LIVE! 360

TECH EVENTS WITH PERSPECTIVE

LIVE! Visual Studio | LIVE! SharePoint | LIVE! SQL Server | LIVE! Modern Apps | TECHMENTOR

2015 SPONSOR / EXHIBIT OPPORTUNITIES

November 16–20, 2015
Royal Pacific Resort,
Orlando, FL

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Get One-On-One Face Time with Qualified Decision Makers

LIVE! 360 is an event brought to you by the publishers of *MSDN Magazine*, *Redmond Magazine*, *Redmond Channel Partner Magazine*, and *Virtualization Review Magazine*; and the producers of Visual Studio Live! and TechMentor conferences. These events bring together Visual Studio Live! and TechMentor, established and respected independent tech conferences, with these up-and-coming industry events: Modern Apps Live!, SharePoint Live!, and SQL Server Live!

LIVE! 360 delivers fresh content by qualified speakers and attendees in your desired audience segment. In addition to the education and networking opportunities offered to Live! 360 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 the development and IT processes within their organizations. This is a unique opportunity to get face time with the decision makers and influencers you want (and need) to speak to.

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The benefit of sponsoring or exhibiting at a Live! 360 event is simple: you get access to attendees from multiple events, including Visual Studio Live!, SharePoint Live!, SQL Server Live!, Modern Apps Live!, and TechMentor — all for one price!

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

live360events.com

Why They'll Be There:

These dynamic events...

...will bring together decision makers, management, business end users, IT professionals, and developers to educate themselves about what's out there and what's coming next in order to solve their most pressing technology issues.

This unique community also has the opportunity for unparalleled access to speakers, presenters, insiders, experts, and each other to network, learn best practices, and have some fun!

Attendee Demographics

2014 ATTENDEE JOB TITLES

Demographic	Count % (of all regs)
Application Development Manager	5.34%
Consultant	1.14%
Corporate/Business Management	0.57%
Database Administrator/Developer	0.19%
Director of Software Development	1.91%
Executive IT Management	2.19%
IS/IT Management	8.48%
ISV	0.10%
IT Management	2.29%
IT Staff	1.33%
Network Administrator	4.48%
Network Management	1.05%
Programmer/Software Developer	17.64%
Senior Systems Administrator	6.29%
Software Architect/Designer	12.49%
Software Engineering Supervisor	0.48%
Software Team/Project Leader	4.00%
Sr. Programmer/Software Developer	17.06%
Systems Administrator	6.67%

2014 PRIMARY BUSINESS

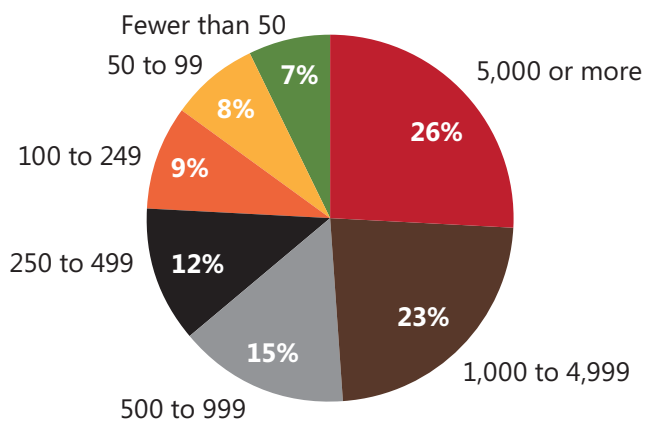| Demographic	Count % (of all regs)
Aerospace/Defense	2.03%
Agriculture	0.20%
Automotive/Transportation	2.13%
Business services/Non-comp consult	1.32%
Communication Carriers/ISP/ASP	1.01%
Comp Hrdwr Retailer/Wholesaler/Dist	0.10%
Construction/Arch/Engineering	1.42%
Data Processing Services	1.01%
Education (K-12)	0.61%
Education (University/College)	4.26%
Energy/Utilities (Mining/Gas/Oil)	3.65%
Federal Government (inc. Military)	2.33%
State/Local Government	5.88%
Finance/Accounting/Banking/VC	9.03%
Independent Software Vendor	2.23%
Insurance/Real Estate/Legal	6.90%
Manufacturing - computer related	1.32%
Manufacturing & Process ind. non-comp	4.46%
Media/Marketing/Advertising/Pub/PR	0.81%
Medical/Dental/Healthcare	5.07%
Non-Profit/Trade Association	1.32%
Pharmaceutical/Biotech	1.12%
Research & Development	0.81%
Retail/Wholesale/Dist non-comp	4.77%
Solution Prov/VAR/Sys/Ntwrk Int/Con	1.62%
Travel/Tourism/Entertainment/Hotels	1.01%
Web/Software Developer/Vendor	10.45%
Other	6.39%

