



“The costs aren’t even close to the value we get from TechServe Alliance.”

– Graeme Noseworthy,
Senior Marketing Manager,
Monster

“They’re good at bringing service providers and companies together. One reason members go to the conferences is to see what resources and vendors are out there.”

– Jim Childs,
Managing Partner,
Childs Company

Marketing Your Expertise to the IT Services Industry

You can’t get better access to high-level decision makers within the IT services community than as an Associate of TechServe Alliance. As the only national trade organization exclusively supporting this dynamic sector, we count more than 350 leading IT staffing, solutions and consulting firms as members.

Reach Your Target Audience

The primary mission of TechServe Alliance is advancing excellence and ethics within the IT services industry, which we view as an inclusive collaboration of member firms, suppliers, clients and consultants. As an engaged, valued participant, you have unparalleled opportunities to interact with buyers who are predisposed to your message.

Our Associates represent a wide range of products and services, from job boards and applicant tracking systems to financial services and consulting. As with our member firms, they display some defining characteristics:

- a commitment to fair business practices and high ethical standards
- long-term supplier relationships built on trust and open communication
- an understanding of trends that impact the IT services buying environment

Associates are distinguished by the value they provide to IT service firms, day in and day out. You’ve built your business on your reputation for excellence; we just help you get that message across more readily to leading prospects.

Enhance Your Exposure

TechServe Alliance offers many venues to develop new sales opportunities and improve market share. We enhance your visibility and credibility online, offline and in-person through the following:

- **Online IT Services Industry Supplier Directory**

Your company will be listed in this exclusive directory where thousands of IT services firms (both members and non-members) visit every month for industry information and vendor research.

- **Associate Program Logo**

You may prominently display the Associate Program logo on your Web site and promotional materials, making your position clear as a firm whose products and services are specialized for the IT services industry.

- **TechServe Alliance *Monitor Online & News You Can Use* Advertising**

Associates receive a 50 percent discount on advertising in the quarterly [TechServe Alliance Monitor Online](#) and weekly [News You Can Use](#). Over 1,500 industry professionals who make purchasing decisions for their firms read these insightful online publications.

- **Annual Conference & Tradeshow**

Take advantage of TechServe Alliance's premier event, where service providers engage in meaningful interaction with IT services executives and decision makers. Only Associate Program participants receive the following:

- Discount on [exhibit booth](#) space (a savings of at least \$900).
- Two complimentary registrations to educational sessions for exhibiting Associates only, which provides an opportunity to join executives in all conference activities and events.
- Exhibiting Associates are also provided with Associate Program logos at their booths and in the exhibitor program, highlighting their affiliation.

- **Sponsorship Opportunities**

Associates who make the commitment to sponsor TechServe Alliance conference events or activities are eligible to receive an additional 10 percent discount on [sponsorship pricing](#).

- **Member Address Labels**

You will receive one complimentary set of labels per year and may purchase additional labels at a 50 percent discount (a savings of \$250 per set).

Develop Deep Industry Insight

As an Associate, you have access to the same industry-leading market intelligence and educational webcasts as our member firms:

- **TechServe Alliance *Monitor Online***

The official publication of TechServe Alliance, this quarterly publication covers industry trends and analysis, expert commentary, association news and public policy information. As an Associate, you are encouraged to submit articles for consideration.

- **Webcasts**

We conduct more than 20 webcasts annually on key industry issues, delivering ongoing education and information exchange between our members and industry experts.

These programs give you true insight into the challenges and opportunities faced by our membership, which in turn makes you a better business partner.

Build Brand Affinity

Your active participation in TechServe Alliance reinforces your credibility as an engaged member of the greater IT services community. When you take advantage of our sponsorship and advertising opportunities, you demonstrate your standing as a leading provider for our IT services members.

About TechServe Alliance

TechServe Alliance is a collaboration of IT services firms, clients, consultants and suppliers dedicated to advancing excellence and ethics within the IT services industry.

Through its many proprietary products and services that are built upon the collective knowledge, buying power, and action of hundreds of IT services firms and thousands of world-class clients, TechServe Alliance enhances efficiency and supports its companies in identifying premier IT consulting opportunities. In addition to providing unparalleled access to industry information and best practices through both peer-to-peer knowledge-sharing and subject-matter experts, TechServe Alliance also keeps its alliance companies regularly informed of critical industry data, business trends and legal and legislative developments and provides online access to an extensive library of industry-specific white papers.

Committed to advancing the industry, TechServe Alliance promotes ethical business practices by sponsoring the Statement of Business Principles — an ethical code of conduct to which all members are required to subscribe. Headquartered just outside of the nation's Capitol in Alexandria, Virginia, TechServe Alliance represents the interests of the industry before the U.S. Congress and other policymakers.

Market your products and services to IT services firms.

**Engage with industry professionals
eager for your expertise.**

**Develop your knowledge of industry issues
impacting your sales cycle.**

Become a TechServe Alliance Associate.

Learn more about the numerous benefits of the TechServe Alliance [Associate Program](#), visit www.techservealliance.org or contact us at **703.838.2050**.

