Visual Studio® LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

2014 SPONSOR / EXHIBIT OPPORTUNITIES

Visual Studio LIVE!
EXPERT SOLUTIONS FOR .NET DEVELOPERS

2014 SPONSOR / EXHIBIT OPPORTUNITIES

LAS VEGAS
March 10-14

CHICAGO
May 5-8

REDMOND
August 18-22

WASH. DC
Oct. 6-9

ORLANDO
Nov. 17-21

Celebrating 21 years of education and training for the developer community, Visual Studio Live! has become the fastest growing, highly rated event that brings high-level developers, software architects, managers and other decision makers together for a week of intense learning, sharing, networking and fun!

UNBIASED DEVELOPER EDUCATION: NOW IN FIVE LOCATIONS!

VISUAL STUDIO LIVE! LAS VEGAS

March 10-14, 2014
Planet Hollywood Resort
& Casino, Las Vegas, NV

WILL BE CO-LOCATED WITH:

LIVE! 360 DEV
LAS VEGAS
PLANET HOLLYWOOD RESORT AND CASINO
COMPREHENSIVE TRAINING FOR THE
DEVELOPER WORLD

LIVE! Visual Studio LIVE! SQL Server LIVE! SharePoint LIVE! WebDev LIVE! ModernApps

VISUAL STUDIO LIVE! CHICAGO

May 5-8, 2014
Chicago Hilton,
Chicago, IL

VISUAL STUDIO LIVE! REDMOND

August 18-22, 2014
Microsoft Conference
Center (MSCC),
Redmond, WA

VISUAL STUDIO LIVE! WASHINGTON DC

October 6-9, 2014
Washington Marriott
at Metro Center,
Washington, DC

VISUAL STUDIO LIVE! ORLANDO

Nov. 17-21, 2014
Royal Pacific Resort at
Universal Orlando, FL

WILL BE CO-LOCATED WITH:

LIVE! 360
ORLANDO
LOEWS ROYAL PACIFIC RESORT
IT AND DEVELOPER TRAINING,
THAT'S OUT OF THIS WORLD

LIVE! Visual Studio LIVE! SharePoint LIVE! WebDev LIVE! ModernApps

"**This was a great opportunity to connect with our customers and create awareness about Microsoft Learning's training and certification opportunities.**"
– Microsoft

If you are interested in sponsoring or exhibiting at **Visual Studio Live!**, please contact: Navid Davani • **ndavani@1105media.com** • **949.265.1512**

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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.
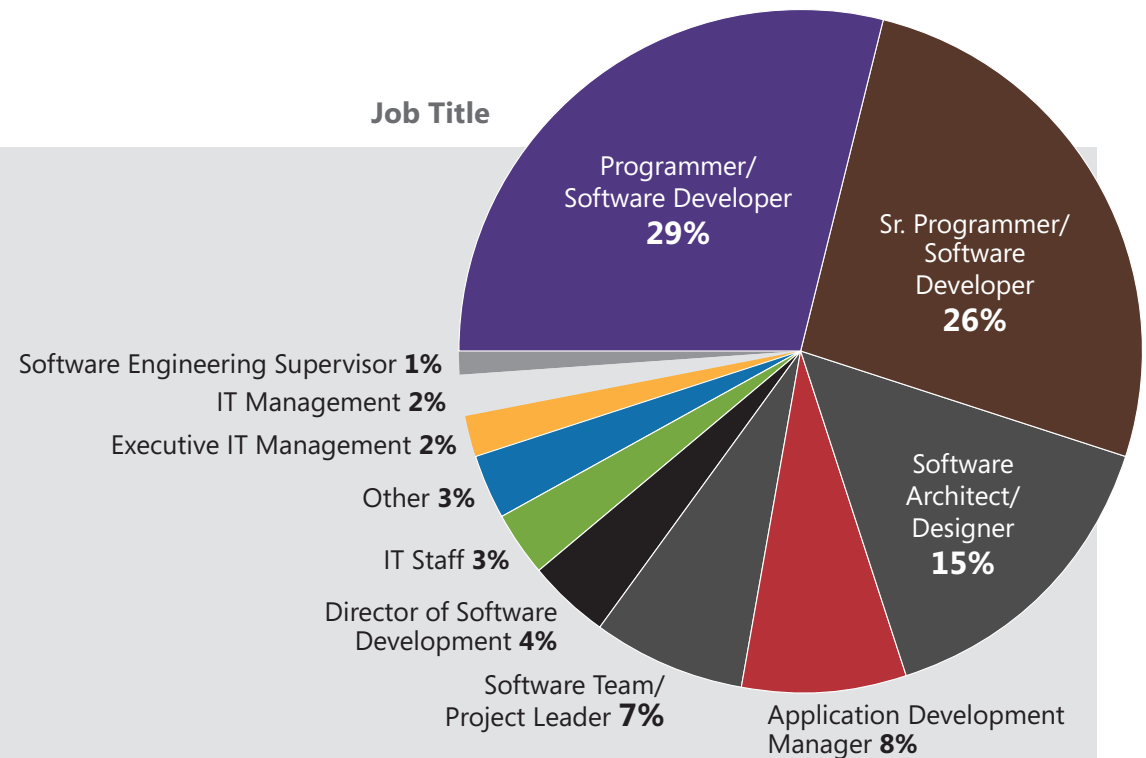
BY THE NUMBERS ▶

