



TECH EVENTS WITH PERSPECTIVE

**NOVEMBER 13-18, 2022**

Royal Pacific Resort, Orlando, FL

FOR MORE DETAILS, CONTACT:

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## 2022 SPONSOR / EXHIBIT OPPORTUNITIES

Visual Studio 

SQL Server 

**TECHMENTOR**

Artificial Intelligence 

Cloud & Containers 

[live360events.com](https://live360events.com)

SUPPORTED BY

**Microsoft**

 **Microsoft SQL Server**

 **SharePoint**

 **Visual Studio**

**Visual Studio**  
MAGAZINE

**Redmond**  
MARKETING

**Redmond**  
**Channel Partner**

**VIRTUALIZATION**  
& Cloud Review

**PURE AI**

PRODUCED BY

 **CONVERGE360**  
an IIOS MEDIA company

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

Brought to you by the producers of *Visual Studio Magazine* (VisualStudioMagazine.com), *Application Development Trends* (ADTmag.com), *Redmond Magazine*, *Pure AI* (pureai.com), *Redmond Channel Partner Magazine*, *Amazon Web Services Insider* (AWSInsider.net), and *Virtualization & Cloud Review*; **LIVE! 360™** brings the IT community together for real-world, practical information and training on a wide range of Microsoft and others products, technologies, and solutions.

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.



**Nov. 13 - 18, 2022**  
Royal Pacific Resort  
Orlando, FL

The benefit of sponsoring or exhibiting at Live! 360 is simple: you get access to attendees from multiple events, including Visual Studio Live!, SQL Server Live!, TechMentor, Artificial Intelligence Live!, and Cloud & Containers Live!

If you are interested in sponsoring or exhibiting at Live! 360, please contact:  
**Brent Sutton, Vice President, Converge360 Events**  
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[live360events.com](https://live360events.com)





## Why They'll Be There: THESE DYNAMIC EVENTS...



...will bring together decision makers, management, business end users, IT professionals, data scientists, 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!



**"We love how the exhibitor hours are spread out at Live! 360. We would have brought more giveaways and collateral; we had great booth traffic!"**

– Aubrey Champagne, Events Coordinator, Veeam Software

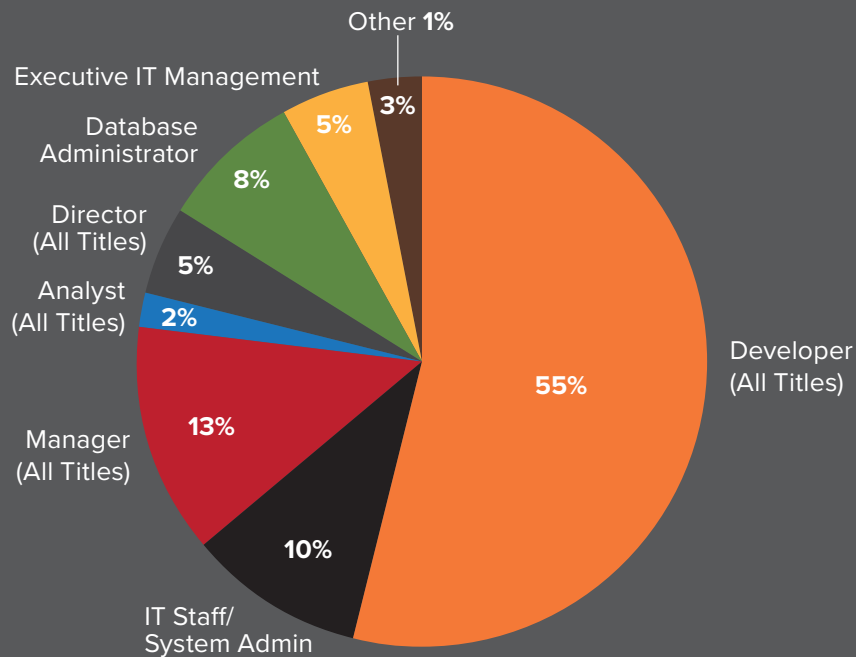


**"I just LOVE Live! 360! There has never been a better event that gives so much attention to its exhibitors! There was NOT one opportunity missed to encourage the participants to visit the exhibit hall at every break and during lunch... In fact, they created an environment where many conversations, lasting friendships and passing of knowledge was established with almost all of the participants. A great event for sure!"**

