

BUSINESS VIDE

BUSINESS VIDEO EXPO



InterActive
Media Strategies



in Austin, TX



BUSINESS
VIDE

BUSINESS-VIDEO.TMCNET.

Re
K

Follow Us On:



September 13-15, 2011 • The Austin Convention Center • Austin, Texas



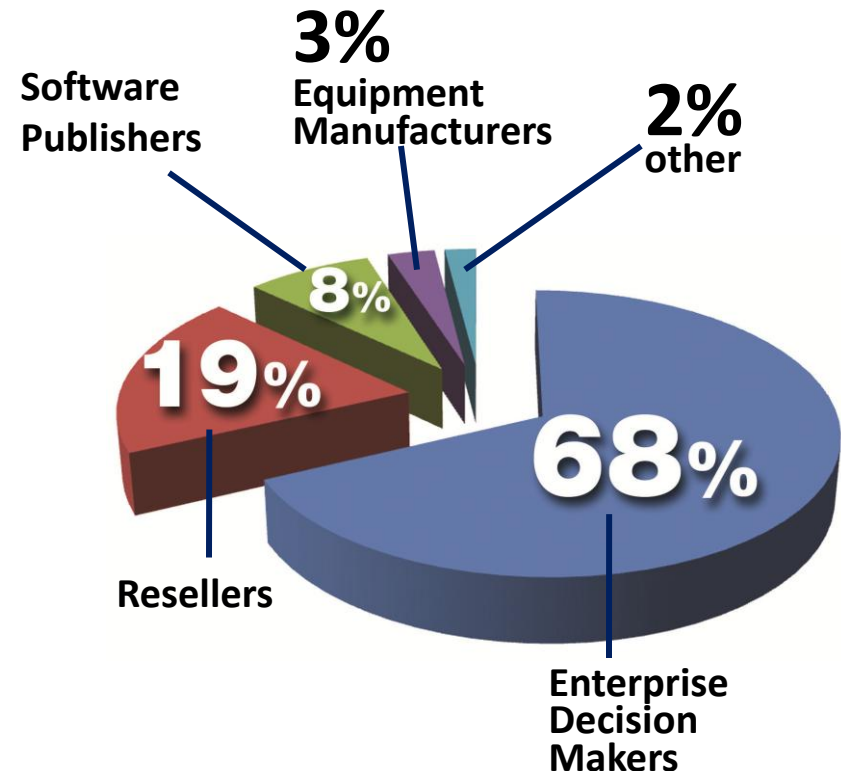
September 13-15, 2011
The Austin Convention Center
Austin, Texas



Business Video Expo will focus on:

- Strategies for capturing and editing video used for effective business communications
- Key software capabilities for creating, managing and distributing business video content
- Best practices in making video a ubiquitous venue for corporate communications – from the conference room to the desktop to the mobile device
- Innovative approaches for video-enriched outbound marketing and how to leverage social media and search engines to draw audiences
- Measuring the return on investment from implementing video technology
- Frontiers in on-demand video that create a foundation for a new era of business video publishing
- Advances in how live video is changing the face of corporate meetings

Business Video Attendee Demographics





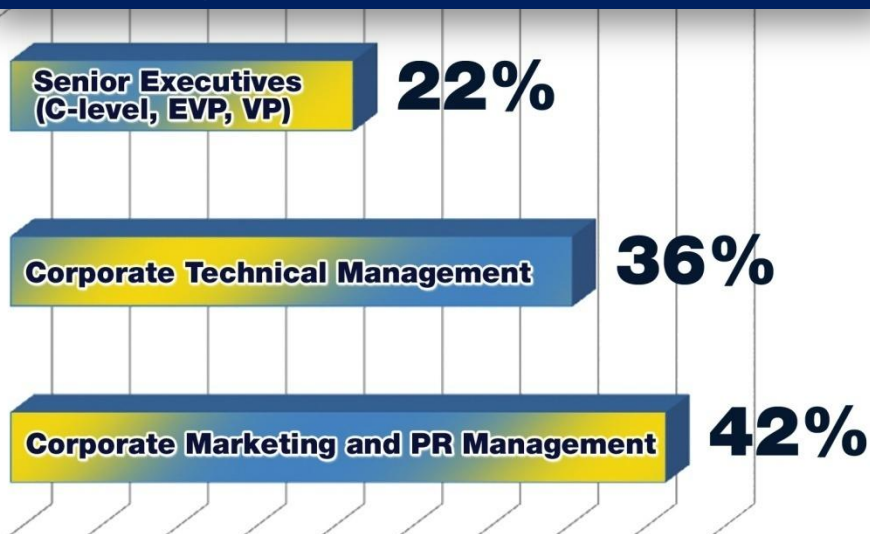
September 13-15, 2011
The Austin Convention Center
Austin, Texas



