



TECHSERVE ALLIANCE 2009 ANNUAL CONFERENCE AND TRADESHOW SPONSORSHIP OPPORTUNITIES

For companies looking to obtain maximum onsite visibility, we are offering a number of sponsorships with exceptional exposure to owners/executives of IT services firms.

To make an investment today, call Joy Juwaynat at 703.838.2050 x100.

The 2009 TechServe Alliance Annual Conference Sponsorships

The attendees of the TechServe Alliance Annual Conference are the decision-makers of IT staffing and solutions firms.

Historically, 92% of attendees are executives, 52% of whom are Presidents, CEOs, owners, EVPs, COOs, CIOs and CFOs with another 40% of attendees being SVPs, Regional VPs, VPs and Directors (operations, sales, marketing and information).

2009 TechServe Alliance Annual Conference Welcome Reception – Exclusive Sponsorship \$15,000 – SOLD

Steal the show right from the beginning by sponsoring the kick off conference event. This is a great opportunity to ensure that everyone is talking about you throughout the conference. It is the largest networking event with more than 85% of conference registrants in attendance.

This sponsorship includes the following benefits:

Welcome Reception Sponsor Exposure at the TechServe Alliance Conference

- Recognize Company as the Welcome Reception Sponsor in an email blast to the TechServe Alliance Membership inviting them to the Reception
- Company representative will be thanked during Opening General Session by TechServe Alliance Leadership
- Company logo will be displayed during the Opening General Session thank you.
- Company representative will be given up to five minutes to address attendees during Friday, October 9, closing general session
- Display of sponsor's name and logo on signage at the event (entrance and food and beverage stations)
- Display of sponsor's name and logo on the conference page of TechServe Alliance website
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)
- Sponsor's logo in a minimum of three Conference promotional emails
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Opportunity to hold a receiving line at the event
- Opportunity to distribute pre-approved corporate identity materials during the event



Keynote Sponsorship – Exclusive Sponsorship per Session

Thursday AM - \$10,000 – SOLD

Thursday PM - \$10,000 – SOLD

Friday AM - \$10,000 – SOLD

Make a lasting impression during the 2009 TechServe Alliance Conference by sponsoring this high-profile event. Over 80% of conference registrants will attend the keynote sessions.

This exclusive sponsorship includes the following benefits:

- Sponsor's name and logo projected on-screen at the opening of the Keynote session
- Company representative will be invited on stage during the keynote session as a thank you and to speak to the audience for five minutes about your company
- Opportunity to place corporate identity materials on chairs of attendees at the Keynote Session (material must be provided by the sponsor and approved in advance by TechServe Alliance)
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)

Large Firm Forum Sponsorship – Exclusive Sponsorship

Thursday - \$10,000 – SOLD

TechServe Alliance will host its Large Firm Forum, a one-day exclusive program for larger IT Services firms, during the 2009 TechServe Alliance Annual Conference which is being held in Las Vegas, Thursday, October 8.

The TechServe Alliance Large Firm Forum is designed specifically for CEOs and other C-level executives of IT Services firms with revenues above \$50 million.

The Large Firm Forum provides participants an opportunity to engage in interactive discussions with industry peers and hear from subject-matter experts on topics relevant to larger firms. The Large Firm Forum provides unparalleled networking opportunities with other senior executives.

This year TechServe Alliance anticipates 40 firms to attend the Large Firm Forum. We anticipate 600+ IT services executives to attend the 2009 TechServe Alliance Annual Conference.

Large Firm Forum Sponsor benefits include the following:

- Sponsor is invited to speak at the beginning of the Large Firm Lunch on Thursday, October 8. Content must be approved by TechServe Alliance in advance. Speech must be limited to No More than 15 minutes.
- Sponsor (one representative) will be invited to attend the private Large Firm Forum Dinner – Thursday, October 8
- Sponsor's name and logo will be displayed outside of the Large Firm Forum Conference room and private lunch
- Sponsor's name and logo will appear in all Large Firm Forum printed materials and on the TechServe Alliance 2009 TechServe Alliance Annual Conference Web site
- Opportunity to place pre-approved corporate material in seats at Large Firm Forum lunch
- Opportunity to host a pre-approved roundtable topic for the TechServe Alliance Annual Conference attendees
- Acknowledgment of sponsorship support during a general session (over 700 attendees projected to be present)
- Color logo will appear on exhibit hall signage and other sponsor recognition areas throughout the conference



Networking Luncheon – Exclusive Sponsorship per day

Thursday - \$10,000

Friday - \$10,000

Over 90% of Conference attendees attend meal functions and this is a great opportunity to capture their attention!

Sponsor benefits include the following:

- Sponsor invited to podium during lunch to speak – content must be approved by TechServe Alliance in advance. Speech must be limited to No More than five minutes.
- Sponsor's name and logo displayed outside the luncheon
- Bag insert (pre-approved by TechServe Alliance and provided by sponsor)
- Opportunity to place pre-approved corporate material in seats at lunch
- Opportunity to host a pre-approved roundtable topic
- Acknowledgment of sponsorship support during a general session (over 700 attendees will be present)
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference

Women's Executive Networking Breakfast – Exclusive

Thursday - \$5,000

The Women's Executive breakfast attracts the attention of an important segment of the TechServe Alliance Membership – the women owners and executives. Don't miss this opportunity to gain access to this exceptional group (approximately 100 senior executives will attend this event). The breakfast will host a speaker. Speaker and topic is still to be determined.

