

Visual Studio LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

2012



YOUR MAP TO THE .NET DEVELOPMENT PLATFORM

GET FACE TIME WITH DEVELOPERS

2012
SPONSOR/EXHIBIT
OPPORTUNITIES

Get quality face-to-face time with these decision makers in the meeting rooms, on the exhibit floor, during meals and after hours!



Unbiased Developer Education: Now in FOUR Locations!

Visual Studio Live! Las Vegas

March 26-30, 2012

Visual Studio Live! New York

May 14-17, 2012

Visual Studio Live! Redmond

August 6-10, 2012

Visual Studio Live! Orlando

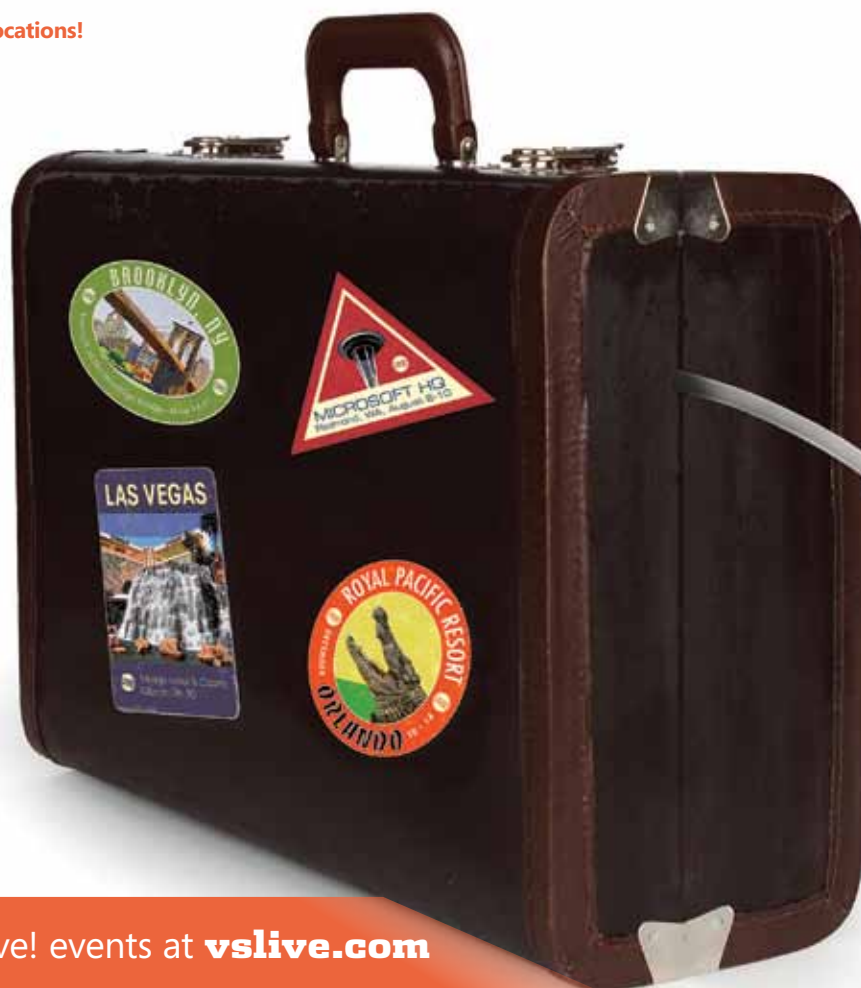
December 10-14, 2012

Visual Studio Live! Orlando 2012
will be co-located with:

SharePoint Live!

SQL Server Live!

Cloud & Virtualization Live!



