

BriForum 2012 London: Sponsorships Opportunities

Connect with the largest independent audience seeking solutions for Desktop Virtualisation, Application Virtualisation, Thin Client, and Terminal Services

The growing popularity of desktop virtualisation and the increased adoption of thin client computing and Terminal Services have created a proliferation of options for virtualisation vendors. Organizations are now selecting infrastructures to support desktop virtualisation. IT buyers need critical information to sort out hype from reality to make desktop infrastructure choices while migrating from legacy technology to the new offerings in Windows, Linux, and virtualisation. Buyers need to know and understand their virtualisation options.

Attendees from throughout Europe come to BriForum in order to learn more about application and desktop virtualisation, server-based computing, application streaming, and VDI technologies.

With over 20 editorial sessions, BriForum focuses on providing attendees with the information they need to take the next step in utilizing the following technologies in their current and upcoming corporate projects:

- Terminal Services
- Desktop Virtualisation
- Application Virtualisation & Streaming
- VDI/Infrastructure
- Thin Client

BriForum 2012 London:

Where: London, England

When: 23- 24 May, 2012

Who: 200+ Attendees

2011 Sponsor Snapshot:

AppSense, RES Software, Symantec, Quest Software, Virtual Computer, Centrix, nComputing, Scense

Sponsorship Inquiries:

Please see your TechTarget sales representative for information, or contact:

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Brought to you by:

BrianMadden.com:

BrianMadden.com is the largest independent analyst site that covers the application delivery segment of the IT industry, including Citrix, Terminal Server, thin client / server-based computing, and streaming markets.

SearchVirtualDataCentre.co.uk:

SearchVirtualDataCentre.co.uk is a comprehensive online resource for IT professionals seeking help creating, implementing, managing and updating U.K. data centres. Topics include utilizing virtualisation technologies for server consolidation, disaster recovery, desktop centralization, server selection and other server hardware issues in virtual infrastructures.

SearchVirtualDesktop.com:

SearchVirtualDesktop.com is designed for IT managers seeking information and help with implementing desktop virtualisation, application virtualisation, VDI, Terminal Services, presentation virtualisation, profile virtualisation, and server-based desktop computing.

2012 Event Sponsorships

Event Level Sponsorships\$60,000; £38,000

With the Event Level sponsorship package sponsors enjoy exposure to attendees before, during and after the conference. Benefits include:

- **Co-Sponsorship of Geek Out Game / Cocktail Hour**
- **6' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75-minute Speaking Slot**
- **One (1) Morning Welcome Refreshment or One (1) Lunch Brand Sponsorship**
- **Co-Sponsorship of Conference Agenda**
 - Sponsor's logo put on conference agenda and given to attendees at registration
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Six (6) Conference Passes**
- **Two (2) Delegate Profile Systems (DPS)**
 - The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

Notes: Event sponsorships subject to the following terms and conditions:

1. Cocktail event to run 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
2. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
3. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
5. Information from DPS will be delivered 5 days after the show's conclusion.

Platinum Level Sponsorships\$50,000; £32,000

With the Platinum sponsorship package sponsors enjoy exceptional access to attendees before, during and after the conference. Benefits include:

- **Co-Sponsorship of Evening One Event**
 - Sponsorship of evening one cocktail event
 - On-site signage highlighting your company's sponsorship
- **6' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75-minute Speaking Slot**
- **Choice of Conference Lanyard or T-Shirt Sponsorship**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**
 - The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

Notes: Platinum sponsorships subject to the following terms and conditions:

1. Cocktail event to run 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
4. T-Shirt Sponsorship consists of one color t-shirt with one logo on one location. Upgrade options available for an additional charge.
5. Lanyard Sponsorship consists of one color logo. Upgrade options available for an additional charge.
6. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
7. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
8. Information from DPS will be delivered 5 days post-show.

Platinum Prize Level Sponsorships\$45,000; £28,500

With the Platinum sponsorship package sponsors enjoy exceptional access to attendees before, during and after the conference. Benefits include:

- **Daily Grand Prize Sponsorship**
 - Sponsorship of one day's Grand Prize (examples include Apple iPad, Nintendo Wii, etc). Attendees must have been scanned at your booth to be eligible to win. Winner will be drawn at the end of exhibit hours and announced at your booth.
- **6' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75-minute Speaking Slot**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Delegate Profile Systems (DPS)**
 - The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

Notes: Platinum Prize sponsorships subject to the following terms and conditions:

1. Sponsors will select their prize day on a first come, first served basis.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
4. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
5. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$995 will be charged for each additional sponsor attendee.

Lunch & Learn Platinum Sponsorship\$40,000; £25,000

With the Lunch and Learn Platinum sponsorship package you enjoy access to attendees before, during and after the conference. Benefits include:

- **Sponsorship of exclusive lunchtime speaking spot**
 - Sponsor has the opportunity to speak during one lunch while no other sessions are underway. Attendees will be invited to attend your speaking slot while they enjoy their lunch
- **6' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**
 - The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

Notes: Lunch & Learn Platinum Sponsor subject to the following terms and conditions:

1. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
2. Databases will be emailed within 5 business days of the event's conclusion.
3. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
5. Information from DPS will be delivered 5 days post-show.

Day Zero Platinum Level Sponsorship\$40,000; £25,000

With the Day Zero Platinum sponsorship package sponsors enjoy exceptional access to attendees before, during and after the conference. Benefits include:

- **Exclusive Sponsorship of the Welcome Reception**
 - Inclusion in pre-show email sent to all registered attendees promoting the event
 - 2 hours of exclusive cocktail reception sponsorship
 - On-site signage highlighting your company's sponsorship
- **One (1) 75-minute Speaking Slot**
- **6' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**
 - The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

Notes: Day Zero Platinum sponsorship is subject to the following terms and conditions:

1. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
2. Welcome Reception event to run 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
3. Databases will be emailed within 2 business days of the event's conclusion.
4. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
5. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
6. Information from DPS will be delivered 5 days post-show.

