

**The  
New  
Home**  
of ITEXPO West 2011



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

# **Stand Out** from the crowd with **Unique** Sponsorship **Opportunities**

**ITEXPO** and its collocated conferences attract strong attendance and hundreds of exhibitors. Why not maximize your presence at the event and stand out from the crowd with one of our enhanced sponsorship opportunities?



**The Austin  
Convention Center**

*\* Reminder \**  
*ITEXPO Sept 13-15*

**Reserve your sponsorship now!**



**September 13-15, 2011**

**The Austin Convention Center  
Austin, Texas**



Visit [www.itexpo.com](http://www.itexpo.com) for details!

ITEXPO will travel to Austin for the next installment of ITEXPO West. With the latest tech developments, it will benefit both your knowledge and your wallet! Austin ranked #7 on the list of America's Top Tech Centers, and is also a spot for the highest job growth! Plus, the Austin Convention Center is close in proximity to downtown hotels, dining, and entertainment.

- Austin ranks #7 on the list of America's Top Tech Centers, according to American Cities Business Journals. (May 2009)
- Austin lands the number one spot as the top U.S. city for job growth, according to the U.S. Bureau of Labor Statistics.
- TMC has arranged for all ITEXPO participants to enjoy free, fast WiFi connections throughout the center's massive network, capable of serving 5,800 simultaneous users.
- 6,000 hotel rooms downtown – all within easy walking distance to the convention center
- Less than 15-minute drive from airport to downtown
- Convenient, non-stop flights from virtually every major U.S. city on major U.S. carriers
- There are over 120 restaurants in downtown Austin, with a wide culinary range and many award-winning options.
- Austin is the Live Music Capital of the World – 200 live music venues



The exhibit 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.

ITEXPO works because it delivers traffic to the exhibit hall, and all of these attendees have the time to make their way to your booth. That means your booth will have visitors—often more traffic than you can handle. That translates into more leads, more sales and more business—which is why you are exhibiting in the first place. Stretch your marketing dollar further and generate the ROI you need by exhibiting at ITEXPO.

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**Aisle Signs** - Prominent placement of your company name and logo, suspended high above the exhibit hall's main aisles, ensuring high visibility and repeat viewing. **\$8,500**



**Attendee Backpacks** - The official bag given to each paid attendee, speaker and member of the media, these bags feature your company logo aside the official conference logo. All will see hundreds of these bags throughout the week, and attendees will take them home and use them again and again. **\$10,000**

**Attendee Confirmation Emails** - As each of the expected 8,000 attendees register, they receive an informative confirmation email. Your company's message and link to your site would be included as the exclusive sponsor of these emails, sure to be seen and read by every attendee. **\$5,000**

**Badge Inserts** - Your company's promotional information will be inserted into the badge of each attendee. Your message is guaranteed to be seen and read by everyone. **\$7,500**



**Badge Logo** - Have your company's logo printed on every show badge. It will be seen by thousands of decision makers, and enhance your brand awareness with this powerful audience. **\$5,000**

**Badge Mailing Insert** - Your company literature is included with all badges mailed before the show. This is a great way to reach buyers before anyone else, and drive traffic to your booth at the event. **\$5,000**

**Branded Bottled Water Sponsor** - The unique opportunity to provide conference attendees a special something. Branded bottles of water will be placed at every seat in the room throughout the conference, morning and afternoon as well as in a strategically located branded cooler.

**Sponsorship Includes:**

- 1 Panellist to participate in one session
- 2 Executives registration fees for the event
- Custom invitations for up to 100 prospects/clients sent on your behalf
- Company logo on each bottle
- Inclusion in the conference program materials **\$15,000**



**Car Giveaway Sponsor** - One lucky attendee will drive away with a brand new car! Be one of the 12 sponsors of this giveaway, and get hundreds, perhaps thousands of attendees coming to your booth to get their entry cards stamped. **\$5,000**



**Coffee Break Sponsor** - Be the exclusive sponsor of the ITEXPO coffee breaks. There will be a total of four coffee breaks from Wednesday to Friday. As the exclusive sponsor you will be entitled to have your company signage strategically placed around the break area.

