



Live Summit & TopGolf
Event Overview

TechTalk»
summits

techtalksummits.com

Project Scope

— Summits & TopGolf Series

Our live events are structured for maximum efficiency from both a presenter and attendee standpoint. We feature non-competitive companies that are best of breed in their domain. Attendees mingle and network with their peers and our partners in a relaxed social setting, which makes it easier to connect and establish relationships. These are horizontal events, drawing individuals who work across all industries within a region — retailing, manufacturing, professional services, finance/insurance, transportation/logistics, universities, and government — who can directly buy (and/or influence the purchase of) products and complementary services provided by sponsors/speakers.

All events are capped at 6 sponsors. We handle all event-related logistical issues, making it extremely easy for our partners to simply show up and setup. TechTalk Summits drive attendance through highly focused email campaigns, direct mail and telemarketing.

Here is what the typical event format looks like:

- **4:45pm:** Sponsors set up their displays on tables included in presentation fee.
- **5:00pm:** Registration and complimentary cocktails begin. Registration is very important; we send our sponsors the list with contact info for the people who received their presentations within 48 of the events conclusion.
- **5:45pm:** Sponsors' 15-minute presentations begin, and drinks will stop until after the end of all presentations. A/V equipment will be available if necessary. We encourage Q/A from audience during presentations.
- **7:00pm:** Networking continues over dinner and complimentary beverages, as well as golfing at the TopGolf ranges and some friendly sponsored competitions! For the Summits without TopGolf, networking continues over open bar and hearty passed appetizers.

What is included in a presenting sponsorship?

- 15 minute speaking slot to entire audience
- Custom email blast to 10,000 targeted Prospects (number depends on city)
- Event access for company representatives
- Draped Tabletop exhibit space
- Pre-registration list 48 hours before the event with contact info for registered attendees
- Post registration list within 48 hours of the event with contact info for event attendees
- Company logo and 100-word abstract on website and event page
- Inclusion in Event Raffle