



TECHMENTOR
CONFERENCES

REDMOND

August 11-15, 2014
Microsoft Campus

THE IT CLASSROOM ON CAMPUS

In-Depth Training for IT Pros

2014 SPONSORSHIP & EXHIBIT OPPORTUNITIES

Supported By:

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VIRTUALIZATION
REVIEW

Produced By:

 **1105 MEDIA**

A green banner with white text providing the event location and dates.

REDMOND
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Microsoft Campus

TechMentor Returns to the Microsoft Campus in Redmond, WA

In 2014, TechMentor offers quality education and exposure to what's now, new and next in the IT world at the source - Microsoft's idyllic headquarters. Since 1998, TechMentor has delivered immediately usable training to IT professionals. Leveraging highly respected and professional presenters, TechMentor delivers how-to technical information on deploying, managing and supporting Microsoft products and technologies.



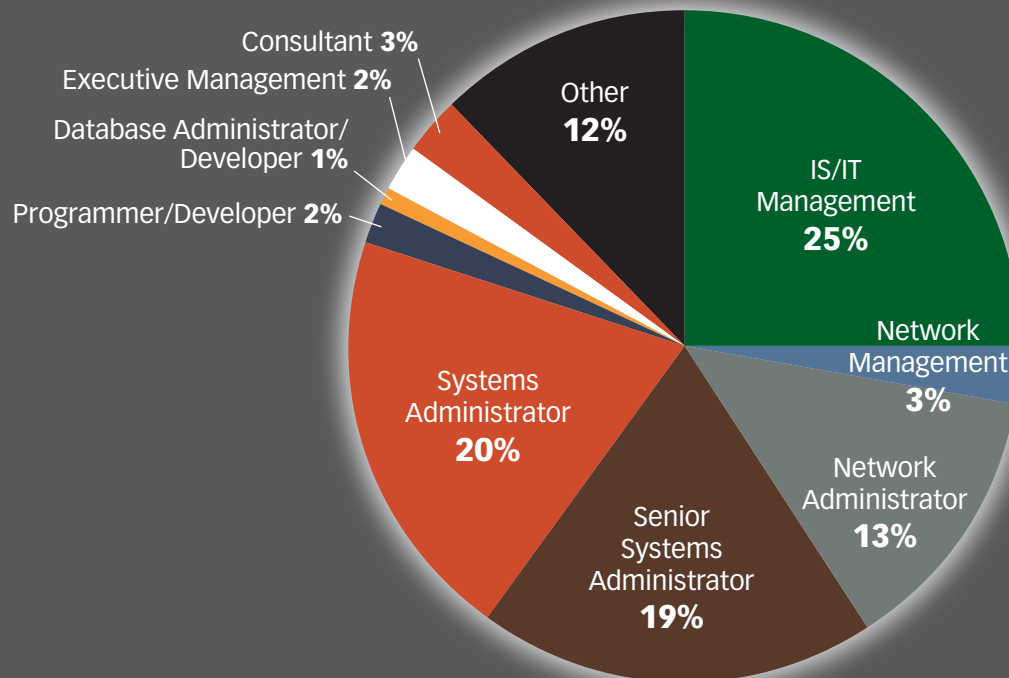
If you are interested in sponsoring or exhibiting at **TechMentor**, please contact: **Navid Davani** • ndavani@1105Media.com • (949) 265-1512

TechMentor Attendee Demographics

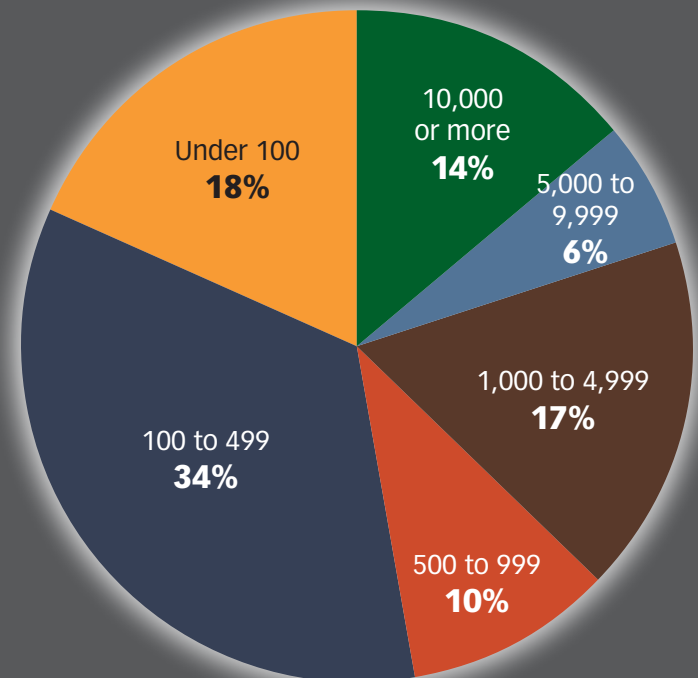
TechMentor conferences are for Systems Administrators, IS/IT Management, Senior Systems Administrators, Network Administrators, Help Desk/Technical Support, Systems Engineers, Consultants, Systems Analysts, Business Analysts and Professionals in the IT industry looking to build their expertise.

