

# TechTalk

summits

**#1 Leader in Short-Format Events for  
Technology Professionals**

## EVENT PROSPECTUS 2025

 [techtalksummits.com](https://techtalksummits.com)



# WHY TECHTALK SUMMITS

**TechTalk Summits is the #1 producer of regional short-format Virtual and Face-2-Face events for technology professionals. Our events give you the opportunity to connect with technology teams in a forum that fosters networking and relationships.**

Turn-key marketing and events services

- Marketed directly to your target accounts in any region/city globally
- Event logistics, planning, hosting and marketing content creation executed by our dedicated TechTalk team

**Our Events: ↑Quality & ↑Quantity**

- 300+ events hosted in 2024
- Event Formats: IDC Dinner series, CxO Roundtables, Soho House series, IDC Analyst Virtual Events, Creative Experiences, & Custom Events based on sponsor requests
- Sponsorships tailored to fit your sales & marketing goals



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# CONCEPTION TO EXECUTION

## Venue booking, coordination & contract

## Marketing and attendance driving

- Multi-touch email marketing campaigns, LinkedIn, SMS & voice, and 90k+ Alumni List
- Customized to your target accounts in any given region/city
- Creation of target account list

## Set-up

- Full AV set-up, registrant check-in, restaurant coordination & sponsorship transitions

## Onsite oversight and Event Hosting

- Events hosted by TechTalk trained hosts

## Post Event follow-up

- Registrant and attendee data 24 hours post event (opt-in) – name, phone number, email, company, title
- Virtual events post-registration lists include complete data on attendee activity
- Post event attendee follow up by TechTalk Summits team

# IDC ANALYST DINNERS

**Marketing: Director+ from relevant Fortune 1000 companies along with sponsor targets**

- Attendance numbers are market-dependent
- Marketing to sponsor targets in metropolitan areas and Director+ titles
- Decision maker event – VP + C- Level content presented by IDC

**IDC Analyst: Senior analyst from International Data Corporation (IDC)**

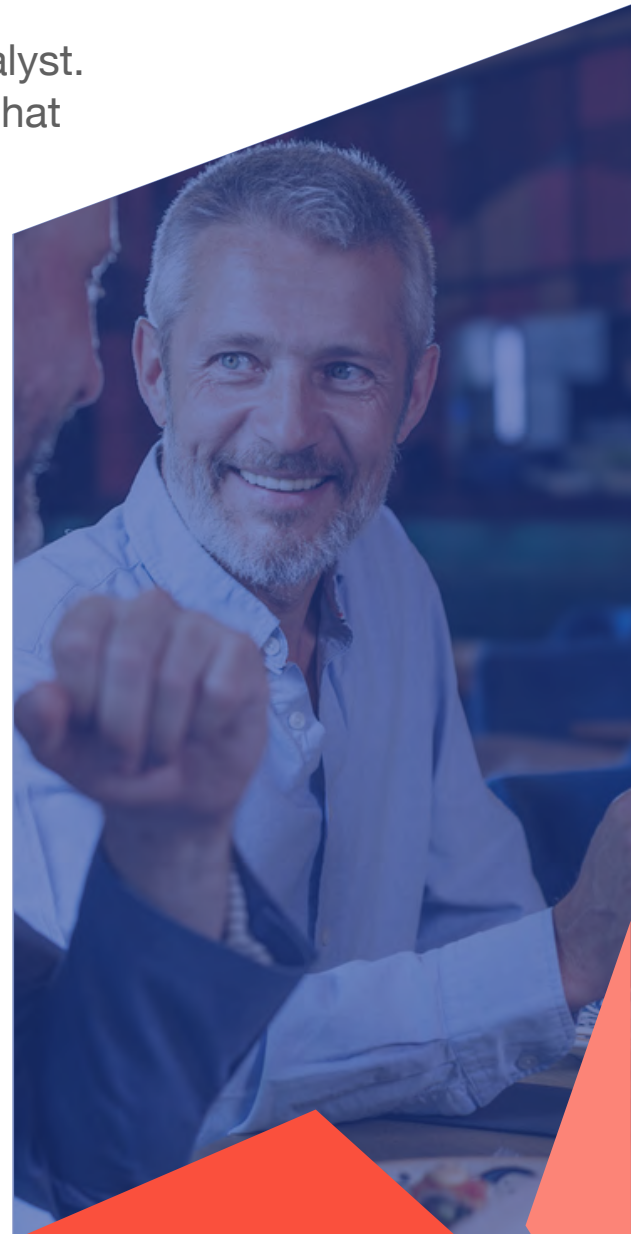
- 15-minute presentation by a senior IDC analyst.
- New and emerging technologies & threats that affect c-level strategy
- Topics compliment participating sponsors presentations.