– Janis Griffin, Database Performance Evangelist, SolarWinds

## Attendee Demographics

### 2021 ATTENDEE JOB TITLES



### 2021 PRIMARY BUSINESS

| DEMOGRAPHIC  | COUNT % (of all regs) |
|--|-----------------------|
| Web/Software Developer/Vendor                        | 12%                   |
| Finance/Accounting/Banking/VC                        | 10%                   |
| Insurance/Real Estate/Legal                          | 8%                    |
| Manufacturing & Process ind. non-comp                | 8%                    |
| Medical/Dental/Healthcare                            | 8%                    |
| State/Local Government                               | 7%                    |
| Education (University/College)                       | 6%                    |
| Other (Specify)                                      | 6%                    |
| Federal Government (inc. Military)                   | 4%                    |
| Non-Profit/Trade Association                         | 4%                    |
| Energy/Utilities (Mining/Gas/Oil)                    | 3%                    |
| Independent Software Vendor                          | 3%                    |
| Aerospace/Defense                                    | 2%                    |
| Automotive/Transportation                            | 2%                    |
| Business services/Non-comp consult                   | 2%                    |
| Construction/Arch/Engineering                        | 2%                    |
| Education (K-12)                                     | 2%                    |
| Solution Prov/VAR/Sys/Ntwrk Int/Con                  | 2%                    |
| Travel/Tourism/Entertainment/Hotels                  | 2%                    |
| Communication Carriers/ISP/ASP                       | 1%                    |
| Data Processing Services                             | 1%                    |
| Manufacturing - computer related                     | 1%                    |
| Media/Marketing/Advertising/Pub/PR                   | 1%                    |
| Research & DevelopmentRetail/Wholesale/Dist non-comp | 1%                    |
| Agriculture  | 0.38%                 |
| Pharmaceutical/Biotech                               | 0.19%                 |

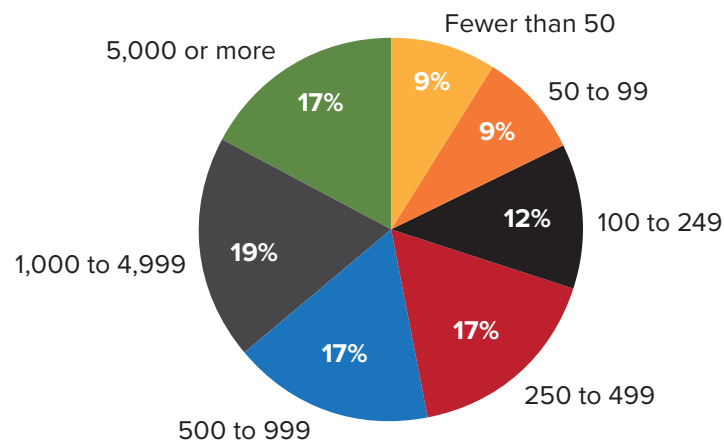
## Attendee Demographics (continued)

### 2021 PURCHASING INFLUENCE

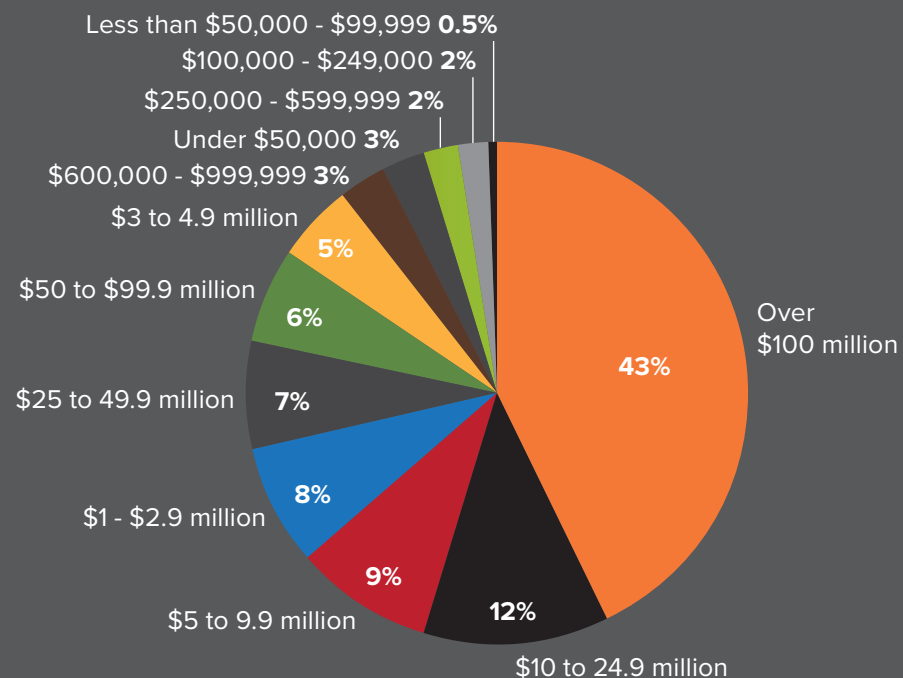
*(Percentage of Attendees who evaluate, recommend, specify or approve the acquisition of technology products and services.)*



