Visual Studio® LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

LIVE! 2013 CELEBRATING TWENTY YEARS

2013 SPONSOR / EXHIBIT OPPORTUNITIES

SUPPORTED BY
Microsoft
Visual Studio
msdn magazine
Visual Studio MAGAZINE

PRODUCED BY
1105 MEDIA INC

Celebrating 20 years of education and training for the developer community, Visual Studio Live! has become the fastest growing, highly rated event that brings high-level developers, software architects, managers and other decision makers together for a week of intense learning, sharing, networking and fun!

UNBIASED DEVELOPER EDUCATION: NOW IN FOUR LOCATIONS!

VISUAL STUDIO LIVE! LAS VEGAS

WILL BE CO-LOCATED WITH:

ModernApps LIVE!
MODERN APPS FROM START TO FINISH

March 26-28, 2013
MGM Grand Hotel & Casino,
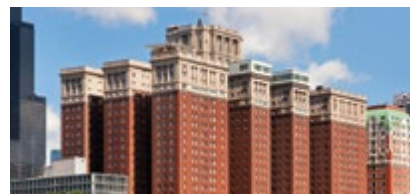Las Vegas, NV

VISUAL STUDIO LIVE! REDMOND

August 19-23, 2013
Microsoft Conference Center
(MSCC), Redmond, WA

VISUAL STUDIO LIVE! CHICAGO

May 13-16, 2013
Chicago Hilton, Chicago, IL

VISUAL STUDIO LIVE! ORLANDO

Nov. 18-22, 2013
Royal Pacific Resort at
Universal Orlando, FL

WILL BE CO-LOCATED WITH:

SharePoint LIVE!
TRAINING FOR COLLABORATION

SQL Server LIVE!
TRAINING FOR DBAs AND IT PROS

As part of:

LIVE! 360

IT EVENTS WITH PERSPECTIVE

"This was a great opportunity to connect with our customers and create awareness about Microsoft Learning's training and certification opportunities." – Microsoft