Who Attends Business Video Expo:

- Information Technology Executives
- Corporate Communicators
- Marketing Agency executives

Enterprise Job Function



Collocation with ITEXPO Exhibit Hall

We are expecting between 8,000-10,000 attendees to visit the show floor in Austin, coming from companies of all sizes and representing all sectors :

- Large Enterprise
- SMB's
- Government
- Large Telecom Carriers
- Major Technology Manufacturers

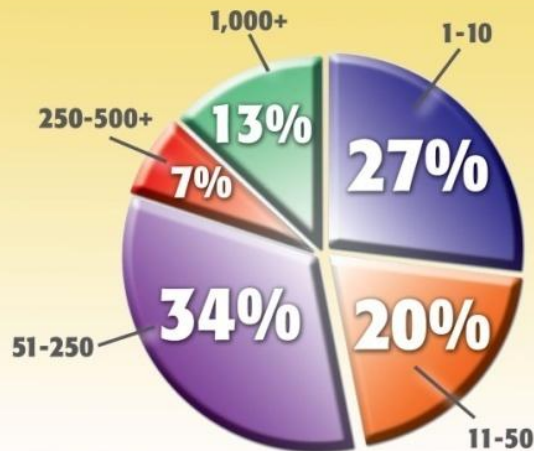


September 13-15, 2011
The Austin Convention Center
Austin, Texas

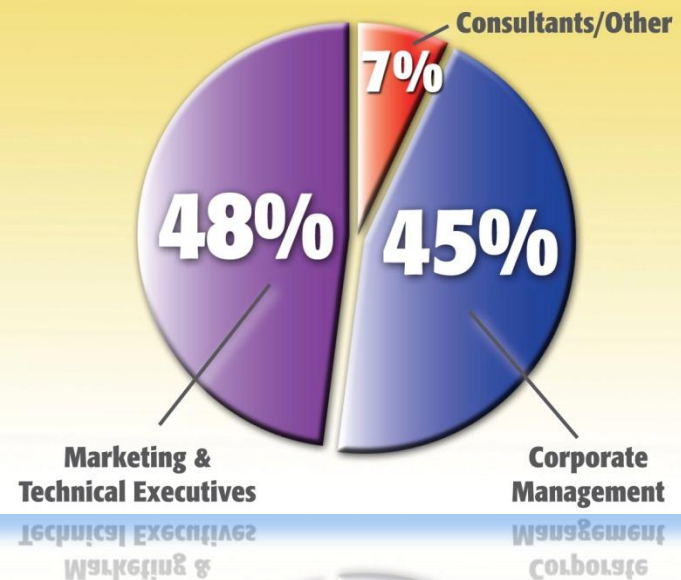


Attendee Demographics

Total Employees in Company



Job Titles



Demographic statistics from ITEXPO East -Miami 2010



September 13-15, 2011

**The Austin Convention Center
Austin, Texas**



Business Video Expo will travel to Austin for the next installment of ITEXPO West. Austin ranked #7 on the list of America's Top Tech Centers and offers access to the Large concentration of tech and enterprise companies in Texas.

