Visual Studio® LIVE! 2022

EXPERT SOLUTIONS FOR ENTERPRISE DEVELOPERS

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FIND & FIX
OPEN SOURCE SECURITY
VULNERABILITIES

SPONSOR & EXHIBIT OPPORTUNITIES

SUPPORTED BY

Microsoft

Visual Studio

AWS Insider.net

MCP MAG

ADT MAG
APPLICATION DEVELOPMENT TRENDS

Visual Studio MAGAZINE

PRODUCED BY

CONVERGE 360
An 1105 MEDIA company

Visual Studio LIVE!
EXPERT SOLUTIONS FOR ENTERPRISE DEVELOPERS

2022 PROSPECTUS

| LAS VEGAS | AUSTIN | MICROSOFT HQ | SAN DIEGO | ORLANDO |
| *February 27–March 4* | *June 13-17* | *August 8-12* | *September 25-29* | *November 13-18* |

With **28 years** of education and training for the developer community, Visual Studio Live! has become one of the largest, most trusted series of events that brings high-level developers, software architects, managers and other decision makers together for a week of intense learning, sharing, networking and fun!

NOW OFFERED IN FIVE LOCATIONS ACROSS THE COUNTRY IN 2022!

Visual Studio Live!
Las Vegas

February 27 – March 4, 2022
Planet Hollywood Resort & Casino,
Las Vegas, NV

Visual Studio Live!
Austin

June 13-17, 2022
Hyatt Regency Austin,
Austin, TX

Visual Studio Live!
Orlando

November 13-18, 2022
Loews Royal Pacific
Resort at Universal
Orlando, FL

**will be
co-located with:**

LIVE! 360
TECH EVENTS WITH PERSPECTIVE

*5 Co-Located Conferences,
1 Great Price*

Visual Studio Live!
Microsoft HQ

August 8-12, 2022
Microsoft Conference Center,
Redmond, WA / Hyatt Regency Bellevue

Visual Studio Live!
San Diego

September 25-29, 2022
Hard Rock Hotel,
San Diego, CA

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SAN DIEGO
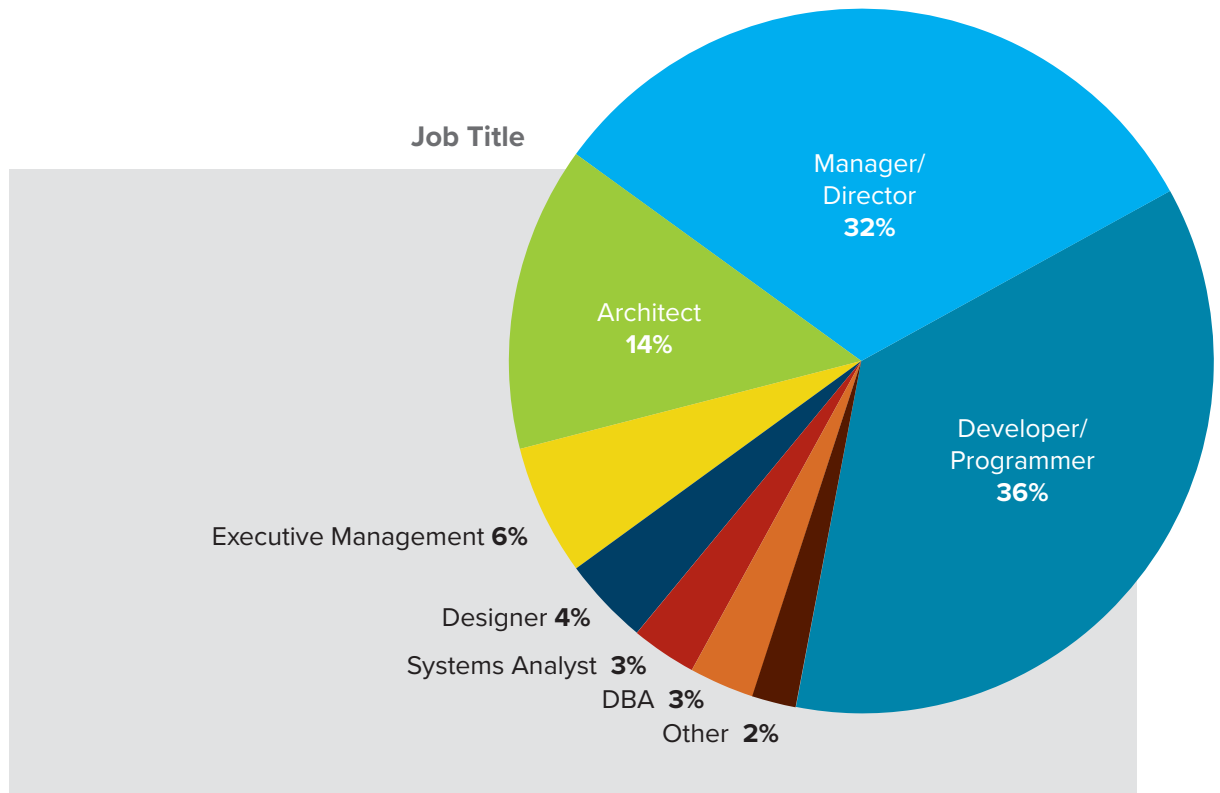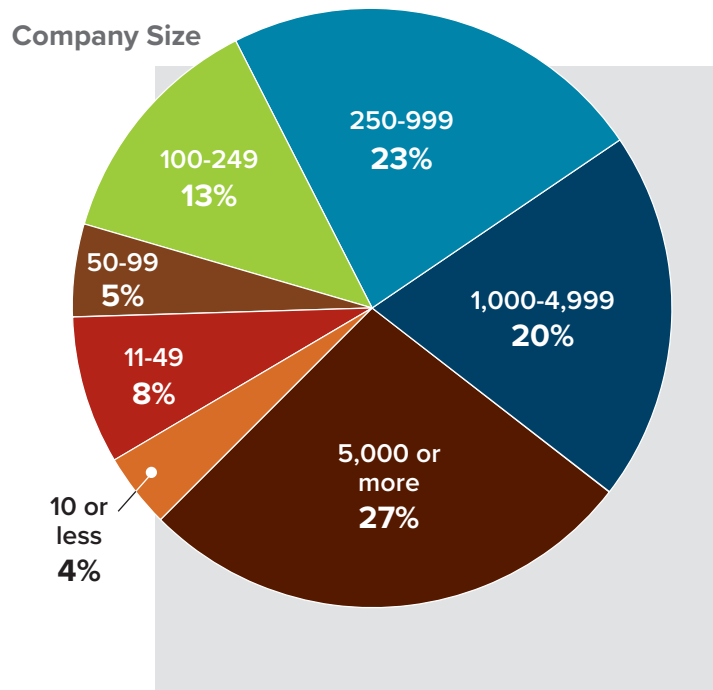*September 25-29*

