



SearchStorageChannel.com Seminar Series

## Storage Strategies for the Channel Professional - 2007 Sponsorship Opportunities

### Overview

TechTarget is excited to announce our first annual Storage Channel Seminar Series coming to three cities in 2007! Storage channel professionals are seeking more focused technical content to help them deliver the best storage solutions for their customers.

Our dinner event will be your only opportunity to meet with this elite group of solution providers looking to learn firsthand from industry experts how to address their client's "data deluge" and bring true value as their storage management partner. By sponsoring this storage-only event your company will have the unique opportunity to position your solutions to this highly-engaged and qualified audience of storage solution providers.

The audience you will have access to is constantly evaluating processes and technologies to help them build storage-centric solutions for their customers. If you are not here to educate them on your solutions your competition will be.

Whether our audience is seeking information on how to best advise clients to stem a never-ending stream of data or find out more about emerging storage technologies, this is *the* seminar series that will bring the most qualified storage solution providers together in one venue.

### Audience Criteria

At each seminar, TechTarget will deliver a highly-qualified audience of 40-50 storage solution providers who are involved with setting their customer's storage strategy, including backup archiving methodologies.

- 100 % of the reseller audience will be qualified through TechTarget's Delegate Recruitment team.
- Each attendee must be employed by a Reseller, Var, Systems Integrator, Solution Provider or Consultant with a storage practice.
- Each attendee must come from an organization that has been in business for greater than one year or has a minimum of 10 customers.

### Storage Strategies for the Channel Professional - 2007 Seminar Schedule

- May 16, 2007 – Chicago, IL
- September 25, 2007 – New York, NY
- December, 6, 2007 – San Francisco

### Attendee Profile\*

- Storage Focused VARs, Resellers, Solution Providers, Integrators
- 100% involved in recommending, implementing, selling, or purchasing storage hardware & hardware solutions
- 53% Business Decision Makers
- 47% Technical Decision Makers
- 51% involved in 5-49 IT projects annually
- 43% target their sales efforts to companies with under 500 employees
- 35% target their sales efforts to companies with 500 – 999 employees
- 40-50 channel professionals

### Contact Information

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## SearchStorageChannel.com Seminar Series 2007 Agenda \*

Time		Speaker
5:00 PM – 5:30 PM	Registration and Cocktails	
5:30 PM – 6:00 PM	Keynote	Heather Clancy, Communications Strategy Consultant
6:00 PM – 6:45 PM	Dinner and Digital Archiving with Paul Myerson	Paul Myerson, Senior Channel Analyst, Enterprise Strategy Group
6:45 PM– 7:15 PM	Networking Break and Dessert	
7:15 PM – 7:55 PM	Vendor Showcase	Vendor Representatives
7:55 PM – 8:25 PM	Channel Roundtable and Q&A	Paul Myerson, Senior Channel Analyst, ESG; Greg Schulz, Founder and Sr. Analyst, StorageIO;
8:25 PM – 8:55 PM	Storage Magazine Purchasing Intentions Study Review	Rich Castagna, Editor-in-Chief, Storage Magazine
8:55 PM – 9:00 PM	Raffle and Seminar Concludes	

\* Final agenda and times subject to change

## SearchStorageChannel.com Seminar Series 2007 Sponsorships

### Sponsorships – Pricing per city

#### Event Level Sponsorships

Event Sponsorship (two available per city) ..... \$25,000

#### Event Level Sponsorship details for each seminar:

- Speaking Opportunity – 15 Minutes
- Logo and reciprocal hot links on the Storage Decisions Channel Seminar Series site
- Company will be introduced and thanked for being a sponsor (by a TechTarget Editor)
- One (1) black and white full-page advertisement in the seminar workbook
- One (1) 6-foot tabletop in the exhibiting area
- One (1) single 120 volt electrical outlet
- Ten (10) Customer Invites (subject to TechTarget’s qualification process)
- Five (5) Sponsor Passes for your company’s staff
- Receive both attendee and approve-to-attend databases - full contact information and qualification data (available post-event upon signature of the database waiver)
- Association with Grand Prize Raffles (example: Amazon gift certificate)





**Platinum Sponsorship**

Platinum Sponsorship (two available per city) ..... \$19,500

**Platinum Sponsorship details for each seminar:**

- Speaking Opportunity – 15 Minutes
- Logo and reciprocal hot links on the Storage Decisions Channel Seminar Series Web site
- Company logo, 50 word company description and listing as a sponsor in the seminar workbook
- Company will be introduced and thanked for being a sponsor (by a TechTarget Editor)
- One (1) black and white full-page advertisement in the seminar workbook
- One (1) 6-foot tabletop in the exhibiting area
- One (1) single 120 volt electrical outlet
- Six (6) Customer Invites (subject to TechTarget’s qualification process)
- Four (4) Sponsor Passes for your company’s staff
- Receive the attendee database - full contact information and qualification data (available post-event upon signature of the database waiver)