### 2021 NUMBER OF EMPLOYEES



### 2021 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 500,000+ 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 2022

By exhibiting and/or sponsoring a **Live! 360** conference, 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 10x10 booth with pipe and drape, one 7" x 44" sign and wireless internet.

- ▶ Power and wired Internet are available for an additional fee.
- ▶ Two (2) exhibit only staff badges

### Basic Exhibitor Package also includes:

- ▶ Complimentary 5-Day Conference Package (Valued at \$3,575+ 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—2022 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<br>SPONSORSHIP | GOLD<br>SPONSORSHIP | SILVER<br>SPONSORSHIP |
|--|-------------------------|---------------------|-----------------------|
| Cost   | <b>\$9,995</b>          | <b>\$8,000</b>      | <b>\$5,000</b>        |
| 10x10 Booth with pipe and drape, 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 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 Table Topic 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 Package (valued at \$3,575+ 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, placed 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

*Disclaimer: Some of the deliverables associated with these sponsorship packages may change due to Covid related safety measures.*



## Exclusive Sponsorships

### CONFERENCE COVERAGE SPONSORSHIP: \$12,500

#### CARRY THE CONVERSATION FROM ON-SITE PRESENCE TO POST-SHOW COVERAGE

- ▶ 10x10 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ Three (3) Complimentary 5-Day Conference Package (valued at \$2,575+ 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
- ▶ 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 Table Topic Lunch 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)



## 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 5-Day Conference Package (valued at \$3,575+ each including all meals and sessions)
- ▶ 10x10 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 Table Topic Lunch 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)

### 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!

### 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.

### REGISTRATION SPONSOR PACKAGE: \$5,395

- ▶ 10x10 booth with pipe and drape, one 7" x 44" sign and wireless internet
- ▶ Badge Lanyard Sponsorship (2-Color Lanyard). Lanyard supplied by Live! 360.
- ▶ 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 Table Topic Lunch Table
- ▶ One (1) Complimentary 5-Day Conference Package (valued at \$3,575+ 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)

### 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.

### ATTENDEE BAG INSERT: \$1,000

- ▶ Promote your company in the Official Attendee 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)

## Sponsorships (continued)

### CHARGING STATION SPONSOR: \$2,500

- ▶ Be the hero that provides a service that attendees don't even know they need until it's too late. Charging Station will be located in the main foyer space and sponsor will receive logo placement on the charging station and recognition in the conference program and pre-conference attendee email.

### 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.

### 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 PEN: \$2,000

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



# 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 CONVERGE360

Live! 360 Conference is part of Converge360, a leading B2B media and marketing solutions provider for today's most important technology issues and the go-to source for tomorrow's technology innovations. Converge360 media brands include ADTmag.com, AWSinsider.net, MCPmag.com, PURE AI, Redmond, Redmond Channel Partner, Virtualization & Cloud Review and Visual Studio Magazine.

## ABOUT 1105 MEDIA INC.

1105 Media Inc. is a leading provider of business-to-business (B2B) media services in the ABM, Big Data, education technology, enterprise computing, and infrastructure markets. 1105 Media's offerings span print and online magazines, journals and newsletters; seminars, conferences and trade shows; training courseware; marketing and Web-based services.