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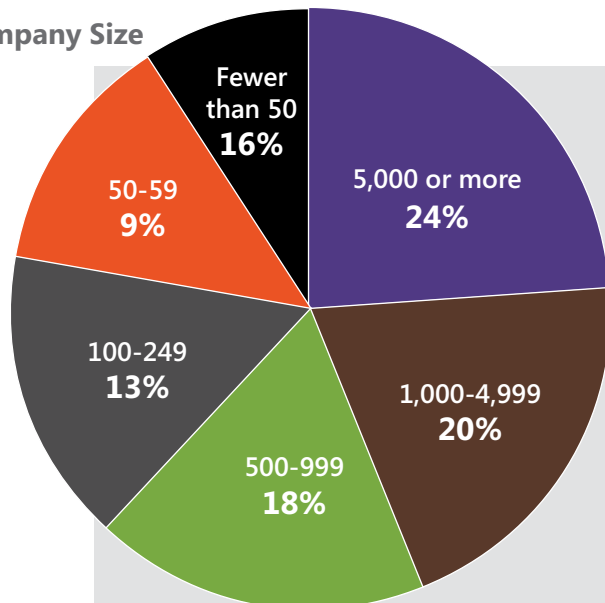
Visual Studio Live! attendees demand credible and unbiased information to build, buy and manage the development process within their organizations. As advocates and users of components, RAD tools, lifecycle management solutions, and other technologies used to build enterprise software applications better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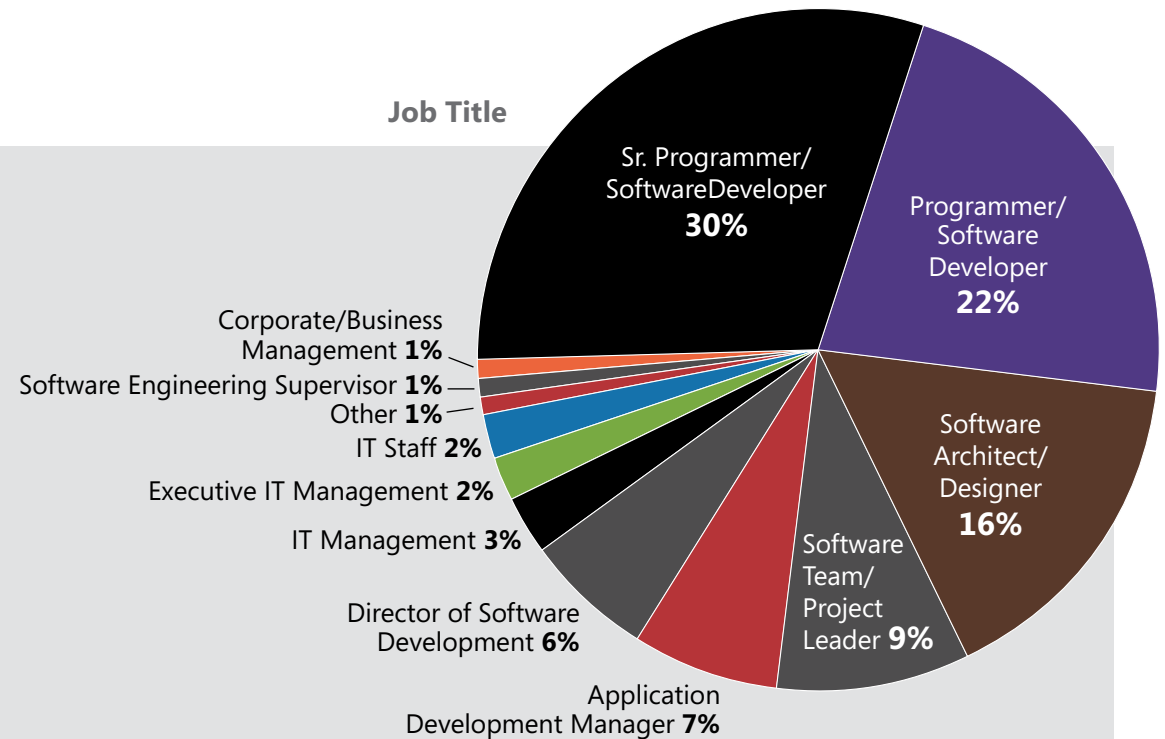
BY THE NUMBERS ▶

Nearly 2,000 total attendees joined us at a Visual Studio Live! conference in 2012 from more than 1,000 companies in 37 countries across a wide range of industries.

Attendee Demographics

Company Size

- Fewer than 50 **16%**
- 5,000 or more **24%**
- 1,000-4,999 **20%**
- 500-999 **18%**
- 100-249 **13%**
- 50-59 **9%**

Job Title

- Sr. Programmer/ SoftwareDeveloper **30%**
- Programmer/ Software Developer **22%**
- Software Architect/ Designer **16%**
- Software Team/ Project Leader **9%**
- Application Development Manager **7%**
- Director of Software Development **6%**
- IT Management **3%**
- Executive IT Management **2%**
- IT Staff **2%**
- Other **1%**
- Software Engineering Supervisor **1%**
- Corporate/Business Management **1%**

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Attendee Demographics (continued)

Top Industries Represented

Aerospace/Defense...**2%**
Agriculture..**1%**
Automotive/Transportation..**4%**
Business services/Non-comp consult **2%**
Communication Carriers/ISP/ASP **1%**
Independent Software Vendor..**4%**
Comp Hrdwr Retailer/Wholesaler/Dist...**1%**
Construction/Arch/Engineering...**2%**
Data Processing Services..**1%**
Education (K-12)...**2%**
Education (University/College)..**3%**
Energy/Utilities (Mining/Gas/Oil) **3%**
Federal Government (inc. Military)...**4%**
State/Local Government..**7%**
Finance/Accounting/Banking/VC..**8%**
Insurance/Real Estate/Legal **10%**
Manufacturing - computer related..**3%**
Manufacturing & Process ind. non-comp..**4%**
Media/Marketing/Advertising/Pub/PR...**1%**
Medical/Dental/Healthcare **5%**
Non-Profit/Trade Association **1%**
Pharmaceutical/Biotech..**2%**
Research & Development...**2%**
Retail/Wholesale/Dist non-comp..**5%**
Solution Prov/VAR/Sys/Ntwrk Int/Con..**1%**
Travel/Tourism/Entertainment/Hotels **1%**
Web/Software Developer/Vendor..**14%**
Other...**6%**