Over **2,000** total attendees joined us at a Visual Studio Live! conference in 2013 from more than **1,400** companies in **46** countries across a wide range of industries.
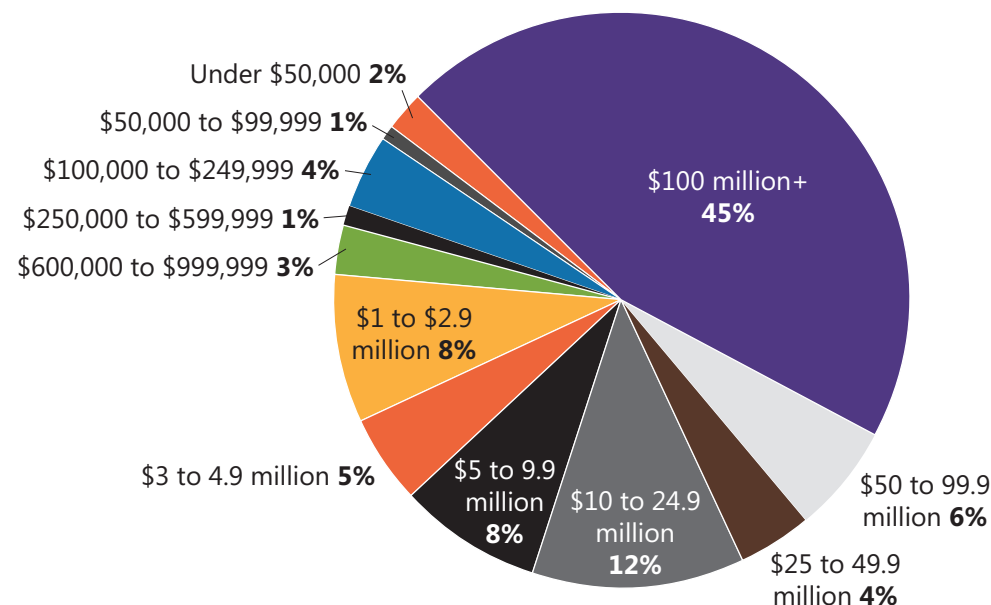
Attendee Demographics

Company Size

- 5,000 or more **24%**
- 1,000-4,999 **22%**
- 500-999 **10%**
- 250-499 **9%**
- 100-249 **12%**
- 50-99 **8%**
- Fewer than 50 **16%**

Job Title

- Programmer/ Software Developer **29%**
- Sr. Programmer/ Software Developer **26%**
- Software Architect/ Designer **15%**
- Application Development Manager **8%**
- Software Team/ Project Leader **7%**
- Director of Software Development **4%**
- IT Staff **3%**
- Other **3%**
- Executive IT Management **2%**
- IT Management **2%**
- Software Engineering Supervisor **1%**

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Attendee Demographics (continued)

Top Industries Represented

Aerospace/Defense	**2%**
Agriculture	**1%**
Automotive/Transportation	**4%**
Business services/Non-comp consult	**2%**
Communication Carriers/ISP/ASP	**1%**
Construction/Arch/Engineering	**2%**
Data Processing Services	**2%**
Education (K-12)	**1%**
Education (University/College)	**6%**
Energy/Utilities (Mining/Gas/Oil)	**4%**
Federal Government (inc. Military)	**3%**
Finance/Accounting/Banking/VC	**11%**
Independent Software Vendor	**4%**
Insurance/Real Estate/Legal	**7%**
Manufacturing - computer related	**1%**
Manufacturing & Process ind. non-comp	**5%**
Media/Marketing/Advertising/Pub/PR	**1%**
Medical/Dental/Healthcare	**7%**
Non-Profit/Trade Association	**1%**
Pharmaceutical/Biotech	**1%**
Research & Development	**1%**
Retail/Wholesale/Dist non-comp	**5%**
Solution Prov/VAR/Sys/Ntwrk Int/Con	**2%**
State/Local Government	**6%**
Travel/Tourism/Entertainment/Hotels	**1%**
Web/Software Developer/Vendor	**13%**