- n Austin ranks #7 on the list of America's Top Tech Centers, according to American Cities Business Journals.
- n Austin lands the number one spot as the top U.S. city for job growth, according to the U.S. Bureau of Labor Statistics.
- n Complimentary Wireless Internet throughout convention center, accommodating up to 5,800 simultaneous users!
- n 6,000 hotel rooms downtown – all within easy walking distance to the convention center
- n Less than a 15-minute drive from airport to downtown
- n Convenient, non-stop flights from virtually every major U.S. city on major U.S. carriers
- n More than 120 restaurants in downtown Austin, with a wide culinary range and many award-winning options.
- n Austin is the Live Music Capital of the World – 200 live music venues



The Business Video Pavilion is located in the ITEXPO Exhibit Hall. The exhibit hall floor at ITEXPO is the most productive in the industry, with thousands of attendees seeking business solutions. Other, less focused events cannot match the intensity and 'Buzz' you encounter at ITEXPO. The ITEXPO exhibit hall works because it delivers traffic and attendees to your booth. That translates into more leads, more sales and more business. Stretch your marketing dollar further and generate the ROI you need by exhibiting at the Business Video Pavilion at ITEXPO.



September 13-15, 2011
The Austin Convention Center
Austin, Texas



Diamond Sponsor - \$17,000

Business Video Expo Sponsors Enjoy Extended Marketing Campaigns

- **Improve Results at the Event**
- **Increase Brand Awareness**
- **Establish Your Leadership**
- **Generate Inquiries from Companies NOT in Attendance**

- 20 minute live demo in the Business Video Presentation Theater at the ITEXPO event
- 10' x 20' Exhibit Booth with signs, promotion, etc.
- Company listing and description in the official show guide
- Full page ad in the official show guide
- Meter 3x 8 sign placed in a high traffic area at the ITEXPO event
- Pre-show emailing to attendee list
- Logo on signage promoting the Presentation Theater schedule
- Signage within the Business Video Presentation Theater promoting your company as the Diamond Sponsor of the Presentation Theater
- Video interview conducted with the Business Video team at the event which will then be posted online as an Executive Webcast or a Business Video Thought Leaders Webcast
- Sponsor of the Business Video show daily
- Invitation to serve as speaker or panelist during a Business Video session
- Pre-event online, turnkey live webinar with extensive promotion by TMC
- Inclusion in email blasts
- Dedicated press release announcing sponsorship
- Logo and link prominently displayed on website
- Q&A interview with your CEO published on event site and Business Video content site



September 13-15, 2011
The Austin Convention Center
Austin, Texas



Platinum Sponsor- \$10,000

- 20 minute live demo in the Business Video Presentation Theater
- 10' x 10' Exhibit Booth with signs, promotion, etc.
- 728 x 90 Leader board Banner ad on Business Video industry site from date of contract thru event
- Company listing and description in the official show guide
- Full page ad in the official show guide
- Pre-show emailing to attendee list
- Logo on signage promoting the Business Video Presentation Theater schedule
- Signage within the Presentation Theater promoting your company as the Platinum Sponsor of the Presentation Theater
- Video interview conducted with the Business Video Expo team at the event which will then be posted online as
- Invitation to serve as a panelist or speaker during a Business Video session
- Inclusion in email blasts
- Logo and link prominently displayed on website
- Plus other benefits like inclusion of literature in attendee bags

Gold Sponsor- \$6,000

- 20 minute live product demo in the Business Video Presentation Theater
- 10' x 10' Exhibit Booth with signs, promotion, etc.
- Company listing and description in the official show guide
- Invitation to speak as a panelist at one of the Business Video sessions
- Logo on signage promoting the Presentation Theater schedule
- Custom-branded Business Video Executive Interview that can be used as marketing collateral before, during, and after the event
- Inclusion in email blasts
- Logo and link prominently displayed on website
- Plus other benefits like inclusion of literature in attendee bags