**Location & Venue**

- Held in highly-rated steak houses and top-tier fine dining restaurants
- Held from 6-9 PM
- Includes open bar for duration of event and 3 course plated dinner for guests

**Multi-sponsor: Up to 5 sponsors per event**

- Admittance of 3 company representatives
- Tabletop at event for marketing material
- 10-minute presentation over AV with Q&A
- Post-dinner networking with attendees



# CXO TECHNOLOGY SUMMITS

## Marketing

- Director+ technology titles and sponsors target audience in metro area
- Decision maker event – Director +level content

## Keynote Speaker

- 15-minute presentation/discussion from Keynote speaker - C-Level executive from TT Advisory board- CTO, CIO, CDO, CISO
- Sponsors can recommend topics to be covered, discussion topics and questions

## Location & Venue

- Held at highly rated steak houses and top-tier fine dining restaurants
- Held from 6-9 PM
- Includes open bar for duration of event, dinner buffet or dinner served family style

## Multi-sponsor

- Up to 5 non-competitive sponsors
- Up to 3 company reps attend and network
- Tabletop at event for marketing materials
- 10-minute presentation over A/V system or 10 minute one-on-one fireside chat with keynote speaker



# SOHO HOUSE SERIES

Held in the exclusive, members-only Soho House Clubs around the world, these events attract the highest-level titles.

## Marketing

- Director+ technology titles & sponsors' target audience in metro area
- Decision maker event – Director+ level content

## Keynote Speaker

- 15-minute presentation/discussion from Keynote speaker, C-Level executive from TT Advisory board, CTO, CIO, CDO, CISO
- Sponsors can recommend topics to be covered, discussion topics and questions

## Location & Venue

- Service includes open bar with appetizers, dinner buffet, dessert and coffee bar
- Held from 6-9 PM

## Multi-sponsor:

- Up to 5 sponsors per event
- Up to 3 company reps at the event
- Tabletop at event for marketing materials
- 10-min presentation over A/V system
- Post-dinner networking with attendees



# CREATIVE SERIES

**Bespoke events are creative ways to drive maximum attendance with C-Level Executives**

- San Diego, CA: Del Mar Race Track
- Cleveland, OH: Cleveland Cavaliers game in a private suite
- Austin, TX: Franklin Barbecue experience
- Denver, CO: Stranahan's Whiskey Distillery whiskey tasting
- Chicago, IL: Dinner at Alinea, a Michelin-Star restaurant
- Los Angeles, CA: Topgolf tournament style

## Marketing

Attendance driving to target accounts

- Target to Manager+ or Director
- + depending upon the event

## Location & Venue

- Services included are specific to the event and venue
- Typically, spaces that can host upwards of 40 attendees