Annual Gross Revenue of Attendee Enterprises

Pie chart showing:
- Under $50,000 **2%**
- $50,000 to $99,999 **1%**
- $100,000 to $249,999 **4%**
- $250,000 to $599,999 **1%**
- $600,000 to $999,999 **3%**
- $1 to $2.9 million **8%**
- $3 to 4.9 million **5%**
- $5 to 9.9 million **8%**
- $10 to 24.9 million **12%**
- $25 to 49.9 million **4%**
- $50 to 99.9 million **6%**
- $100 million+ **45%**

Statistics from Visual Studio Live! 2013 Attendee Surveys:

90% .... **Have bought or plan to buy Microsoft third-party tools**
81% .... Have 6 or more years of development experience
76% .... Are influential in purchasing decisions
50% .... Are management level and above
91% .... Will attend this conference again
93% .... Will recommend this conference to colleagues
91% .... Compares conferences as "well or better" than other industry conferences

SOURCE: Company DATA, October 2013

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2014 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 Las Vegas, Chicago, and Orlando 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.

The standard exhibit package in Redmond includes a 6' space with a 5' skirted table, electrical, wireless internet.

Basic Exhibitor Package also includes:

‣ 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)

"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

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 per conference)

▸ 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) 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

▸ 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 $2,095+ each including all meals and sessions)

▸ 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)

▸ One (1) full page, 4-color ad in Event Program

▸ Sponsor acknowledgement during opening comments

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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Sponsorships (continued)

GOLD SPONSORSHIP PACKAGE: $8,000

▸ Exhibit or Table-top Booth

▸ One (1) full page ad in the Conference Program

▸ One (1) dedicated Birds of a Feather Lunch 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 $2,095+ each including all meals and sessions)

▸ 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)

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.

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Exclusive Sponsorships

CONFERENCE COVERAGE
SPONSORSHIP: $15,000

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

▸ Exhibit or Table-top Booth

▸ 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

Event mini-site

Newsletter Ads

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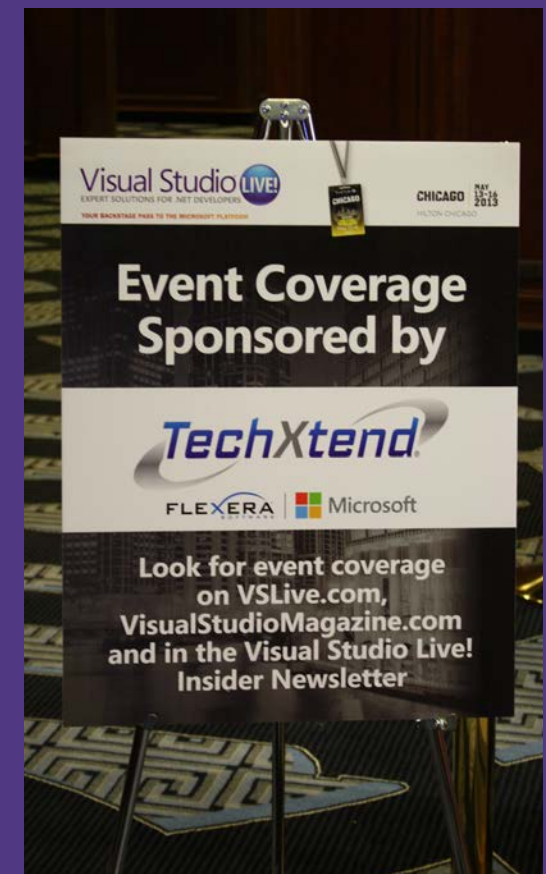
Exclusive Sponsorships (continued)

CONFERENCE COVERAGE SPONSORSHIP (Continued)

▸ 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 Birds of a Feather 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: $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 (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 $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)

▸ One (1) dedicated Birds of a Feather 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

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"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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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.

