

## FACE-2-FACE IT INNOVATION



## Multi-Sponsor Events by City

**Empower your regional sales teams to reach and access the leads they need with live, face-2-face events.** We do all the work to engage attendees looking to stay informed on topics from data analytics, cybersecurity, cloud, digital transformation, data backup and recovery, and much more.

### Here's how Multi-Sponsor Events work

- Non-themed events: Sponsor can choose solution/tech to present
- Scheduled to cover markets within a region over a week timeframe to maximize sales regions and deliver leads
- Strategically scheduled an average of 4 weeks after virtual events in same territory to drive attendance and close deals
- Exclusive for your specific technology (no competitors)
- Logo, abstract featured in event agenda on event landing page
- Inclusion in custom marketing campaigns
- Opportunity to provide target accounts/company profiles and titles for marketing campaigns
- 15-minute speaking slot/presentation with audio/video
- Post-event registration list with access to all registrant data
- Opportunity to post sponsor resources on Resources pages for SEO. Searchable by event, title, sponsor
- \$5,500 per sponsorship (bulk discounts available)

**NEW**  
**For 2023**



**SOHO**  
**House**  
**SERIES**

*North American Soho House and select international members-only clubs. Exclusivity of memberships are a big draw for attendees. Pricing varies by market and SOHO club.*

### Event Packages: Virtual & Face-2-Face

- Book virtual events in the same region as 3 in-person events scheduled a month prior: \$500 off virtual event
- Virtual event gets your foot in the door with clients, use the in-person as follow up or closing meeting
- Virtual events drive attendance to in-person events



For more information contact **JOE HEALY**

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## Multi-Sponsor Regional Analyst Series

TechTalk Summits has partnered with the #1 global research analyst firm, IDC, for this series of virtual events that delivers market-leading research to impact technology buying decisions. Analyst Series events begin with a presentation by a senior IDC analyst on topics ranging from business strategy to digital transformation, and are then followed by companies respected as leaders within their business sector.

### Sponsorship of Regional Analyst events looks like this:

- Non-themed events: Sponsor can choose solution/tech to present
- Exclusive by technology sector (no competitors)
- Marketed by region (Southwest, Midwest, etc) for targeted sales leads
- 15-minute presentation slot with audio and presentation capabilities
- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page
- Inclusion in custom marketing blast(s)
- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- \$7,500 per sponsorship (bulk discounts available)

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## Virtual Events

### Multi-Sponsor Regional Virtual Events

Regional Virtual events are marketed to regional sales territories (see next page), to average 100k manager + from employee count 100+. These highly-attended events are strategically scheduled to help drive attendance to in-person events scheduled approximately one month later. Virtual events are your foot in the door with clients and in-person for closing meeting.

#### Here's what you can expect:

- 15 minute pre-recorded presentation (MP4)
- Poll questions at beginning of presentation
- Seed questions for live Q&A
- Downloadable resources
- Post-event Action Report
- Cost \$5K per sponsor

### Multi-Sponsor Regional Virtual Analyst Series

**TechTalk Summits has partnered with the #1 global research analyst firm, IDC, for this series of virtual events that delivers market-leading research to impact technology buying decisions.**

Analyst Series events begin with a presentation by a senior IDC analyst on CIO Business Strategy, and are then followed by companies respected as leaders within their business sector. Hosted on TechTalk Custom Virtual platform with the above criteria.

### Event Packages: Virtual & Face-2-Face

- Book virtual events in the same region as 3 in-person events scheduled a month prior: \$500 off virtual event
- Virtual event gets your foot in the door with clients, use the in-person as follow up or closing meeting
- Virtual events drive attendance to in-person events

### EVENT BUNDLE: VIRTUAL + FACE-2-FACE



- Book virtual events in the same region as 3 in-person events scheduled a month prior: \$500 off virtual event
- Virtual event gets your foot in the door with clients, use the in-person as follow up or closing meeting
- Virtual events drive attendance to in-person events



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# Regions

## South

Companies of 100+ employees | 72K Director+ | 191K Manager+

Alabama	Louisiana	South Carolina
Arkansas	Mississippi	Tennessee
Florida	New Mexico	Texas
Georgia	North Carolina	
Kentucky		

## West

Companies of 100+ employees | 69K Director+ | 183K Manager+

Alaska	Hawaii	Oregon
Arizona	Idaho	Utah
California	Montana	Washington
Colorado	Nevada	Wyoming

## Central

Companies of 100+ employees | 57K Director+ | 159K Manager+

Illinois	Michigan	North Dakota
Indiana	Minnesota	Ohio
Iowa	Missouri	South Dakota
Kansas	Nebraska	Wisconsin

## East

Companies of 100+ employees | 85K Director+ | 190K Manager+

Connecticut	Massachusetts	Vermont
Delaware	New Hampshire	Virginia
District of Columbia	New York	West Virginia
Maine	Pennsylvania	
Maryland	Rhode Island	



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## Virtual Sole Sponsorship Custom Events

**TechTalk Summits will create an event designed specifically to fit your audience, budget and goals – you decide and we'll make it happen. From focused topic and analyst events, to events with regional or global reach, designed for C-level executives or SMB audiences, our events team creates the experience that delivers you the leads your need.**

- Marketed to your specified target accounts/company profiles, titles, and region
- Lead guarantee provided based on specified marketing parameters
- Option for experiential add-ons, i.e. Sommelier, Whiskey tasting, etc.
- Customized event format: roundtable, content/Q&A blend, customer case study, etc.
- Customized event landing page and marketing campaign(s)
- Post-event registration list with access to all registrant data
- Event remains on TechTalk On-demand listing
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- Hosting on TechTalk's custom virtual platform
- Gift add-ons such as whiskey, wine, coffee kits, etc, additional cost

## Base Costs for Attendee Lead Generation

Target Attendee Volume	Starting Cost
5k-50k	\$8,000+
50k-100k	\$10,000+
100k+	\$11,500+



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