**Sponsorship Includes:**

- 1 Panelist to participate in one session (at TMC's discretion)
- 2 Executive registration fees for the event
- Custom invitations for up to 100 prospects/clients sent on your behalf ITEXPO
- Signage all around coffee break area
- Inclusion in the conference program materials **\$15,000**



**Conference Notepads** - These convenient 6 x 9 pads of paper will feature your company logo prominently printed on each page. All attendees will receive one to use for notetaking during sessions and back at their offices. **\$4,000**

**Conference Literature Bags** - Every exhibit hall attendee receives a bag full of information as s/he enters the event. Have your company logo prominently displayed on the side of the bags to be seen by all. Additionally, you will be able to put your own literature into the bag, providing information about your products and helping to increase traffic to your booth. **\$5,000**

**Conference Show Guide** - This is the complete booklet featuring descriptions of every session being held throughout the event. This is an invaluable guide that is referenced repeatedly by every attendee, it's one of the best tools for repeat on-site visibility. Your company name and logo will appear prominently on the cover, as well as on a full-page ad inside. **\$3,000**

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**Conference Track Sponsorship** - Most attendees come to ITEXPO for the unsurpassed educational opportunities offered in our program. When you sponsor a conference track attendees will favorably associate your company with the topic of the track and see you as a recognized leader. **\$10,000**

**Entrance Unit** - This is the first thing attendees will see when they enter the Convention Center. What better place to have your company's name and logo. **\$10,000**

**Floor Level Booth Signage** - These convenient floor level decals help guide attendees throughout the crowded exhibit hall. High visibility and great practicality with your logo on each marker. **\$7,500**

**Hotel Keycards** - All guests staying at one of the official show hotels will receive a room key carrying your logo, ensuring high visibility. **\$7,500**



**Hotel Room Drops** - Have your promotional materials delivered to the door of each conference attendee staying at the official show hotels. **\$3,000**

**Lanyards** - Guaranteed visibility during the entire event with your logo around the neck of every attendee! **\$7,500**

**Lobby Signs** - Catch the attention of all attendees as they enter the convention center with can't-miss banners hung in the lobby. Available as either:  
10'w x 6'h or 8'w x 8'h **\$5,000**

**Looping Keynote Presentation** Displays on screens before and after all keynotes, panels and meals, with details of conference events. Have your logo on each slide and one full slide to promote your company. A great way to reach a captive audience. **\$5,000**

#### **Meal Sponsorships**

##### **Breakfast Sponsor** - Sponsorship Includes:

Be the exclusive sponsor

- 1 Panelist to participate in one session (at TMC's discretion)
  - 2 Executive registration fees for the event
  - Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
  - Company signage displayed on tables
  - Inclusion in the conference program materials
  - Inclusion in the magazine coverage of the event
- \$15,000 (1 of 2 sold)**

##### **Lunch Sponsor** - Sponsorship Includes:

Be the exclusive sponsor

- 1 Panelist to participate in one session (at TMC's discretion)
  - 4 Executive registration fees for the event
  - Introduced and thanked by CEO Rich Teharani
  - Custom invitations for up to 100 prospects/clients sent on your behalf by ITEXPO
  - Company signage displayed on tables
  - Inclusion in the conference program materials
  - Inclusion in the magazine coverage of the event
  - Gold Sponsor status of ITEXPO
- \$25,000**

**Mini Conference Guide** - This convenient and user-friendly conference guide will be a favorite of attendees trying to find their way around. As the exclusive sponsor, you will be featured on the cover as well as in a one "full" page ad inside. **\$7,500**

**Networking Receptions** - Great visibility with a captive audience as attendees gather to enjoy complimentary hors d'oeuvres and beverages. Your company will be represented with signage throughout the reception area, in the official program, and pre-event marketing materials.