ORLANDO
November 13-18

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 ▶

Over **2,500** total attendees joined us at a Visual Studio Live! conference in 2019 from more than **1,500** companies in over **32** countries across a wide range of industries.
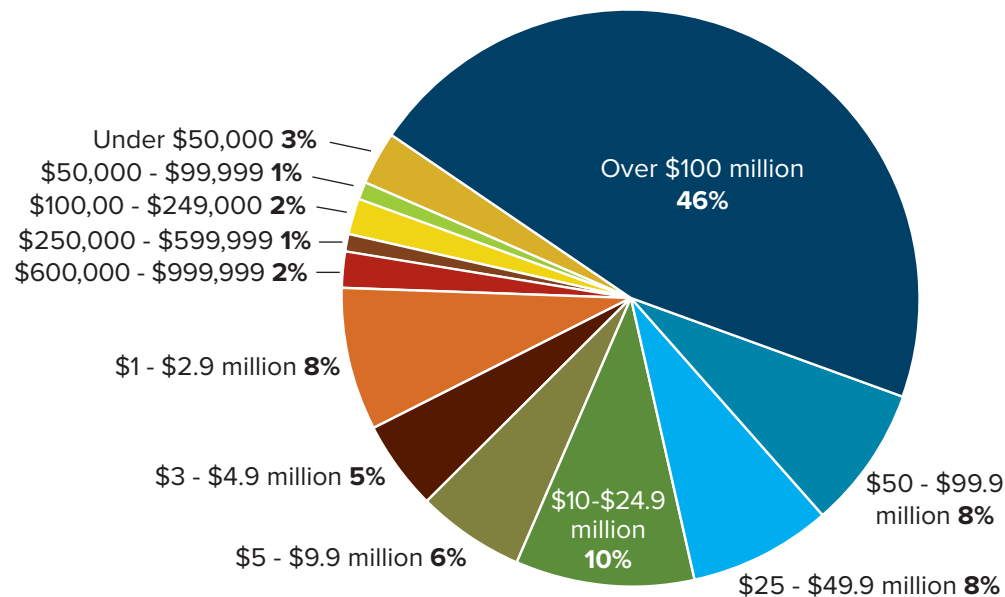
Attendee Demographics*

Company Size

- 250-999 **23%**
- 100-249 **13%**
- 50-99 **5%**
- 11-49 **8%**
- 10 or less **4%**
- 1,000-4,999 **20%**
- 5,000 or more **27%**

Job Title

- Manager/Director **32%**
- Developer/Programmer **36%**
- Architect **14%**
- Executive Management **6%**
- Designer **4%**
- Systems Analyst **3%**
- DBA **3%**
- Other **2%**

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Attendee Demographics (continued)