Sponsor benefits include the following:

- Sponsor's name and logo displayed outside the breakfast
- Sponsor invited to podium during breakfast to speak for up to five minutes
- Opportunity to place pre-approved corporate material in seats at breakfast
- Opportunity to place pre-approved corporate material in attendee bags
- Sponsor's name and logo hyperlinked on the 2009 TechServe Alliance Conference web page
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference



New and Prospective Member Reception – Exclusive

\$5,000

Be the first to welcome and gain access to the new members of the TechServe Alliance. TechServe Alliance hosts approximately 100 new and prospective members at this reception. Board members are also present at this reception. As the only sponsor/vendor at the function you will have the opportunity to interface with new and prospective members.

Sponsor benefits include the following:

- Recognize Company as the New and Prospective Member Reception Sponsor in an email blast inviting the new members and board members to the Reception
- Sponsor's name and logo displayed outside the reception area
- Bag insert (pre-approved by TechServe Alliance and provided by sponsor)
- Opportunity to place pre-approved corporate material out at the reception
- Sponsor's name and logo hyperlinked on the 2009 TechServe Alliance Conference web page
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)

Exhibitor Reception – Exclusive Sponsorship

\$6,000

Attendees will gather in the exhibit hall to continue to network and learn about the products and services that make their companies succeed. Make your company stand out as the leader!

This exclusive sponsorship includes the following benefits:

- Recognize Company as the Exhibitor Reception Sponsor in an email blast to the TechServe Alliance Membership inviting them to the Exhibitor Reception
- Display of sponsor's name and logo on signage at the event (entrance and food and beverage stations)
- Recognized on the Exhibitor Page of the Conference Website as the Exhibitor Reception Sponsor
- Acknowledgment of the sponsor during the conference opening session by TechServe Alliance
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)

Continental Breakfast – Exclusive Sponsorship per Day

Thursday - \$5,000 - SOLD

Friday - \$5,000

Get a head start with the attendees by sponsoring their morning coffee! The sponsorship of a continental breakfast includes the following distinctive benefits:

- Signage at the food service stations thanking the sponsor
- Bag insert (pre-approved by TechServe Alliance and provided by sponsor)
- Opportunity to place pre-approved corporate material in seats
- Acknowledgment of the sponsor during all daily opening sessions
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)



Morning Exhibit Hall Networking Break – Exclusive Sponsorship per Day

Thursday - \$5,000

Friday - \$5,000

Gain extra exposure during the morning coffee break in the Exhibit Hall. Host a specialty coffee station or morning snack at your booth. This 30-minute break will be held immediately following a Keynote Session and is the only scheduled event during that time. It is a great way to energize attendees about your product and services.

The sponsorship of the Morning Coffee Break includes the following benefits:

- Sponsor's name and logo displayed during networking break on signs
- Opportunity to place pre-approved corporate material in attendee bags
- Acknowledgment of sponsorship support during appropriate morning opening session
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)

Afternoon Exhibit Hall Networking Break

Thursday - \$5,000

Friday - \$5,000

Are you looking to attract more traffic to your booth during the afternoon networking break? Why not host a specialty coffee station at your booth or a gourmet ice cream break? Nothing guarantees traffic to your booth like food or drink!! Let us work with you to design a traffic-building event. The Afternoon Exhibit Hall Networking Breaks are the only scheduled event during that time and will last 30 minutes.

Sponsor benefits include the following:

- Sponsor's name and logo displayed outside the exhibit hall during networking break
- Acknowledgment of sponsorship during Friday morning opening session
- Color logo will appear on exhibit hall entrance unit signage and other areas throughout the conference
- Sponsor's name and logo included in sponsor section of the Conference CD-Rom (distributed onsite to all attendees)
- Opportunity to place pre-approved corporate material in attendee bags

Note: Networking Break Sponsorships do not include cost of providing traffic building specialty food items. TechServe Alliance does provide coffee, soft drinks and light snacks in a neutral area of the exhibit hall.



Annual Conference Session Hall

Session Hall I - \$5,000 – SOLD

Session Hall II - \$5,000

Session Hall III - \$5,000

Session Hall IV - \$5,000

Over 25 breakout sessions will be offered to conference attendees. The 25 education sessions will be hosted in four session halls located near the tradeshow exhibition hall. Throughout the conference, participants will enter into the various session halls to hear education content, guaranteeing great exposure throughout the two days of education content.

Sponsors of a 2009 TechServe Alliance Conference Session Hall receive:

- ONE session hall that is designated “Company X Hall”
- Achieve great exposure as the education host for all sessions held in that room
- A corporate representative will have the opportunity to introduce all speakers presenting in your designated hall.
- Opportunity to place corporate promotional material at the back of the room – material must be pre-approved by TechServe Alliance.
- Print and online recognition of the sponsorship in pre-conference promotions.
- “Sponsored by” recognition on signage at the Conference.