Annual Gross Revenue of Attendee Enterprises

Under $50,000 **2%**
$50,000 – $99,999 **1%**
$100,000 – $249,000 **3%**
$250,000 – $599,999 **2%**
$600,000 – $999,999 **4%**
$1 to $2.9 million **6%**
$3 to 4.9 million **3%**
$5 to 9.9 million **9%**
$10 to 24.9 million **15%**
$25 to 49.9 million **4%**
$50 to $99.9 million **5%**
$100 million **46%**
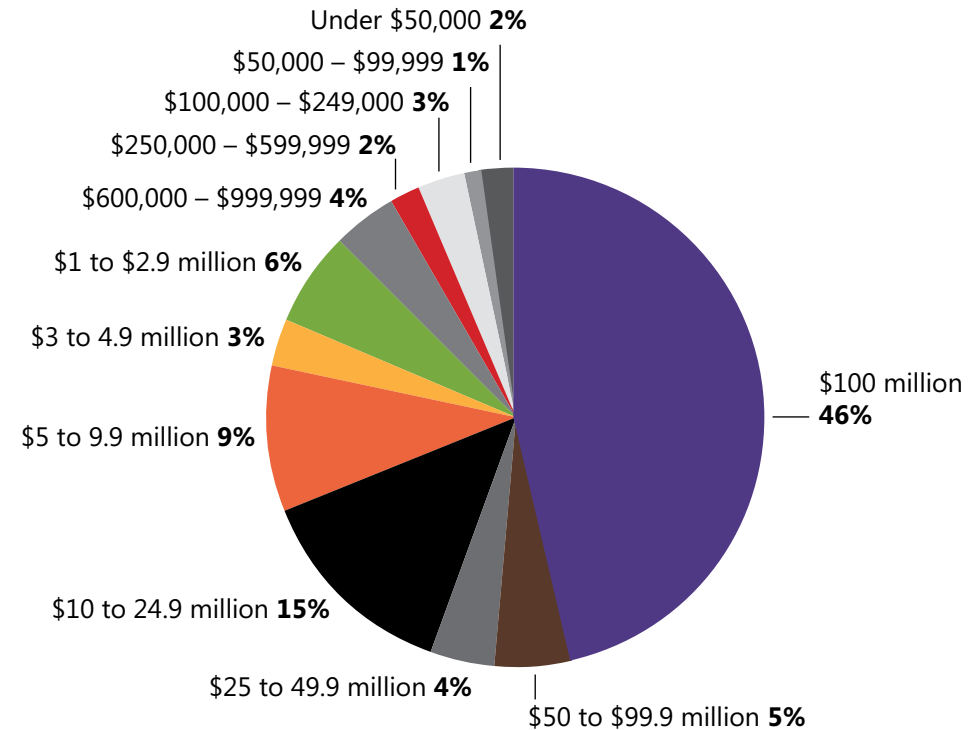
Statistics from Visual Studio Live! 2012 Attendee Surveys:

90% .... Have bought or plan to buy Microsoft third-party tools
83% .... Have 6 or more years of development experience
76% .... Are influential in purchasing decisions
56% .... Are management level and above
93% .... Will attend this conference again
97% .... Will recommend this conference to colleagues
91% .... Compares conferences as "well or better" than other industry conferences

SOURCE: Company DATA, December 2012

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2013 SPONSOR / EXHIBIT OPPORTUNITIES

LAS VEGAS
March 25-29

CHICAGO
May 13-16

REDMOND
August 19-23

ORLANDO
Nov. 18-22

2013 Exhibit and Sponsorship Opportunities

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 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 needs. *Please note – all pricing is per-conference.*

BASIC EXHIBITOR PACKAGE $2,995 per Space

The standard exhibit package for Las Vegas, Chicago, and Orlando includes a 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet. Power and wired Internet are available for an additional fee.