## Multi-sponsor:

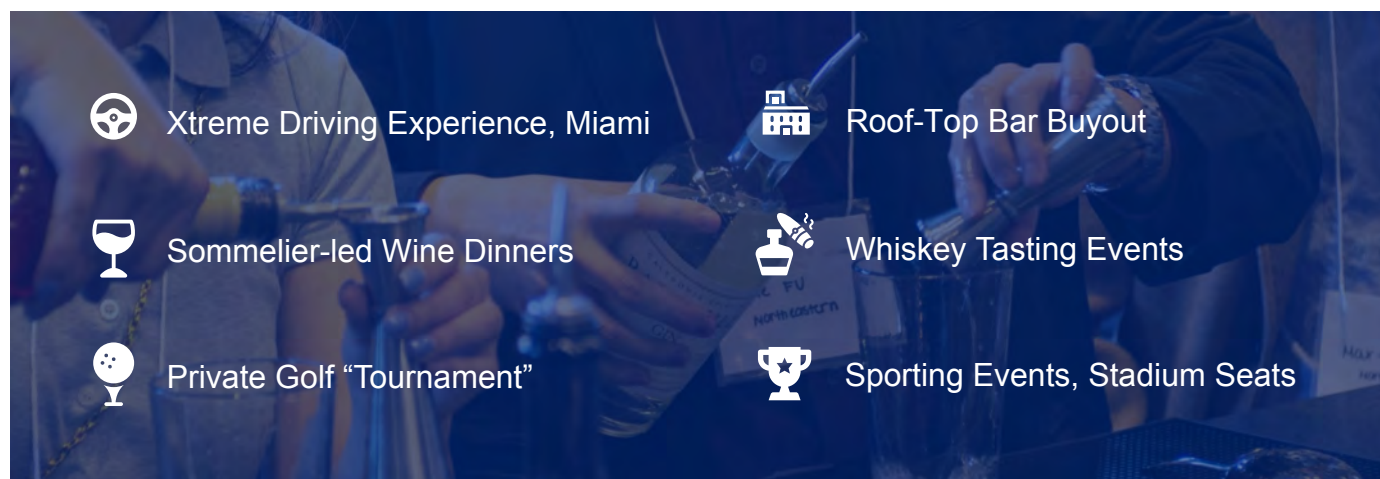
### Up to 6 sponsors per event

- Up to 6 non-competitive sponsors
- 10-min presentation over AV system
- Up to 3 company reps at the event
- Tabletop at event for marketing materials



# SINGLE SPONSOR: PRIVATE EVENTS

Private events are completely customizable, tailored to your specifications.



## Marketing:

- Marketing only to your target accounts and ideal customer profiles
- Attendee lead guarantee based on your list

## Sponsor:

- Presentation length determined by sponsoring company
- Opportunity to use CxO from TechTalk Advisory Board as Keynote
- Bring as many company representatives as you would like
- Post-dinner networking with attendees



# TECHTALK VIRTUAL SERIES



## **TechTalk Tuesday: Held on the first Tuesday of every month**

### **Marketing**

- Marketed nationally to throughout the US
- High-volume of Attendees: 150+ live attendees

### **IDC**

- IDC experts presentation on current, relevant analysis that CxOs need
- Content updated monthly based around top-of-mind mission critical topics in technology

### **Multi-sponsor**

- 15-min pre-recorded presentation
- 5-min live Q&A – opportunity for sponsor representative to dial-in
- Submission of poll questions, seed questions, and downloadable resources

## **Thought Leadership Thursday: Held on the third Thursday of every month**

### **Marketing**

- Marketed nationally throughout the US
- High-volume of Attendees: 150+ live attendees