Learn more about Visual Studio Live! events at vs.live.com

SUPPORTED BY:

Microsoft

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Microsoft
Visual Studio

Visual Studio
MAGAZINE

PRODUCED BY:

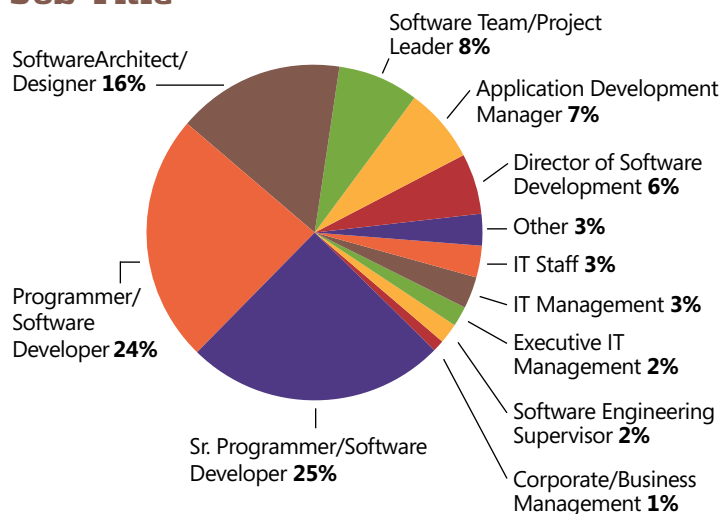
1105 MEDIA

GET FACE TIME WITH DEVELOPERS

Visual Studio Live! is dedicated to providing attendees real-world, practical information and training on cutting-edge techniques. The education and information on existing and soon-to-ship technologies compatible with .NET and Visual Studio will provide the information developers require to solve their development challenges.

Visual Studio Live! attendees demand credible and unbiased information to build, buy and manage the development process within their organizations. As advocates and users of components, RAD tools, lifecycle management solutions, and other technologies used to build enterprise software applications better and faster, Visual Studio Live! attendees are the most highly qualified potential customers in the market.

Job Title



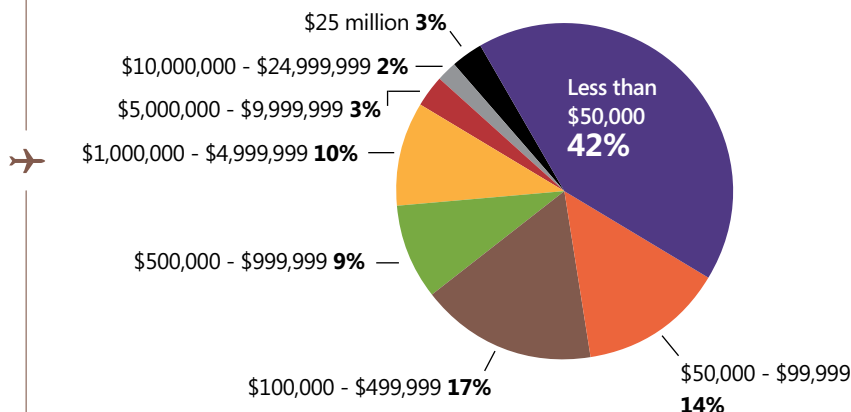
Statistics from Visual Studio Live! 2011 Attendee Surveys:

Have bought or plan to buy Microsoft third-party tools.....	90%
Have 6 or more years of development experience.....	81%
Work and buy products in a development team.....	76%
Are influential in purchasing decisions.....	76%
Are management level and above.....	54%
Will attend this conference again.....	90%
Will recommend this conference to colleagues.....	91%

SOURCE: Company DATA, December 2011



Annual Gross Revenue of Attendee Enterprises





Visual Studio Live! Sponsorship Opportunities 2012

By exhibiting and/or sponsoring **Visual Studio Live!** conferences, you will have the opportunity to enhance your branding and product positioning with some of the most influential buyers and influencers — across industries — in the market today. There are multiple exhibit and sponsor packages available, or we can work with you to customize a program based on your unique needs and ideas. Please note – all pricing is per-conference.

Sponsorship opportunities are designed to create proactive, personal interactions with Visual Studio Live! attendees with speaking opportunities, group discussions and company branding. Packages can also be custom designed to meet your marketing and promotional needs.