**Press Room and Media Lounge** - A hub of activity, as members of the media gather to work, and share their thoughts about the event. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsor logo will also be featured on signage in the room. **\$5,000**



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### Introducing the **New ITEXPO All Conference Reception**

Be the exclusive sponsor of the event that is sure to become a popular fixture at ITEXPO. Attendees will appreciate your hour and a half of entertainment and networking! You will appreciate all the leads generated by this reception. Games, cocktails, karaoke, hors d'oeuvres, and more! This will be the event that everyone talks about.

Sponsorship Includes:

- Preshow email blast
- 1 Panelist to participate in a conference session
- Introduction at reception by TMC CEO Rich Tehrani
- A company executive to welcome guests
- Company Signage at all available space
- Inclusion in the conference program materials
- Inclusion in magazine coverage of the event
- Leads!!!-All attendees contact info

**\$25,000**

**Registration Counter** - One of the most visible areas in the convention center, each attendee entering will look for the registration counter before anything else. Your company logo will be prominently displayed on the front panels. **\$5,000**

**Registration Staff Shirts** - The attentive and extremely visible staff will be wearing your company's shirts as they check in all conference attendees. **\$3,000**

### Reseller Solutions Day

Reseller Solutions Day workshop is one of the most popular events each year at ITEXPO, packing the room with resellers seeking the latest information. Put your company in front of this targeted audience. Sponsor will be placed prominently on signage, in the directory, mentioned in all messaging of the event, and will have the opportunity to distribute literature. **\$3,000** (Limited to 8)

### Show Guide Belly Band - **HOT ITEM!**

Every attendee receives a show guide directory immediately on arrival. Your company will be the first thing they see when they do! Your company name, logo, message and booth number are displayed prominently for all to see. This is a great tool to drive traffic to your booth. **\$7,500**



### Show Directory Bookmark

This piece will help attendees keep their place in the show guide. Each time they refer to it, they will readily see your company name, logo, message and booth number. **\$4,000**

**Speaker Check-In Table** - This table is prominently placed in the midst of the educational rooms where your banner will be seen by all attendees and speakers. Each speaker must check in at this table and will be given your flyer with their conference materials, while each conferee passes by dozens of times during the three-day event.

**\$5,000**

**Shuttle Bus Sponsor** - The shuttle buses will run between hotels and the Austin Convention Center, transporting ITEXPO West attendees to/from the event. Thousands of attendees will see your company logo on signs at hotels and the convention center, and in the show guide.

**\$10,000**



### StartupCamp

This unique forum is for early-stage entrepreneurs to pitch their communications products or services to a discriminating audience of potential investors, media, bloggers and industry influencers. The event's fast-paced, "ready, set, pitch" format brings early-stage communications companies, developers, industry leaders and investors together to network and validate entrepreneurial pitches in real time. Ask about pricing.

**Welcome Reception** - Help kick off ITEXPO with the grand opening welcome reception. Provide attendees complimentary food and beverages in an outstanding networking opportunity. Prominent signage and mentions in promotional messaging delivers great branding for your company. **\$20,000**

All sponsors are asked to submit a logo (Adobe Illustrator vector file) to be included in the for the conference onscreen presentation.

## Become a **ITEXPO** Exhibitor & Sponsor.

### Contact:

Joe Fabiano  
[jfabiano@tmcnet.com](mailto:jfabiano@tmcnet.com)  
203-852-6800 x132

Maureen Gambino  
[mgambino@tmcnet.com](mailto:mgambino@tmcnet.com)  
203-852-6800 x109

Kevin Lake  
[klake@tmcnet.com](mailto:klake@tmcnet.com)  
203-852-6800 x127

Nicole Pradella  
[npradella@tmcnet.com](mailto:npradella@tmcnet.com)  
203-852-6800 x289

Reserve your sponsorship now.