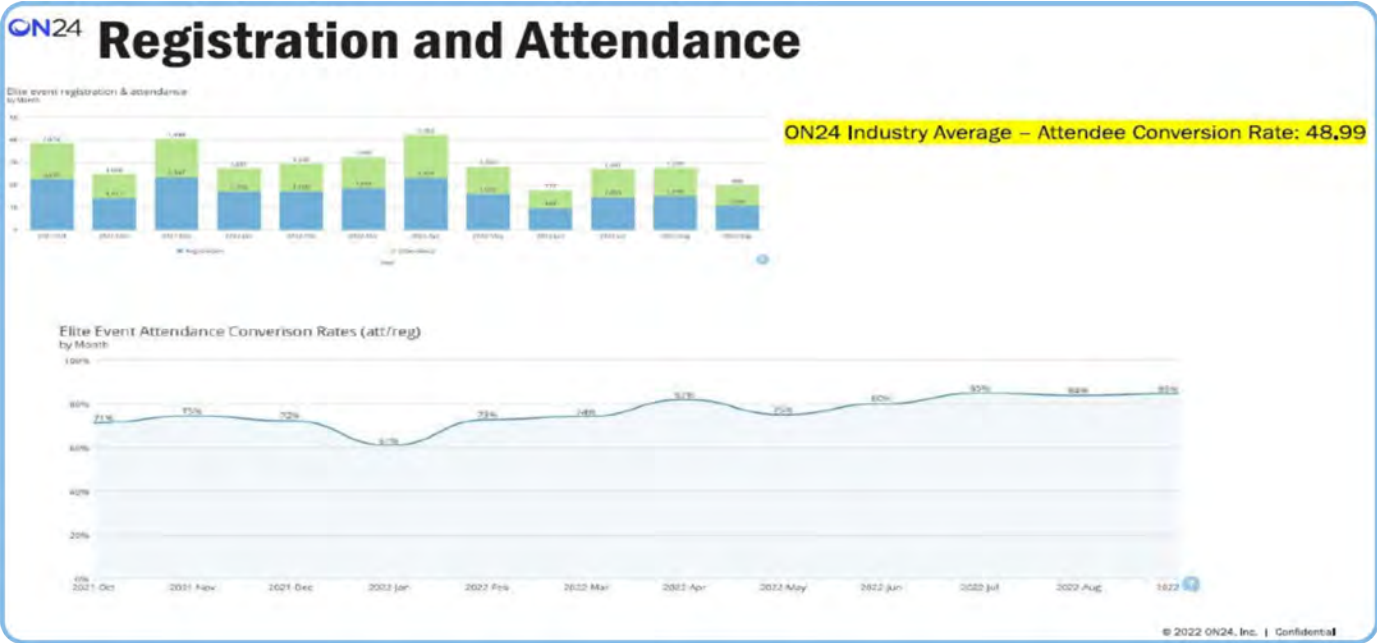
### **Advisory Board**

- Thought leaders with a track record of fostering innovation and achieving goals in dynamic environments
- Content updated monthly based around top-of-mind mission critical topics in technology

### **Multi-sponsor**

- 15-min pre-recorded presentation
- 5-min live Q&A – opportunity for sponsor representative to dial-in
- Submission of poll questions, seed questions, and downloadable resources

# Registrant → Attendee Conversion rate: 80%



# PRIVATE CUSTOM VIRTUAL

**Private events are customizable to meet your specifications and target audience**

## **Marketing**

- Marketing is done only to your target accounts and ideal customer profiles
- From broad to very small audiences, in various time zones, national and international

TechTalk has hosted semi-live events on a global scale and events that are highly focused on 10 accounts all of which have been successful.

**You tell us your targets, we'll get you your leads.**

**Customizable: Choose add-ons or an array of activities to help boost attendance and engagement. Custom add-ons have included:**

- Whiskey and Wine Tastings
- BBQ tutorial with prime meat cuts sent to all pre-registered attendees
- French Press tutorial & morning coffee

## **Sponsor**

- You decide the length & number of your presentations
- ON24 Console features create an engaging virtual event: breakout rooms, poll questions, resource center, etc.

# SPONSORSHIP TESTIMONIALS

“ Phenomenal event in Louisville last week. We pretty much blew the minds of everyone there when they learned about the capabilities of IBM...Getting that sweet bottle of custom bourbon was pretty cool too. Thanks, TechTalk Summits for putting together one of the best events I've been to in years.

*Andrew Littleton, IBM, posted on LinkedIn*

“ Great evening spent at Fleming's last night talking with companies across DFW about the value Nasuni is providing to our customers. THANK YOU to the TechTalk Summits team for hosting an amazing event and to our friends at SHI International Corp. for the partnership! Looking forward to many more of these...

*Jill Alpert, Nasuni, posted on LinkedIn*

“ I'm getting ready to join a fabulous webinar hosted by TechTalk Summits. Do you know why it's so fabulous? Look at the box I received prior to joining the call! If you haven't worked with the Tech Talk Summits team for events, then you are really missing out!

*Crystal Anderson, Opsramp, Director of Marketing & Field Events*

# THANK YOU!

**Dan Moriarty**

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