The standard exhibit package in Redmond includes a 6' space with a 5' skirted table, electrical, wireless internet.

Basic Exhibitor Package also includes:

‣ Complimentary Best Value Pass (Valued at $2,095+ 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)

"As a Visual Studio Live! partner, this event was ideal for reaching our audience — the traffic at our booth was exactly what we were hoping for. This event exceeded our expectations!" — LogiGear

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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. Discounts provided for multiple conference participation.

PLATINUM SPONSORSHIP PACKAGE: $9,995 (2 available per conference)

▸ Exhibit or Table-top Booth

▸ Opportunity to present one (1) 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 attendees to participate

▸ Sponsor acknowledgement during opening comments

▸ One (1) dedicated Luncheon Round Table

▸ Logo included in the pre-session rotating slides

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Logo featured on the event website home page

▸ One (1) time access to the attendee sponsor/exhibitor opt-in 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/Event Program

▸ One (1) full page, 4-color ad in Event Program

▸ Sponsor acknowledgement during opening comments

Co-Marketing Activities. Extend your impact and help promote Visual Studio Live!:

• Feature event Official Sponsor Logo on your organization's website

• Promote event in your company's e-mail newsletters, press releases, and Website postings

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Sponsorships (continued)

GOLD SPONSORSHIP PACKAGE: $8,000

▸ Exhibit or Table-top Booth

▸ One (1) full page ad in the Conference Program

▸ One (1) dedicated Luncheon Round Table

▸ One (1) 15 minute Product Demo Speaking Session

▸ Sponsor acknowledgement during opening comments

▸ Logo included in the pre-session rotating slides

▸ 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 (valued at $2,095+ each 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/Event Program

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Exclusive Sponsorships

CONFERENCE COVERAGE SPONSORSHIP: $15,000

Carry the conversation from on-site presence to post-show coverage

▸ Exhibit or Table-top Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Exclusive eNewsletter ads in two (2) special conference editions

▸ Exclusive event mini site advertising; standard ad units plus company branding on coverage homepage site link promotion box; coverage site sponsorship remains active for minimum of eight weeks after the conference

▸ Pre-session rotating slides in general session promoting daily coverage and sponsoring company

▸ Logo exposure in the keynote room

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Luncheon Round Table

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Full page, 4-color ad in Event Program

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

TWITTER LOUNGE SPONSORSHIP: $15,000

An exclusive chance to be the hub of the social media scene at the conference

▸ Onsite signage around lounge in high-traffic areas (Visual Studio Live! to create one sign; Sponsor has option to create and send additional signage)

▸ Flat screen rental and (if available) couches/chairs throughout the hotel

▸ Exclusive sponsorship of the "Tweet to Win" contest promoted at the conference

▸ Sponsor or event Web staff (client's choice) to build custom Web page branded with both Visual Studio Live! and Sponsor logos (subject to conference management approval)

▸ Twitter Lounge will be open during the entire length of the conference

▸ Exhibit or Table-top Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Company listing in Event Program (Company Name, 125-word description, Company URL)

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Luncheon Round Table

▸ Full page, 4-color ad in Event Program

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

Exclusive Sponsorships (continued)

INDUSTRY INSIDER VIDEO SPONSORSHIP: $15,000

Be the exclusive sponsor of the sight, sound, and video content of the conference. Connect with conference attendees and the greater Visual Studio Live! community by aligning your company with our in-depth, candid conference presentations. Make an impact as the exclusive sponsor in this high-level area.