Conference Attendee Bags - Exclusive Sponsorship

\$10,000 – SOLD

This sponsorship receives continuous exposure throughout the conference. This multi-use bag will serve as a constant reminder of your company long after the conference is over! The sponsor’s name and/or logo will appear on the registration bag in conjunction with the 2009 TechServe Alliance Conference logo. Sponsor to supply camera ready artwork.

Attendee Note Pads and Pens

\$3,000

A personalized note pad with your one-color logo along with a pen will be placed in attendee welcome bags. Pens provided by sponsor.

Registration Badge Lanyards

\$5,000

Every attendee throughout the conference will see your name and/or logo. These popular registration items will be distributed to every attendee when they register on-site. Sponsor is responsible for providing the lanyard. TechServe Alliance must pre-approve the lanyard style and logo use. TechServe Alliance will work with the sponsor in obtaining the appropriate amount and style of the lanyard.

Hotel Key Cards

\$10,000

Your corporate logo will appear on every hotel key given to conference attendees. This is a great way to have your name continually popping up in front of all TechServe Alliance attendees! Sponsor will work with TechServe Alliance to produce keys. Sponsorship does not include price of hotel key card production.



Conference Manual **\$6000**

Be the Exclusive sponsor of the TechServe Alliance conference manual. It also includes four-color Inside and Back Cover advertising and 5 tabs (black and white).

All Sponsors receive the following benefits:

- Sponsor's name and logo on the sponsor recognition page of the 2009 TechServe Alliance Conference binder.
- Other recognition at the 2009 TechServe Alliance Conference (includes signage at sponsored event, where applicable.)
- Badges identifying you as a sponsor.
- Sponsor's name and logo hyperlinked on the 2009 TechServe Alliance Conference Web page.
- Sponsor certificate to display in your booth at the Trade Show (if applicable).
- Sponsor's name and logo on signage in conference registration area onsite.
- Complimentary listing in TechServe Alliance *Monitor Online* Annual Conference edition.

The following additional non-sponsorship opportunities are also available at the 2009 TechServe Alliance Annual Conference & Tradeshow

Attendee Room Drop **\$1,000**

Get your marketing material into the hands of owners and executives. Have a brochure, card or even a small gift delivered to each attendee's room. All room drops must be approved and arranged through TechServe Alliance. (Does not include fee charged by hotel.)

Registration Bag Insert **\$750**

Every attendee receives a registration bag. What better way to ensure that your materials are received by each attendee! Bag inserts must be pre-approved by TechServe Alliance.



2009 TechServe Alliance Conference Sponsorship Application

Indicate your sponsorship selection below. Please note that a limited number of sponsorships are available in each category. Sponsorships maybe secured immediately by credit card. Invoice forwarded to you once an application has been accepted. TechServe Alliance reserves the right to decline a potential sponsor for any reason in its sole discretion.

Sponsorship Packages

- Welcome Reception - \$15,000 **SOLD**
- Thursday AM & PM Keynote - 10,000 **SOLD**
- Friday AM Keynote Address - \$10,000 **SOLD**
- New Member Reception - \$5,000
- Exhibitor Reception - \$6,000
- Thursday Cont. Breakfast - \$5,000
- Friday Cont. Breakfast- \$5,000 -
- Thursday Lunch - \$10,000
- Friday Lunch - \$10,000
- Executive Women's Breakfast - \$6,000

- Thurs. Large Firm Sponsor - \$10,000 **SOLD**
- Friday Large Firm Sponsor - \$10,000
- Thursday AM Exhibit Hall Break - \$5,000
- Thursday PM Exhibit Hall Break - \$5,000
- Friday AM Exhibit Hall Break - \$5,000
- Friday PM Exhibit Hall Break - \$5,000
- Conference manual -\$6000

Session Halls (4 available) \$5,000 each

- Session Hall I - \$5,000 **SOLD**

- Session Hall III - \$5,000
- Session Hall III - \$5,000
- Session Hall IV - \$5,000

Additional Sponsorship Opportunities

- Hotel Key Cards - \$10,000
- Conference Attendee Bags - \$10,000
- Notepad & Pens - \$3,000
- Registration Badge Lanyards - \$5,00

Non-Sponsorship Opportunities

- Attendee Room Drop - \$1000
- Registration Bag Insert - \$750

Company Contact Information

Company Name (to be printed as follows):

| | | |
|---------------|--------|------|
| Contact Name: | Title: | |
| E-mail: | Ph: | Fax: |
| Address: | | |
| City: | State: | ZIP: |
| Signature: | | |

Payment Information

- Credit Card Invoice Requested
- Name of Card Holder

| | |
|-----------------------------------|---------------------------------|
| Visa _____ AMX _____ MC _____ | Card # |
| Address (if different from above) | |
| City | State ZIP: |

Authorizing Signature

Date Submitted

Terms & Condition: Because sponsor receives marketing benefits immediately, sponsorship fees are final upon receipt of payment. Please return to fax number: 703.838.3610.

INVEST TODAY – CONTACT JOY JUWAYNAT AT 703.838.2050 x100.