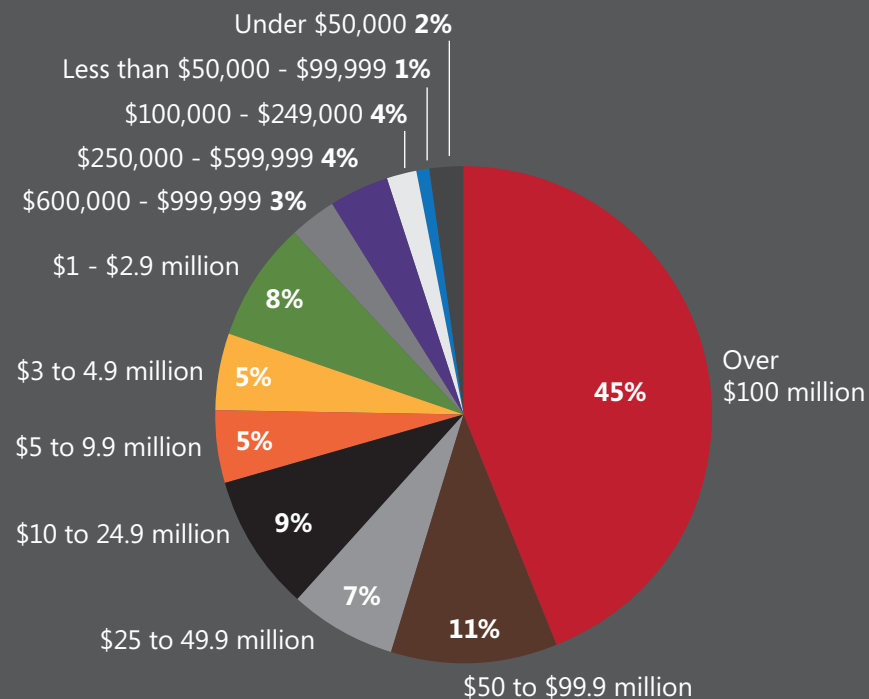# Attendee Demographics (continued)

2014 PURCHASING INFLUENCE

(Attendees were allowed to select more than one demographic)

Demographic	Count % (of all regs)
Identify need	68%
Recommend/specify brands/suppliers	50%
Evaluate products and services	56%
Consult, formally or informally with others	32%
Help set corporate standards	23%
Authorize purchases	10%
Purchase	10%

2014 NUMBER OF EMPLOYEES

Fewer than 50 **7%**
50 to 99 **8%**
100 to 249 **9%**
250 to 499 **12%**
500 to 999 **15%**
1,000 to 4,999 **23%**
5,000 or more **26%**

2014 ANNUAL GROSS REVENUE OF ATTENDEE ENTERPRISES

Under $50,000 **2%**
Less than $50,000 - $99,999 **1%**
$100,000 - $249,000 **4%**
$250,000 - $599,999 **4%**
$600,000 - $999,999 **3%**
$1 - $2.9 million **8%**
$3 to 4.9 million **5%**
$5 to 9.9 million **5%**
$10 to 24.9 million **9%**
$25 to 49.9 million **7%**
$50 to $99.9 million **11%**
Over $100 million **45%**

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-over-year customers.

Sponsorship packages are designed to create proactive, personal interactions with Live! 360 attendees in significant pre-conference, on-site, and post-conference promotional opportunities.

By exhibiting and/or sponsoring Live! 360, 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.