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JOB TITLE

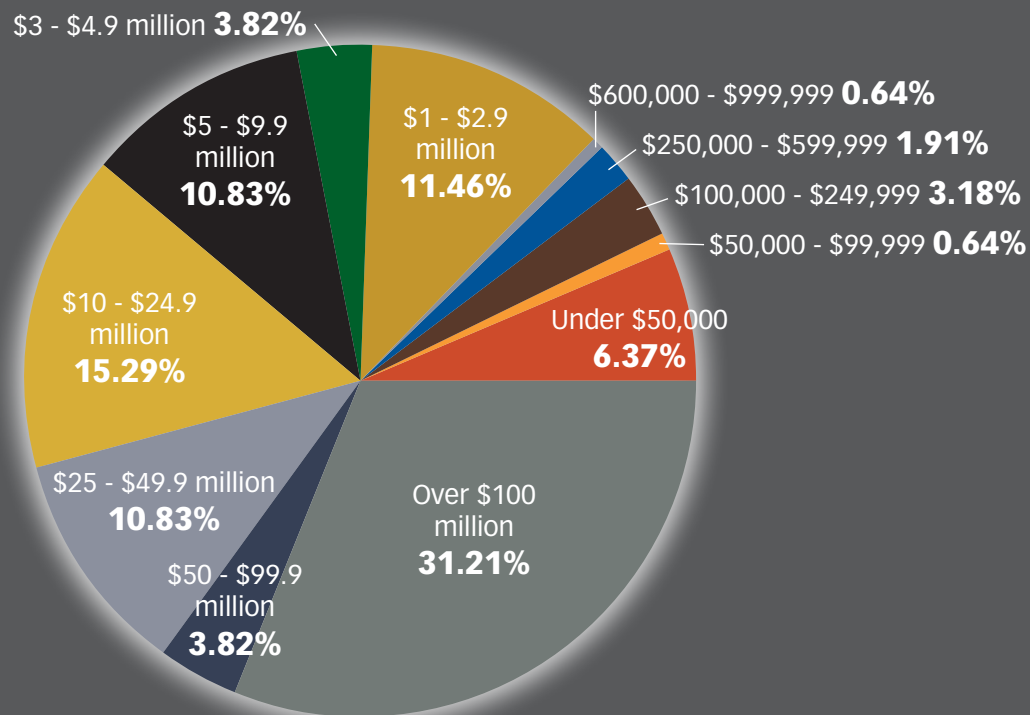


COMPANY SIZE



TechMentor Attendee Demographics (continued)

ANNUAL GROSS REVENUE OF ATTENDEE ENTERPRISES



ATTENDEE PURCHASING INFLUENCE

Identify need	63.88%
Recommend/specify brands/suppliers	64.76%
Evaluate products and services	68.28%
Consult, formally or informally with others	44.93%
Help set corporate standards	40.53%
Authorize purchases	22.03%
Purchase	31.28%



TechMentor Attendee Demographics (continued)

STATISTICS FROM TECHMENTOR 2012 ATTENDEE SURVEYS

- 97%** of respondents said they will attend this conference again
- 97%** of respondents said they will recommend this conference to colleagues
- 96%** of respondents said the overall quality of the conference was Good/Excellent
- 97%** of respondents said the overall value of the conference was Valuable/Very Valuable
- 94%** of respondents said this conference helped them achieve their objectives
- 85%** of respondents said the conference compares "well or better" to other industry conferences
- 96%** of respondents said the conference provided a good opportunity to network with peers/ experts in the industry

SOURCE: Company DATA, OCTOBER 2013

The TechMentor Audience

At TechMentor 2014, IT professionals are expected to come from around the country to Redmond, WA to receive practical education from IT experts and Microsoft technology leadership. In addition to the education and networking opportunities, they also want to hear about innovative solutions that make their lives easier. This is a unique opportunity to get face time with the decision makers and influencers you want (and need) to speak to.



2014 Sponsorship & Exhibit Opportunities

By exhibiting and/or sponsoring at a TechMentor conference in 2014, you will have the opportunity to enhance your branding and product positioning with some of the most influential buyers and influencers across multiple industries in the market today. There are multiple exhibit and sponsor packages available, or you can build your own program based on your unique marketing and business objectives.

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PLATINUM SPONSORSHIP PACKAGE

\$9,000 (2 available per conference)

- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- Opportunity to present one 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 TechMentor content chairs (subject to availability)
- One (1) sponsor managed focus group lunch. Sponsor may invite up to 15 TechMentor attendees to participate
- One (1) Birds of a Feather Table
- One (1) full page, 4-color ad in Event Program
- Sponsor acknowledgement during opening comments
- Logo included in the pre-session rotating slides
- Sponsor logo included in event advertising
- Logo featured on the event website home page
- 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.
- Three (3) Complimentary Best Value Passes (valued at \$2,095+ each including all meals and sessions)
- One (1) time access to the attendee sponsor/exhibitor 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
- Logo, URL, and description listed on the sponsor/exhibitor page of the Event Program