**Gold Sponsorship**

Gold Sponsorship (two available per city) ..... \$15,000

**Gold Sponsorship details for each seminar:**

- Speaking Opportunity – 15 Minutes
- Logo and reciprocal hot links on the Storage Decisions Channel Seminar Series Web site
- Company logo, 50 word company description and listing as a sponsor in the seminar workbook
- Company will be introduced and thanked for being a sponsor (by a TechTarget Editor)
- One (1) black and white full-page advertisement in the seminar workbook
- One (1) 6-foot tabletop in the exhibiting area
- One (1) single 120 volt electrical outlet
- Four (4) Customer Invites (subject to TechTarget’s qualification process)
- Three (3) Sponsor Passes for your company’s staff
- Receive the attendee database - full contact information, no qualification data (available post-event upon signature of the database waiver)

**Silver Sponsorship**

Silver Sponsorship (eight available per city) ..... \$7,500

**Silver Sponsorship details for each seminar:**

- Logo and reciprocal hot links on the Storage Decisions Channel Seminar Series Web site
- Company logo, 50 word company description and listing as a sponsor in the seminar workbook
- Company will be introduced and thanked for being a sponsor (by a TechTarget Editor)
- One (1) black and white full-page advertisement in the seminar workbook
- One (1) 6-foot tabletop in the exhibiting area
- One (1) single 120 volt electrical outlet
- Two (2) Sponsor Passes for your company’s staff
- One direct mail campaign to the attendee list subsequent to the show – to be used within 45 days after the event date. The direct mail will be completed through a third party bonded mailing house. Sponsorship does not include mailing house charges or postage.





## Storage Decisions Channel Seminar Series 2007 Seminar Pricing

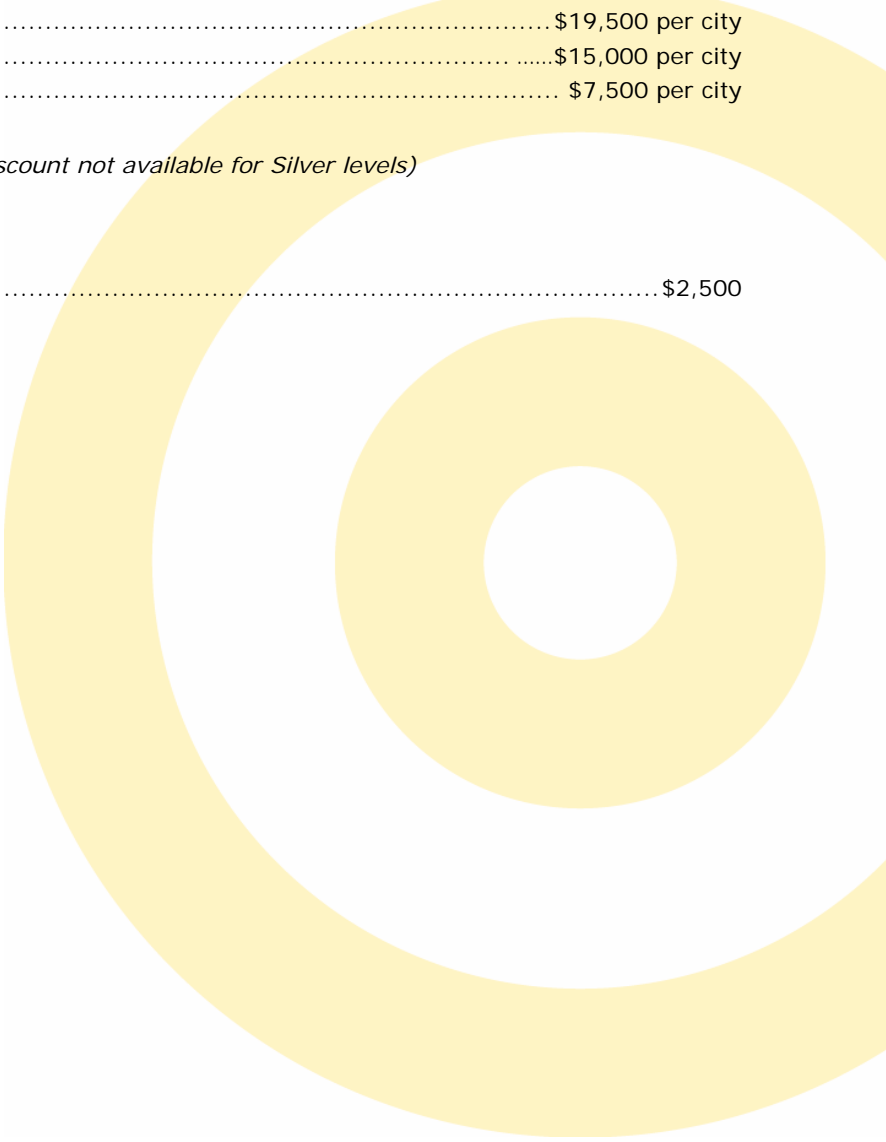
### Sponsorships

Event Sponsorship (two available per city) .....	\$25,000 per city
Platinum Sponsorship (two available per city) .....	\$19,500 per city
Gold Sponsorship (two available per city).....	\$15,000 per city
Silver Sponsorship (eight available per city) .....	\$7,500 per city

\*\*25% discount for Storage Decisions exhibitors (*discount not available for Silver levels*)

### Additional Marketing Opportunities

Chair Drop .....	\$2,500
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