New Features in 2012

- ▶ **Product Demo Session for Each Participating Company**
- ▶ **Attendee Night Out Visibility**
- ▶ **Enhanced Exhibit Hall Reception**

Platinum Sponsorship \$12,000

(Limited Packages Available)

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign (Orlando), 6' space with a 5' skirted table, electrical, wireless internet (Redmond)
- 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 Visual Studio Live! content Chairs (subject to availability))
- **One (1) sponsor-managed focus group lunch.** Sponsor may invite up to 15 Visual Studio Live! attendees to participate.
- **One (1) Luncheon Round Table**
- Sponsor acknowledgement during opening comments
- Logo included in the pre-session rotating slides
- Sponsor logo included in Visual Studio Live! print advertising in Visual Studio Magazine and MSDN Magazine (contracts must be received 2 weeks prior to ad deadline)
- **Two (2) Attendee bag inserts.** 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.
- **Three (3) Complimentary Best Value Passes** (each valued at \$2,095+ 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

Gold Sponsorship \$8,000

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign (Orlando), 6' space with a 5' skirted table, electrical, wireless internet (Redmond)
- Sponsor acknowledgement during opening comments
- **Sponsorship of Lucky Strikes Evening Out Party** – Intro Remarks, Staff Onsite, Material Distribution, Logo Attribution on Facility Screens (Redmond Only)
- **One (1) Luncheon Round Table**
- **One (1) 20 min Product Demo Speaking Session**
- Logo included in the pre-session rotating slides
- Sponsor logo included in Visual Studio Live! print advertising in Visual Studio Magazine and MSDN Magazine (contracts must be received 2 weeks prior to ad deadline)
- **One (1) 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.
- **Two (2) Complimentary Best Value Passes** (each valued at \$2,095+ including all meals and sessions)
- Logo featured on the event website home page
- 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

Silver Sponsorship \$2,995

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign (Orlando), 6' space with a 5' skirted table, electrical, wireless internet (Redmond)
- **One (1) 15 min Product Demo Speaking Session**
- **One (1) Luncheon Table**
- **One (1) Complimentary Best Value Pass** (Valued at \$2,095)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company listing on Event Website (Link to company)

continued >

Additional Sponsorship Opportunities

- **Attendee T-Shirt:** One-color logo featured on the official conference t-shirts. T-shirts will be supplied by Visual Studio Live! **\$5,000**
- **Attendee Bag:** One-color logo featured on the official attendee bag. Attendee bags will be supplied by Visual Studio Live! **\$4,000**
- **Attendee Bag Insert:** Promote your company in the Official Conference Bag provided to every conference attendee. Include a flyer, brochure or promotional item that will inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit one insert per sponsor) **\$1,000**
- **Badge Sponsor:** Get your message into the hands of attendees by putting an insert into every Visual Studio Live! attendee badge holder. Badge holder will be supplied by Visual Studio Live! **\$2,500**
- **Attendee Pen:** Distribution of logo-branded pens to all attendees. **\$2,000**
- **Badge Lanyard:** Distribution of one-color logo-branded lanyards to all attendees. **\$2,000**
- **Attendee Notepad:** Distribution of logo branded notepads to all attendees. **\$2,500**
- **Break Sponsorship:** Get prime exposure with every conference guest. As a Refreshment Break Sponsor, 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. **\$2,000/break**

Conference Program Advertising

The Official Conference Program is a powerful tool to reach decision makers with your message.

Standard Positions – 4 Color

Back Cover	\$3,000
Inside Front Cover	\$2,000
Inside Back Cover	\$1,000
Full Page	\$1,000
½ Page	\$650

All opportunities subject to availability.

About Visual Studio Live! and 1105 Media, Inc.

Visual Studio Live! Conferences and *Visual Studio 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 offerings include *MSDN Magazine*, Redmond Developer News (RedDevNews.com), Application Development Trends (ADTmag.com), Microsoft TechNet, 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.

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