

SQL Server® LIVE!

TRAINING FOR DBAs AND IT PROS



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



2013 SPONSOR / EXHIBIT OPPORTUNITIES

SUPPORTED BY

Microsoft



Visual Studio
MAGAZINE

PRODUCED BY



GET FACE TIME WITH IT PROFESSIONALS, DATABASE ADMINISTRATORS (DBAs) AND DEVELOPERS

If you are interested in sponsoring or exhibiting at
SQL Server Live! and Live! 360, please contact:
Navid Davani ndavani@1105media.com (949) 265-1512.
sqllive360.com | live360events.com



Get One-On-One Face Time with the SQL Server Community

SQL Server Live! is an event for the IT world that provides comprehensive education and knowledge share on SQL Server database management, data warehouse/Bi model design, Big Data analytics, performance tuning, troubleshooting and coding against SQL Server.

In addition to the cutting-edge education and fun networking opportunities offered to event attendees, they also want to hear about innovative solutions that make their lives easier, and demand credible and unbiased information to build, buy and manage SQL Server. SQL Server Live! is a unique opportunity to get face time with the decision makers and influencers you want (and need) to speak to.

Buy 1 Event, Get 3 Free! Get access to attendees from FOUR events — SharePoint Live!, SQL Server Live!, Modern Apps Live! and Visual Studio Live! — all for one price.

SQL SERVER LIVE! ORLANDO



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

WILL BE CO-LOCATED WITH:

As part of:





Why They'll Be There:

- ▶ With the release of SQL Server 2012, there is an educational need in the community – both in learning what's changed and how to migrate over to the new version.
- ▶ To catch up on new technologies, best practices and approaches.
- ▶ To get real-world applications for SQL Server and learn what companies are really doing with the technology.
- ▶ Even if SQL Server isn't an IT pro's specialty, this conference provides sessions that make it understandable and manageable.
- ▶ SQL Server often provides the building blocks of all other activities, making it relevant to the three Live! 360 events that will be co-located with SQL Server Live!.

Educational Topics Include:

- ▶ Business Intelligence and Big Data with the Microsoft Stack: NoSQL, SSAS Queries, Hadoop, OLAP
- ▶ Friends of SQL Server: Disaster Recovery, T-SQL, SSIS Packages, Server Integration Services
- ▶ Monitoring, Maintaining, and Tuning: Database Design, Data Tools, Database Backups, PowerShell, Testing
- ▶ Recovery and High Availability: Protecting and Recovering Data, AlwaysOn, Gone Clustering
- ▶ SQL Server Virtualization and In the Cloud: SQL Azure, Window Azure, Cloud & Virtualization best practices
- ▶ What's New in SQL Server 2012: What's new, what's different, and how to get there from whatever version of SQL Server you're currently on

Attendee Demographics

2012 ATTENDEE JOB TITLES

Demographic	Count % (of all regs)
IT/IS director/manager	4.56%
Senior VP/VP of IT/IS	0.12%
IT enterprise/systems/network architect	0.58%
IT Operations/networking/systems administrator	2.34%
IT/software project manager/team leader	1.05%
Software developer/programmer	3.86%
Application Development Manager	5.26%
Director of Software Development	4.44%
Database Administrator / Database Manager	3.62%
Software Architect/Designer	13.20%
Business/systems analyst	1.64%
Chief software architect/software architect	0.47%
CIO/CTO/CSO/other C-level	0.35%
Software Team/Project Leader	7.13%
Software Engineering Supervisor	0.58%
Software/applications development manager	0.58%
Executive IT Management	1.17%
Programmer/Software Developer	18.81%
Sr. Programmer/Software Developer	23.48%
IT Management	1.99%
Internet/e-business/web development manager	0.12%
IT Staff	1.64%
Corporate/Business Management	0.12%
Other	2.34%
Corporate consultant	0.58%

2012 PRIMARY BUSINESS

Demographic	Count % (of all regs)
Aerospace/Defense	3.03%
Agriculture	0.56%
Automotive/Transportation	3.36%
Business services/Non-comp consult	1.91%
Communication Carriers/ISP/ASP	0.90%
Independent Software Vendor	3.81%
Comp Hrdwr Retailer/Wholesaler/Dist	0.11%
Construction/Arch/Engineering	1.79%
Data Processing Services	0.67%
Education (K-12)	1.12%
Education (University/College)	4.71%
Energy/Utilities (Mining/Gas/Oil)	2.80%
Federal Government (inc. Military)	4.48%
State/Local Government	6.95%
Finance/Accounting/Banking/VC	7.40%
Insurance/Real Estate/Legal	9.42%
Manufacturing - computer related	2.02%
Manufacturing & Process ind. non-comp	5.61%
Media/Marketing/Advertising/Pub/PR	0.90%
Medical/Dental/Healthcare	4.71%
Non-Profit/Trade Association	1.68%
Pharmaceutical/Biotech	1.91%
Research & Development	2.02%
Retail/Wholesale/Dist non-comp	5.38%
Solution Prov/VAR/Sys/Ntwrk Int/Con	2.02%
Travel/Tourism/Entertainment/Hotels	1.57%
Web/Software Developer/Vendor	12.78%
Other	6.39%