Live! 360 Sponsorship and Exhibit Opportunities 2015

By exhibiting and/or sponsoring **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 $2,295+ including all meals and sessions)

▶ Company listing in Event Program (Company Name, logo, 75-word description, Company URL)

▶ Company logo 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

LIVE! 360—2015 SPONSOR PACKAGES

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	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Cost	**$9,995**	**$8,000**	**$5,000**
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 Live! 360 Content Chairs (subject to availability)	✔		
One (1) 15 minute Product Demo Speaking Session		✔	
One (1) full page, 4 color ad in the Conference Program	✔	✔	✔
One (1) sponsor managed focus group lunch. Sponsor may invite up to 15 attendees to participate	✔		
Sponsor acknowledgement during opening comments	✔	✔	
One (1) dedicated Birds of a Feather Lunch Table	✔	✔	✔
Logo included in the pre-session rotating slides	✔	✔	✔
Attendee bag inserts. Sponsor may include item of collateral or giveaway item. Size restrictions apply. All items must be pre-approved by show management.	2 Items	1 Item	1 Item
Complimentary 5-Day Conference Pass (valued at $2,095+ each including all meals and sessions)	3 Passes	2 Passes	1 Pass
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 Event Program	✔	✔	✔
Company Logo on Event Website (link to company)	✔	✔	✔

Co-Marketing Activities. Extend your impact and help promote Live! 360:
▸ Feature event Official Sponsor Logo on your organization's website   ▸ Promote event in your company's e-mail newsletters, press releases, and Website postings

Exclusive Sponsorships

CONFERENCE COVERAGE SPONSORSHIP: $15,000

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 $2,295+ 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

EVENT MINI-SITE

NEWSLETTER ADS

Exclusive Sponsorships (continued)

CONFERENCE COVERAGE SPONSORSHIP (Continued)

▸ Logo exposure in the keynote room

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

▸ Company logo 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)

Exclusive Sponsorships (continued)
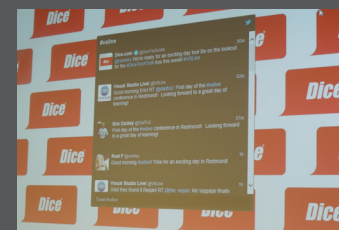
TWITTER LOUNGE SPONSORSHIP: $15,000

AN EXCLUSIVE CHANCE TO BE THE HUB OF THE SOCIAL MEDIA SCENE AT THE CONFERENCE

▸ Onsite signage around lounge in high-traffic areas (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 $2,295+ each including all meals and sessions)

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

▸ Company logo 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)

"Prominent banners declared Dice the Twitter Lounge sponsor, which was filled with computers, café tables, comfy bright red chairs, and loads of power strips for recharging. [It] immediately became a popular place to hang out. The Dice Twitter Lounge was a big hit!"

– Dice.com

Exclusive Sponsorships (continued)

TWITTER LOUNGE SPONSORSHIP: $15,000 (continued)

EVEN WHILE THEY ARE RELAXING, ATTENDEES ARE SURROUNDED BY AND AWARE OF YOUR BRAND IN A COOL, HIP ENVIRONMENT.

"It was good to get the room with this decor, which was first-class, but what's been better is how you guys funnel people in here. I don't know how you did that, but good, good traffic."
— Dice.com

PROSPECTS CAN ENGAGE WITH YOUR PRODUCT IN A COMFORTABLE, RELAXING SPACE.

THE TWITTER LOUNGE PROVIDES AMPLE SPACE IN A UNIQUE ENVIRONMENT TO GET YOUR BRAND IN FRONT OF YOUR TARGET AUDIENCE.

HAVE QUALITY, ONE-ON-ONE TIME WITH THOSE YOU WANT TO REACH MOST.

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 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.

▸ 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

▸ 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 $2,295+ 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)

Exclusive Sponsorships (continued)

INDUSTRY INSIDER VIDEO SPONSORSHIP (continued)