Top Industries Represented

Aerospace/Defense	2%
Agriculture	1%
Automotive/Transportation	3%
Business services/Non-comp consult	2%
Communication Carriers/ISP/ASP	1%
Comp Hardware Retailer/Wholesaler/Dist	0%
Construction/Arch/Engineering	2%
Data Processing Services	2%
Education (K-12)	2%
Education (University/College)	5%
Energy/Utilities (Mining/Gas/Oil)	3%
Federal Government (inc. Military)	4%
Finance/Accounting/Banking/VC	10%
Independent Software Vendor	5%
Insurance/Real Estate/Legal	7%
Manufacturing - computer related	1%
Manufacturing & Process ind. non-comp	4%
Media/Marketing/Advertising/Pub/PR	1%
Medical/Dental/Healthcare	8%
Non-Profit/Trade Association	2%
Other	10%
Pharmaceutical/Biotech	2%
Research & DevelopmentRetail/Wholesale/Dist non-comp	1%
Solution Prov/VAR/Sys/Ntwrk Int/Con	1%
State/Local Government	8%
Travel/Tourism/Entertainment/Hotels	1%
Web/Software Developer/Vendor	12%

Annual Gross Revenue of Attendee Enterprises

Under $50,000 **3%**
$50,000 - $99,999 **1%**
$100,00 - $249,000 **2%**
$250,000 - $599,999 **1%**
$600,000 - $999,999 **2%**

Over $100 million **46%**

$1 - $2.9 million **8%**

$3 - $4.9 million **5%**

$5 - $9.9 million **6%**

$10-$24.9 million **10%**

$50 - $99.9 million **8%**

$25 - $49.9 million **8%**

Statistics from recent Visual Studio Live! Attendee Surveys:

Will recommend this conference to colleagues	**94%**
Compares conferences as "well or better" than other industry conferences	**91%**
Will attend this conference again	**91%**
Have bought or plan to buy Microsoft third-party tools	**90%**
Have 6 or more years of development experience	**79%**
Are influential in purchasing decisions	**76%**
Are management level and above	**50%**

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2022 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 Orlando includes a 10x10 booth with pipe and drape, sign and wireless internet. Power and wired Internet are available for an additional fee.

The standard exhibit package in Las Vegas, Austin, Microsoft HQ, and San Diego includes a 6' space with a 6' skirted table, two chairs, electrical, wireless internet, and room for a pop-up display. Wired Internet is available for an additional fee.

Basic Exhibitor Package also includes:

▸ Complimentary Best Value Pass (Valued at $3,215+ including all meal and sessions) + 2 expo only booth passes (session access not included)

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

▸ Company logo 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

VISUAL STUDIO LIVE! 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 SPONSORSHIP $9,995	GOLD SPONSORSHIP $8,000	SILVER SPONSORSHIP $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 Visual Studio Live! 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 Best Value Pass (Valued at $3,215+ including all meals and sessions) + 2 expo only booth passes (session access not included)	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 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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Exclusive Sponsorships

CONFERENCE COVERAGE SPONSORSHIP: $12,500

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

▸ Exhibit or Table-top Booth

▸ Three (3) Complimentary Best Value Passes (valued at $3,215+ each including all meals and sessions) + 2 expo only booth passes (session access not included)

▸ 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 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)

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Exclusive Sponsorships (continued)
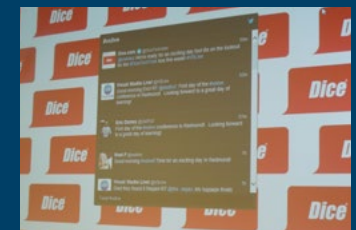
TWITTER LOUNGE
SPONSORSHIP: $12,500

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 $3,215+ each including all meals and sessions) + 2 expo only booth passes (session access not included))

▸ Company listing in Event Program (Company Name, 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)

"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

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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 Full Conference Passes (valued at $3,215+ each each including all meals and sessions) + 2 expo only booth passes (session access not included)

▸ Exhibit or Table-top Booth

▸ Company listing in Event Program (Company Name, 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)

![Visual Studio LIVE! — Expert Solutions for Enterprise Developers]

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Sponsorships (continued)

CONFERENCE PROCEEDINGS FLASH DRIVE SPONSORSHIP: **$6,500**

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 Table Topic Lunch Table

▸ One (1) Full Conference Pass (valued at $3,215+ each including all meals and sessions) + 2 expo only booth passes (session access not included)

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

▸ Company logo on Event Website (Link to company)

VIRTUAL EVENT SPONSOR: **$5,000**

▸ Badge Lanyard Sponsor (Lanyard to be provided by sponsor; or additional $500 charge for event to provide)

▸ 4-color ad in Event Program

▸ Distribution of Materials at Registration

▸ Attendee bag insert

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

▸ Company logo on Event website with linking URL

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 through 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) *(Sponsor to Provide Lanyards)*

▸ 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) Full Conference Pass (valued at $3,215+ each including all meals and sessions) + 2 expo only booth passes (session access not included)

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

▸ Company logo 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!

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![Visual Studio LIVE! — EXPERT SOLUTIONS FOR ENTERPRISE DEVELOPERS]

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Sponsorships (continued)

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.

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.

ATTENDEE T-SHIRT: $3,500

▶ 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 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)

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: $1,000

▶ 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)

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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 Converge360

Converge360 is the 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*.

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