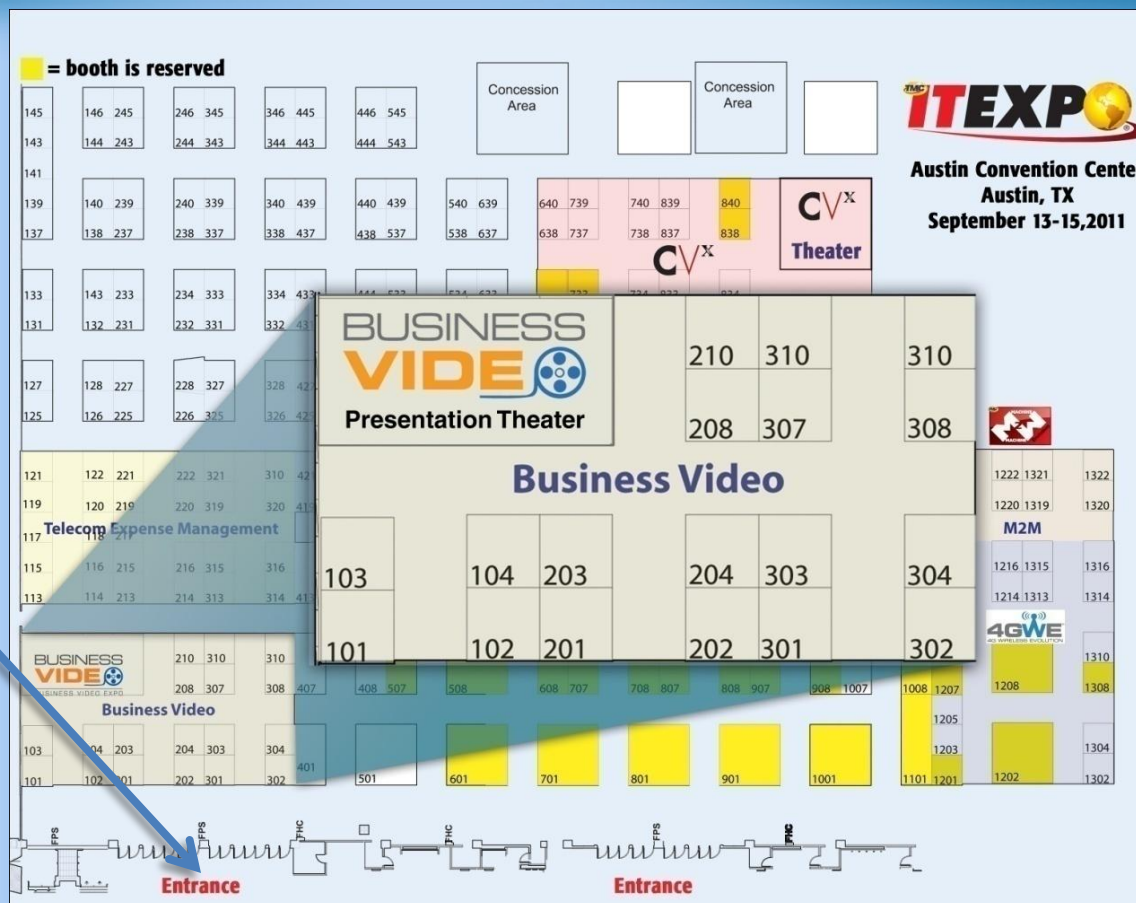




September 13-15, 2011
The Austin Convention Center
Austin, Texas



The Business Video Pavilion
is prominently located at the
show floor entrance





September 13-15, 2011
The Austin Convention Center
Austin, Texas



For more information on sponsorship opportunities for Business Video Expo and the promotional packages that are available to promote your firm and its products & services, contact representatives of TMC or Interactive Media Strategies.



Joe Fabiano, Vice President of Events
Technology Marketing Corporation
(203) 852-6800, x132
jfabiano@tmcnet.com

Kevin Lake, Account Executive
Technology Marketing Corporation
(203) 852-6800 x 127
klake@tmcnet.com

Steve Vonder Haar
Research Director,
Interactive Media Strategies
(817) 860-5121
svonder@interactivemediastrategies.com