▸ 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
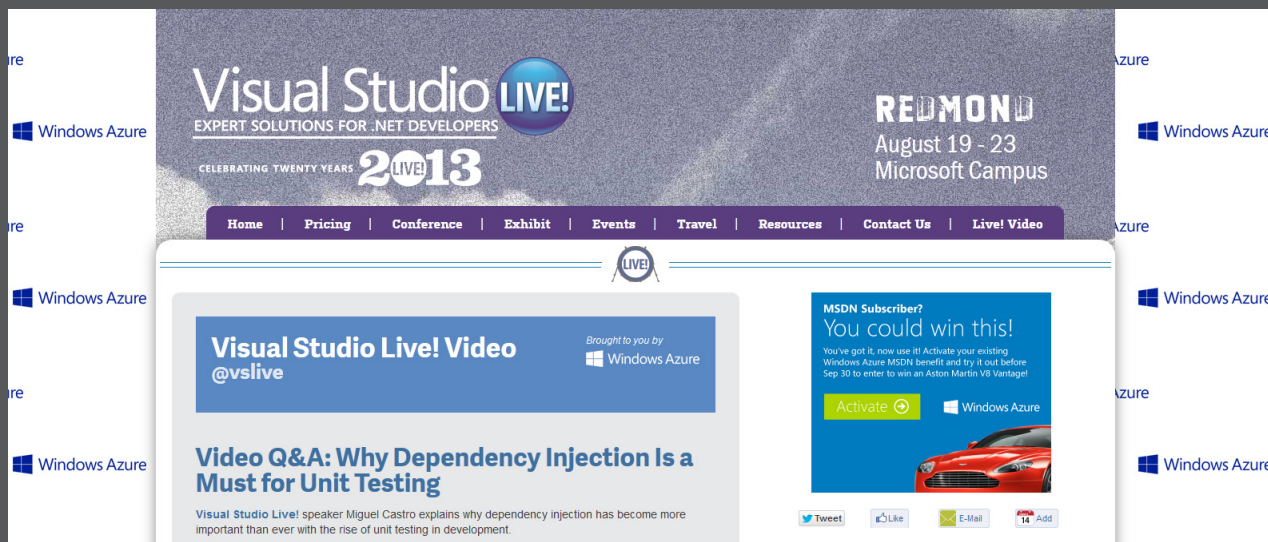
INDUSTRY INSIDER SECTION
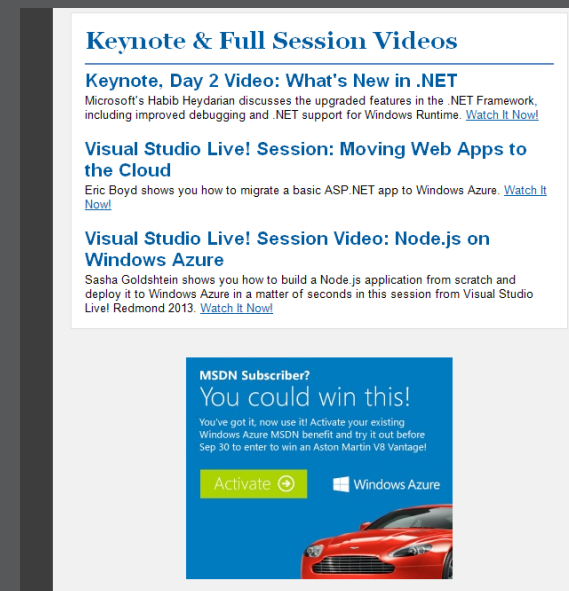
NEWSLETTER ADS

Sponsorships

SPECIAL EVENT SPONSORSHIP: $15,000

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 $2,295+ 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, logo, 125-word description, Company URL)

▸ Company logo 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

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 $2,295+ each including all meals and sessions)

▸ Company listing in Event Program (Company Name, logo, 75-word description, Company URL)

▸ Company logo on Event Website (link to company)

EXHIBITORS' PREVIEW SPONSORSHIP: $5,000

▸ 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

▸ 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

▸ 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 $2,295+ each including all meals and sessions)

▸ Company listing in Event Program (Company Name, logo, 75-word description, Company URL)

▸ Company logo on Event Website (link to company)

Sponsorships (continued)

DEMO THEATER PRESENTATION: $2,500

▶ The Demo Theater at 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.

BADGE SPONSOR: $2,500

▶ 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 T-SHIRT: $5,000

▶ One-color logo featured on the right sleeve of the official conference t-shirts. T-shirts 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 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)

ATTENDEE PEN: $2,000

▶ Distribution of logo-branded pens to all attendees. *(Sponsor to Provide Pens)*

BADGE LANYARD: $2,000

▶ Distribution of one-color logo-branded lanyards to all attendees. *(Sponsor to Provide Lanyards)*

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 LIVE! 360 AND 1105 MEDIA, INC.

Live! 360 is 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*, Visual Studio Magazine (VisualStudioMagazine.com), 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. Live! 360 is a registered trademark of 1105 Media, Inc. SharePoint, SQL Server, and Visual Studio are used by 1105 Media, Inc. under license from Microsoft.

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