exhibit** in combined Keynote/Lunch Are/Expo Hall: 6' space with a 5' skirted table, electrical, wireless internet
- ▶ **One (1) Product Demo Speaking Session**
- ▶ **One (1) Luncheon Table**
- ▶ **Complimentary Best Value Pass** (Valued at \$1,895+ including all meals and sessions)
- ▶ **Company listing in Event Program** (Company Name, 75-word description, Company URL)
- ▶ **Company listing on Event Website** (Link to company)



2012 SPONSORSHIP & EXHIBIT OPPORTUNITIES

By sponsoring TechMentor Redmond 2012, you will have the opportunity to enhance your branding and product positioning with some of the most influential buyers and influencers across multiple industries in the market today. There are multiple sponsor packages available, or you can build your own program based on the individual opportunities. If you have unique needs or ideas, let us know and we will work with you to customize a program that meets your marketing and business objectives.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Exhibitors' Reception: \$5,000

The opening ever-popular Exhibitors' Reception is always well attended with great enthusiasm. Distribute welcome gifts/samples/brochures at the entry doors, welcome guests' through the loud speakers, display signage around food and beverage tables — this is your opportunity to customize!

Attendee T-Shirt: \$2,500

One-color logo featured on the official conference t-shirts. T-shirts will be supplied by TechMentor.

Attendee Bag: \$2,500

Place your one-color company logo on the official attendee bag that all conference attendees receive at registration.

Conference Proceedings Flash Drive: \$3,500

This valuable resource is distributed to all conference attendees. The sponsor will be recognized on the customized case of each flash drive and may include one item of marketing materials pre-loaded.

Attendee Bag Insert: \$1,000

Promote your company in the Official Conference Bag provided to every conference attendee. Include a flyer, brochure or promotional item that will catch their attention.

Badge Sponsor: \$2,500

Get your message into the hands of attendees by putting an insert into every TechMentor attendee badge holder. Badge holder will be supplied by TechMentor.

Attendee Pen: \$2,000

Distribution of logo-branded pens to all attendees.

Badge Lanyard: \$2,000

Distribution of one-color logo-branded lanyards to all attendees.

Attendee Notepad: \$2,000

Distribution of logo-branded notepads to all attendees.

Break Sponsorship: \$1,500 per break

Get prime exposure with every conference guest. You will provide refreshments and light snacks, while placing your company message front and center with signage containing your logo and message and a table with your company literature.

Custom Packages Also Available.

ABOUT TECHMENTOR AND 1105 MEDIA, INC.

TechMentor Conferences and Redmond Magazine are part of 1105 Media, Inc. 1105 Media is a fully integrated business-to-business information and media company serving all aspects of the Microsoft B-to-B market: the Microsoft IT professional, developer and partner. Other 1105 Media includes Microsoft TechNet, MSDN Magazine, Redmond Magazine, Virtualization Review Magazine, Application Development Trends (ADTmag.com), and more.

1105 Media, Inc. is based in Chatsworth, CA, with primary offices throughout the United States and more than 300 employees. For more information, please visit 1105Media.com.