▶ One (1) sponsor-branded video booth located in the main hall foyer to capture short video interviews with attendees, speakers, and the event "movers and shakers" answering predetermined industry-focused questions. The video booth also includes:

▶ Work with editorial staff both before show and on-site to ensure interviews with industry "movers and shakers" at the show as well as desired company representatives

▶ Booth hours of operation contingent on final scheduling

▶ Exclusive 30-day sponsorship of the Industry Insider Section: VSLive.com and VisualStudioMagazine.com

▶ Campaign begins one week after the event concludes, runs for one month, and will feature all usable interviews shot on site

▶ Banner ad units on Industry Insider Section include: 728x90 and 300x250, animated gif, jpeg, or other rich media (maximum file size 30K), or the use of a 300x600 Content Module

▶ Flat rate includes exclusive ad placement and logo at the top "wrap" of the section next to Industry Insider Section

▶ Pre-session rotating slides in the keynote room promoting daily coverage and sponsoring company

▶ Exhibit or Table-top Booth

▶ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▶ Logo exposure in the keynote room

▶ Logo featured on a sponsor banner, which will be hung in a high traffic area

▶ One (1) dedicated Luncheon Round Table

▶ Full page, 4-color ad in Event Program

▶ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▶ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

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Sponsorships

SPECIAL EVENT SPONSORSHIP: $15,000

No matter the location, everyone is looking to have fun and unwind. Sponsor the Visual Studio Live! special event and be the hit of the party. The Visual Studio Live! special event will include music, food, and drink for all! You will receive at least two (2) recognitions at the event as well as recognition prior to the event.

▸ Your company logo and sponsorship recognition on the event website and in pre-conference promotional emails

▸ Your Company logo on signage posted at drink stations as well as your company logo on event napkins

▸ Distribution of materials at the special event

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Exhibit or Table-top Booth

▸ Company listing in Event Program (Company Name, 125-word description, Company URL)

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Luncheon Round Table

▸ Full page, 4-color ad in Event Program

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

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Sponsorships (continued)

CONFERENCE PROCEEDINGS FLASH DRIVE SPONSORSHIP: $7,500

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 up to five (5) items of marketing materials pre-loaded.

‣ Your company logo on each flash drive (flash drives will be supplied by Visual Studio Live!)

‣ Up to five (5) items of marketing material pre-loaded on flash drives

‣ Exhibit or Table-top Booth

‣ 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

‣ One (1) dedicated Luncheon Round Table

‣ One (1) Best Value Pass (valued at $2,095+ each 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)

EXHIBITORS' RECEPTION SPONSORSHIP: $5,000

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

REGISTRATION SPONSOR PACKAGE: $5,395

‣ Exhibit or Table-top Booth

‣ Badge Lanyard Sponsorship (2-Color Lanyard)

‣ Distribution of Materials at Registration

‣ 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

‣ One (1) dedicated Luncheon Round Table

‣ One (1) Best Value Pass (valued at $2,095+ each 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)

ATTENDEE BAG: $4,000

‣ One-color logo featured on the official attendee bag. Attendee bags will be supplied by Visual Studio Live!

Sponsorships (continued)

PROMO PACKAGE: $3,795

▸ Exhibit or Table-top Booth

▸ 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

▸ One (1) dedicated Luncheon Round Table

▸ One (1) Best Value Pass (valued at $2,095+ each 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)

DEMO THEATER PRESENTATION: $2,500

▸ The Demo Theater at Visual Studio Live! is an opportunity for exhibitors to show off their latest technologies in short 15 minutes presentations throughout the conference. Situated near the exhibits, the theater is easy to drop in on for quick 15-minute tech talks.

ATTENDEE T-SHIRT: $5,000

▸ One-color logo featured on the right sleeve of the official conference t-shirts. T-shirts will be supplied by Visual Studio Live!

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 inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit one insert per sponsor)

BADGE SPONSOR: $2,500

▸ 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!

BREAK SPONSORSHIP: $2,000/break

▸ 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.

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.

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Additional Sponsorship Opportunities

CONFERENCE PROGRAM ADVERTISING

The Official Event 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 includes *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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If you are interested in sponsoring or exhibiting at **Visual Studio Live!**, please contact: Navid Davani • ndavani@1105media.com • 949.265.1512

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