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Exclusive Sponsorships (continued)

INDUSTRY INSIDER VIDEO SPONSORSHIP: $15,000 (1 available for each Visual Studio Live! 2014 event)

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: VSLive.com and VisualStudioMagazine.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

▸ Exhibit or Table-top Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

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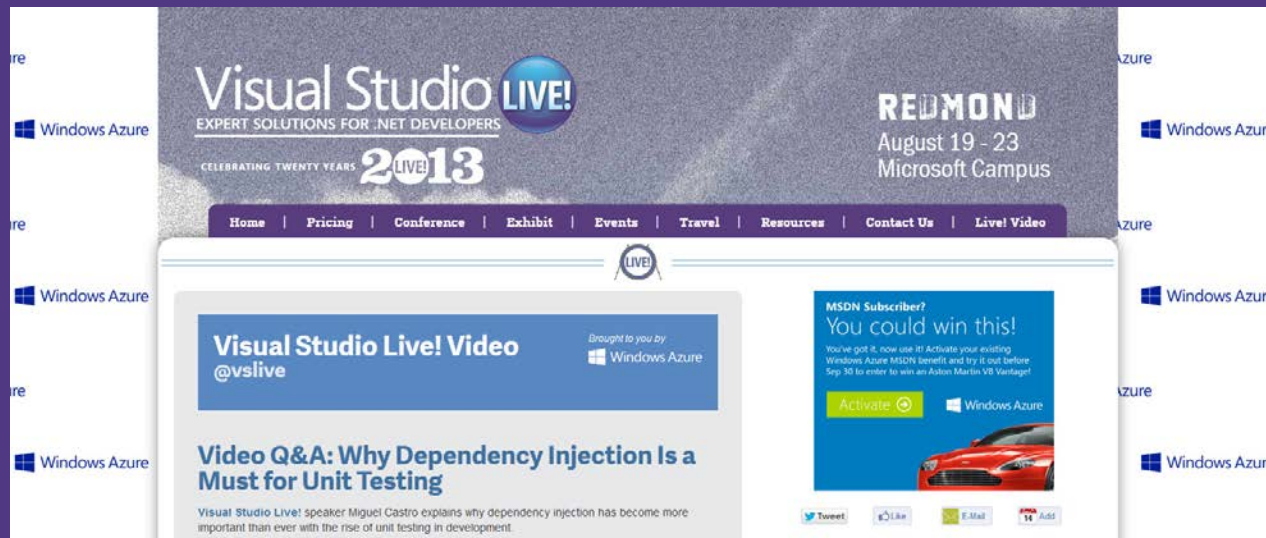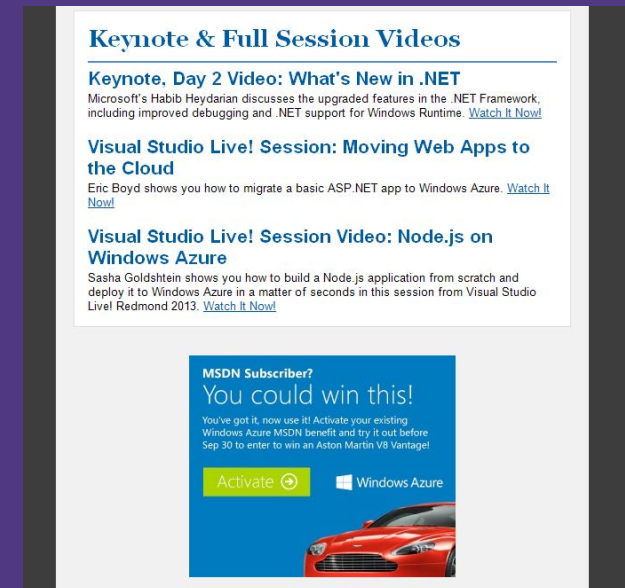*August 18-22*

WASH. DC
Oct. 6-9

ORLANDO
Nov. 17-21

Exclusive Sponsorships (continued)

INDUSTRY INSIDER VIDEO SPONSORSHIP (Continued)

▶ 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)

Industry Insider Section

Newsletter Ads

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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 Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ 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 Birds of a Feather 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

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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 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 Birds of a Feather Lunch 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)

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

▸ 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 Birds of a Feather Lunch 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)

ATTENDEE BAG: $4,000

▸ One-color logo featured on the official attendee bag. Attendee bags will be supplied by Visual Studio Live!

Sponsorships (continued)

PROMO PACKAGE: $3,795

▸ 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 Birds of a Feather Lunch 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)

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.

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 Visual Studio Live!

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

▸ 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: $2,000

▸ Distribution of logo-branded pens to all attendees.

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.

1105 MEDIA INC

About Visual Studio Live! and 1105 Media, Inc.

Visual Studio Live! Conferences and *Visual Studio 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 *MSDN Magazine*, Redmond Developer News (RedDevNews.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.

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