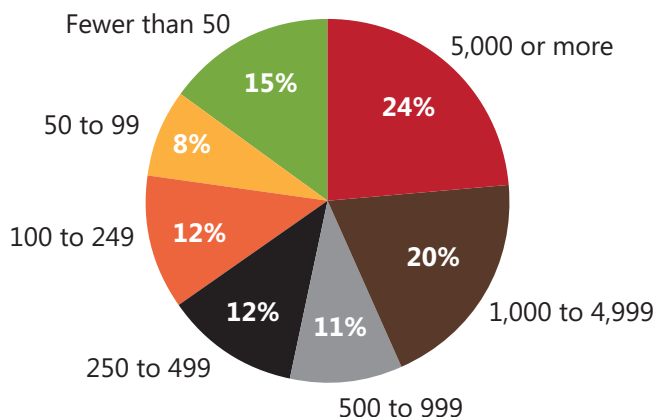
Attendee Demographics (continued)

2012 PURCHASING INFLUENCE

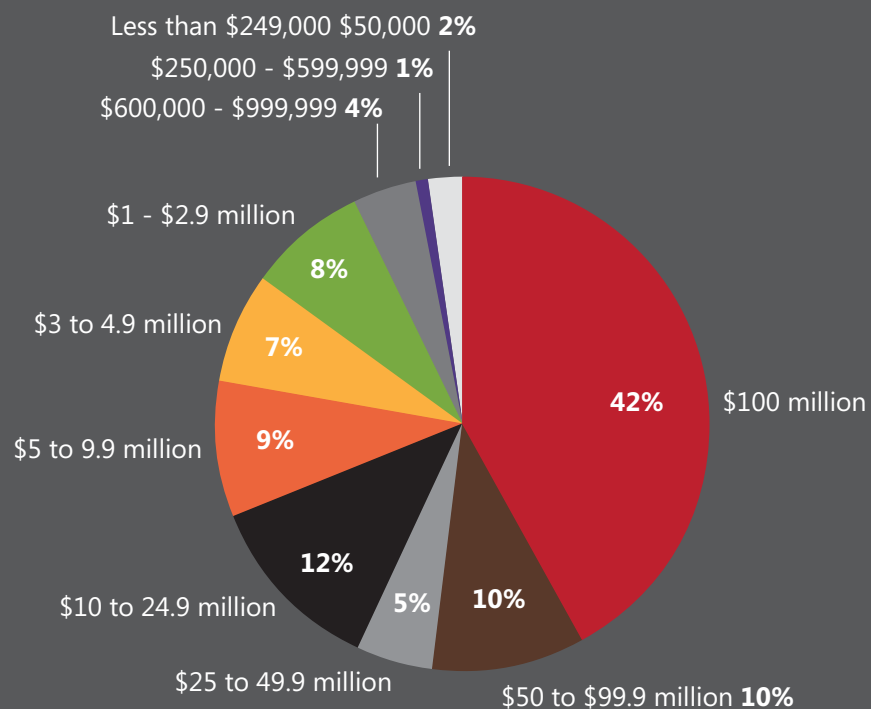
(Attendees were allowed to select more than one demographic)

Demographic	Count % (of all regs)
Identify need	66.23%
Recommend/specify brands/suppliers	52.86%
Evaluate products and services	56.83%
Consult, formally or informally with others	36.56%
Help set corporate standards	23.64%
Authorize purchases	12.19%
Purchase	12.63%

2012 NUMBER OF EMPLOYEES



2012 ANNUAL GROSS REVENUE OF ATTENDEE ENTERPRISES



Numbers may not add up to 100% due to rounding

FACE-TO-FACE INTERACTION WITH HIGHLY QUALIFIED BUYERS

Top Reasons to be a Sponsor:

- ▶ **Speak!** Make your representative and your company an authority with Sponsor speaking opportunities.
- ▶ **Be Seen!** Signage, Show bags, Session Screens, Email, Website and Direct Mail collectively reach 200,000+ contacts in over 50 unique advertising placements.
- ▶ **Demonstrate!** Show your product in our Live! Demo Theater to conference attendees.
- ▶ **Meet!** Personal face-to-face luncheons with the community.
- ▶ **Learn!** Have a focus group of conferees to both impart and import knowledge with prospective customers.
- ▶ **Bond!** Strengthen your company's relationship with Microsoft and other technology partners.
- ▶ **Build!** Create and update previous prospect lists. And, most importantly;
- ▶ **Profit!** Garner personal, positive, real and actionable leads that will result in short-term sales and long-term, year-year customers.



Sponsorship packages are designed to create proactive, personal interactions with SQL Server Live! attendees in significant pre-conference, on-site, and post-conference promotional opportunities.

