

TECH FORUM 2008 REGIONAL TOUR
Northwest – Midwest – Southwest – Northeast

TECH FORUM SNAPSHOT:

- Full-day conference for K-12 Administrators and Technology Leaders.
- Over 200 District Administrators, CIOs, Technology Directors/Coordinators.
- Event model combines: keynotes, panels, workshops, and networking.
- Program of high-quality, tactical, objective content and speakers.
- Optimal environment to build visibility.
- Demonstrate product/services and engage in high stakes sales.



CUSTOMER CENTRIC SPONSORSHIP:

- Opportunity to speak in Tech Forum "Industry Spotlight" Sessions.
- Opportunity to extend guest passes to your customers and prospects.
- Involvement in Forum Networking Breaks:
 (Morning Reception/Lunch/Roundtable Discussion/Post-Event Reception)
- Demonstration of your products/services in the Sponsor Showcase area
- Turnkey Lead Generation Opportunity with Post Show List.



BRANDING:

- Your company logo on all print and online advertisements and promotions.
- Exposure of your Corporate Profile in attendee conference materials.
- Opportunity to include your company/product literature in the attendee bag.
- Mention of company's sponsorship (logo) in event signage.

TESTIMONIALS:

- "High level attendees. I was able to meet face-to-face with a client that I had been trying to get on the phone with for over a year." (Regional Sales Manager)
- "The perfect platform to introduce a new product to the market place." (Director of Marketing)
- "One of the top revenue generating programs we participate in annually." (Vice President of Sales)

Upcoming 2008 Dates:

MIDWEST
 Lisle, IL
 April 25

WEST
 Long Beach, CA
 May 9

NORTHEAST
 Palisades, NY
 October 24

SOUTHWEST
 Austin, TX
 November 7

PLATINUM LEVEL SPONSORS: (2 Sponsorships available at this level)

- Table Top (\$3,000 value)
- Pre Event Choice:
 - ½Day Focus Group or Hands on Session (15 Attendees) day before Tech Forum
 - Evening Reception (Speakers, Advisors, Attendees) the night before Tech Forum
 - Sponsorship of Breakfast/Networking session in AM of Tech Forum
- Keynote introduction
- Full Page Ad in magazine (\$13,658 value)
- 2 eNewsletter sponsorships (\$9,000 value to a total circulation of 100,000+)
- Ad in program guide (\$1,500 value)•Research/ Survey to subscribers/advisors (\$2,500 value)
- Signage and logo inclusion in all promotional materials.
- Pre-Registration and Post-Registration lists (lead generation)
- Banner ad/ skyscraper rotating on Tech Forum home page and individual conference page. (\$110 CPM)
- 10 passes to conference (\$2,700 value)
- Complimentary invitations sent out to 50 of your top prospects per region.

COST: \$15,000

GOLD LEVEL SPONSORSHIPS: (6 Sponsorships available at this level)

- Table top (\$3,000 value)
- Spotlight session
- Logo on Program Guide cover
- Full Page Ad in Magazine (\$13,658 value)
- Signage and logo inclusion in all promotional materials.
- 6 passes (\$1,620 value)
- 1 eNewsletter sponsorship to 50,000 IT Buyers (\$4500 value)

COST: \$10,500

SILVER LEVEL SPONSORSHIPS: (8 Sponsorships available at this level)

- Table top only

COST: \$3,000

A LA CARTE ITEMS: (Add on the following values to your sponsorship)

- Bag sponsorship with logo (Cost: \$3,500)
- Full page ad in magazine (Cost: \$5,500)
- Full page in Program Guide (\$700)
- Pre show list (Cost: \$500)
- Post show with contact info (Cost: \$1,000)
- Bag insert (Cost: \$250)