Co-Marketing Activities

Extend your impact and help promote TechMentor:

- Feature event Official Sponsor Logo on your organization's website
- Promote event in your company's e-mail newsletters, press releases, and Website postings

2014 Exhibit & Sponsorship Opportunities (continued)

GOLD SPONSORSHIP PACKAGE

\$7,000

- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- One (1) full page ad in the Conference Program
- One (1) 15 minute Product Demo Theater Speaking Session
- Sponsor acknowledgement during opening comments
- Logo included in the pre-session rotating slides
- Sponsor logo included in event advertising
- 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 listed on the exhibitor page of the conference website
- Logo, URL, and description listed on the sponsor/exhibitor page of the Event Program

BASIC EXHIBITOR PACKAGE

\$2,995 per Space

Basic Exhibitor Package includes:

- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- 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 logo on Event Website (Link to company)

"TechMentor gave us the opportunity to speak to Network Administrators and IT Professionals who had not heard about our solution yet. It was not the average trade show! These IT pros are very engaged – they want to hear what we have to say, and want to know how we can help them solve their problems."

— StorageCraft

Exclusive Sponsorship Opportunities

Conference Coverage Sponsorship

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

- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- 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 included in event advertising
- One (1) Birds of a Feather 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)

\$15,000

Twitter Lounge Sponsorship

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

- Onsite signage around lounge in high-traffic areas (TechMentor to create one sign; Sponsor has option to create and send additional signage)
- Flat screen rental and (if available) couches/chairs through 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 TechMentor and Sponsor logos (subject to conference management approval)
- Twitter Lounge will be open during the entire length of the conference
- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- 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 logo on Event Website (Link to company)
- Logo recognition in pre-session rotating slides in keynote room
- Logo included in event advertising
- One (1) Birds of a Feather 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)

\$15,000

Exclusive Sponsorship Opportunities (continued)

Industry Insider Video Sponsorship

Be the exclusive sponsor of the sight, sound, and video content of the conference. Connect with conference attendees and the greater TechMentor 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: TechMentorEvents.com and RedmondMag.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
- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- Three (3) Complimentary Best Value Passes (valued at \$2,095+ each including all meals and sessions)
- Logo exposure in the keynote room
- Logo included in event advertising
- One (1) Birds of a Feather 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)

\$15,000

Exclusive Sponsorship Opportunities (continued)

Special Event Sponsorship

No matter the location, everyone is looking to have fun and unwind. Sponsor the TechMentor special event and be the hit of the party. The TechMentor 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
- Table Top Exhibit: 6' space with a 5' skirted table, room for pop-up display, electrical, wireless internet
- Company listing in Event Program (Company Name, 125-word description, Company URL)
- Company logo on Event Website (Link to company)
- Logo recognition in pre-session rotating slides in keynote room
- Logo included in event advertising
- One (1) Birds of a Feather 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)

\$15,000

Conference Proceedings Flash Drive Sponsorship

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 TechMentor)
- Up to five (5) items of marketing material pre-loaded on flash drives
- Table Top Exhibit: 6' space with a 5' skirted table, room for popup display, electrical, 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 Birds of a Feather 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 logo on Event Website (Link to company)

\$7,500

Exhibitors' Reception Sponsorship

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!

\$5,000

Additional Sponsorship Opportunities

<p>Demo Theater Presentation</p> <p>The Demo Theater at TechMentor 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.</p>	\$2,500	<p>Badge Lanyard</p> <p>Distribution of one-color logo-branded lanyards to all attendees.</p>	\$2,000
<p>Attendee T-Shirt</p> <p>One-color logo featured on the official conference t-shirts. T-shirts will be supplied by TechMentor.</p>	\$2,500	<p>Attendee Notepad</p> <p>Distribution of logo-branded notepads to all attendees.</p>	\$2,000
<p>Attendee Bag</p> <p>Place your one-color company logo on the official attendee bag that all conference attendees receive at registration.</p>	\$2,500	<p>Break Sponsorship</p> <p>Get prime exposure with every conference guest. 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.</p>	\$1,500 per break
<p>Attendee Bag Insert</p> <p>Promote your company in the Official Conference Bag provided to every conference attendee. Include a flyer, brochure or promotional item that will catch their attention.</p>	\$1,000		
<p>Badge Sponsor</p> <p>Get your message into the hands of attendees by putting an insert into every TechMentor attendee badge holder. Badge holder will be supplied by TechMentor.</p>	\$2,500		
<p>Attendee Pen</p> <p>Distribution of logo-branded pens to all attendees.</p>	\$2,000		

Additional Sponsorship Opportunities (continued)

CONFERENCE PROGRAM ADVERTISING

The Official Conference Program is a powerful tool to reach decision makers with your message.

Back Cover	\$1,000
Inside Front Cover	\$1,000
Inside Back Cover	\$800
Full Page	\$500
½ Page	\$350

Standard Positions – 4 Color

Custom packages also available.



About TechMentor and 1105 Media, Inc.

TechMentor Conferences and *Redmond 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 Microsoft TechNet, *MSDN Magazine*, *Redmond Magazine*, *Virtualization Review Magazine*, *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.