By exhibiting and / or sponsoring SQL Server Live!, 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.

Choose the package that best meets your needs and budget. Packages can also be custom designed to meet your marketing and promotional needs.

See next page for detailed sponsorship opportunities.

SQL Server Live! and Live! 360 Sponsorship and Exhibit Opportunities 2013

By exhibiting and/or sponsoring **SQL Server Live!** and Live! 360 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.



BASIC EXHIBITOR PACKAGE \$2,995 per Space

The standard exhibit package 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.

Basic Exhibitor Package also includes:

- ▶ Complimentary Best Value Pass (Valued at \$2,195+ 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)

"The target audience was great for us and we were able to capture a significant amount of leads. The value in the show is great . . . awesome exposure!" – AppDynamics

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 for SQL Server Live!)

- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ 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 SQL Server Live! content Chair (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 \$2,195+ each including all meals and sessions)
- ▶ Logo featured on the event website home pages (sqllive360.com & live360events.com)
- ▶ 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 SQL Server 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

Sponsorships (continued)

GOLD SPONSORSHIP PACKAGE: \$8,000

- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ One (1) full page, 4-color ad in Event 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 \$2,195+ each including all meals and sessions)
- ▶ Logo featured on the event website home page (sqllive360.com)
- ▶ 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

Exclusive Sponsorships

CONFERENCE COVERAGE SPONSORSHIP: \$15,000 (1 available for Live! 360)

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

- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ Three (3) Complimentary Best Value Passes (valued at \$2,195+ 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 (1 available for Live! 360)

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

- ▶ Onsite signage around lounge in high-traffic areas (Live! 360 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 Live! 360 and Sponsor logos (subject to conference management approval)
- ▶ Twitter Lounge will be open during the entire length of the conference
- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ Three (3) Complimentary Best Value Passes (valued at \$2,195+ 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 (1 available for Live! 360)

Be the exclusive sponsor of the sight, sound, and video content of the conference. Connect with conference attendees and the greater Live! 360 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 at live360events.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
- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ Three (3) Complimentary Best Value Passes (valued at \$2,195+ 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)

Sponsorships

SPECIAL EVENT SPONSORSHIP: \$15,000 (1 available for Live! 360)

Everyone is looking to have fun and unwind. Sponsor the special event and be the hit of the party. The event will include music, food, and drinks 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 \$2,195+ each including all meals and sessions)
- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ 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)

Sponsorships (continued)

CONFERENCE PROCEEDINGS FLASH DRIVE

SPONSORSHIP: \$7,500 (1 available for Live! 360)

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 Live! 360)
- ▶ Up to five (5) items of marketing material pre-loaded on flash drives
- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ 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 \$2,195+ 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' PREVIEW SPONSORSHIP: \$5,000 (1 available for Live! 360)

- ▶ The Monday night Exhibitors' Preview at Live! 360 is your chance to be the first to welcome attendees to the exhibit hall. 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!

EXHIBITORS' RECEPTION SPONSORSHIP: \$5,000 (1 available for Live! 360)

- ▶ 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 (1 available for Live!360)

- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ 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 \$2,195+ 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)

Sponsorships (continued)

PROMO PACKAGE: \$3,795

- ▶ 10x8 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ 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 \$2,195+ 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 SQL Server Live! / Live! 360 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 (1 available for Live! 360)

- ▶ One-color logo featured on the right sleeve of the official conference t-shirts. T-shirts will be supplied by Live! 360.

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 (1 available for Live! 360)

- ▶ Get your message into the hands of attendees by putting an insert into every Live! 360 attendee badge holder. Badge holder will be supplied by Live! 360.

ATTENDEE BAG: \$4,000 (1 available for Live! 360)

- ▶ One-color logo featured on the official attendee bag. Attendee bags will be supplied by Live! 360.

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 (1 available for Live! 360)

- ▶ Distribution of logo-branded pens to all attendees.

BADGE LANYARD: \$2,000 (1 available for Live! 360)

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

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

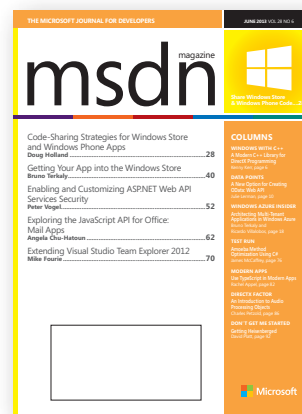
Back Cover	\$3,000
Inside Front Cover	\$2,000
Inside Back Cover	\$1,000
Full Page	\$1,000
½ Page	\$650

All opportunities subject to availability.



About SQL Server Live!, Live 360! and 1105 Media, Inc.

SQL Server Live!, Live 360! 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. SQL Server is a registered trademark of Microsoft Corporation in the United States and/or other countries. SQL Server Live! and Live! 360 are registered trademarks of 1105 Media, Inc. SQL Server is used by 1105 Media, Inc. under license from Microsoft.



IT EVENTS WITH PERSPECTIVE