Gold Level Sponsorships

The Gold sponsorship package gives the sponsor access to attendees before, during and after the conference. Benefits include:

Gold Plus Level Sponsorships\$33,000; £21,000

- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **6' Table Sponsor Display**
- **One (1) 75-minute Speaking Slot**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Three (3) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**

Gold Level Sponsorships\$22,500; £14,500

- **6' Table Sponsor Display**
- **One (1) 75-minute Speaking Slot**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Three (3) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**

Notes: Gold sponsorships are subject to the following terms and conditions:

1. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event.
2. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
3. Session chair drop subject to BriForum management review and approval. Session Chair drop materials to be provided by sponsor.
4. Information from DPS will be delivered 5 days post-show.

Silver Level Sponsorships

Silver Level Sponsorships**\$11,500; £7300**

The Silver sponsorship package provides a great way to keep your company top of mind with Attendees. Benefits include:

- **6' Table Sponsor Display**
- **Three (3) Complimentary Conference Passes**
- **One (1) Delegate Profile System (DPS)**

Notes: Silver sponsorships are subject to the following terms and conditions:

1. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$950/£595 will be charged for each additional sponsor attendee.
2. Information from DPS will be delivered 5 days post-show.

Healthcare Sponsorships

Healthcare session sponsorship (one available per city)\$25,000

Minimum silver sponsorship level spend or \$35,000 for just healthcare session

Why healthcare? In a recent pulse survey out to our audience of healthcare IT pros we found that:

57% of health care respondents said they are planning purchase Data Centers, servers & desktops in the next 6 months

30% of those using virtual servers indicated that less than 25% of their servers are virtualized

46% of those currently using virtual desktops expect to spend the most on software upgrades over the next year

69% believe using virtual server technology will help their organization achieve meaningful use

Health Care Session title: **Deploying VDI in the NHS**

Virtual desktops present advantages to NHS IT managers worried about patients' personal health information falling into the wrong hands. But virtual desktop infrastructure deployments cannot succeed without careful attention to networking, storage and server capacity.

This interactive session will help you identify some of the signs that your infrastructure will need an upgrade to support virtual desktop technology.

- Attendance from 20–25 qualified healthcare professionals
- Sponsorship of 30 minute expert presentation
- 15 minute Q&A, interactive dialogue with presenter

Sponsorships At-A-Glance

	Event	Platinum	Platinum Prize	Lunch & Learn	Day Zero	Gold Plus	Gold	Silver
Geek Out Co-Sponsorship	X							
Night One Event Co-Sponsorship		X						
Daily Grand Prize Sponsorship			X					
Welcome Reception Sponsorship					X			
6' Table Sponsor Display	X	X	X	X	X	X	X	X
1 Session Speaking Slot	X	X	X		X	X	X	
1 Lunchtime Speaking Slot				X				
1 Session Chair Drop	X	X	X	X	X	X	X	
Attendee Full Contact Information	X	X	X	X	X	X		
Co-Sponsorship of Daily Agenda	X							
Lanyard or T-Shirt Sponsorship		X						
Morning Refreshment or Lunch Brand Sponsorship	X							
Delegate Profile System	2	1	1	1	1	1	1	1
Complimentary Event Passes	Six	Four	Four	Four	Four	Three	Three	Three
Total	\$60,000 £38,000	\$50,000 £32,000	\$45,000 £28,500	\$40,000 £25,000	\$40,000 £25,000	\$33,000 £21,000	\$22,500 £14,500	\$11,500 £7,300

Additional Event Marketing Opportunities*

Looking for ways to complement your sponsorship? The following additional event marketing opportunities are designed to increase your brand by creating long term brand awareness. These opportunities must be purchased in conjunction with an Event, Platinum, Gold, or Silver Sponsorships.

Tote Bag Sponsorships\$10,000; £6,500

The Conference Tote Bag consists of a black bag with one white logo for the sponsor on both sides of the bag. The bag is distributed to all BriForum attendees. Sponsor has the opportunity to include white papers, case studies, gifts, etc. Upgrades to a Conference Backpack are available – please see your TechTarget sales representative for pricing.

Session Collateral Chair Drop¹\$2,000; £1,300

With the session chair drop, your company has the opportunity to provide the attendees with white papers, case studies, demos, gifts, etc. which are delivered directly to the attendees' chairs in the general session.

Official Internet Kiosk Sponsor\$7,500; £4,900

As the official internet kiosk sponsor, you have the opportunity to provide hands on use of your desktop virtualisation solution as it delivers internet to show attendees at the designated kiosk area².

Delegate Profile System (DPS)\$600; £400

The DPS is a lightweight, self-contained, handheld wireless scanner (a Pocket PC device) which contains TechTarget's internally developed delegate profile software. The delegate profile software is pre-installed on the DPS unit and is ready for use. The DPS provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

Conference Pass.....\$950; £595

This pass gives access to editorial sessions.

* The additional event marketing opportunities must be purchased in conjunction with Event Level, Platinum Level, Gold Level, or Silver Level Sponsorship.

About TechTarget

TechTarget (NASDAQ: TTGT) publishes integrated media that enable technology providers to reach targeted communities of technology professionals and executives in all phases of their decision-making and purchase process. Through its industry-leading websites, conferences and ROI-focused lead management services, TechTarget delivers measurable results that help marketers generate qualified leads, shorten sales cycles and grow revenues.

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¹ To be provided by sponsor.

² Sponsor must provide hardware to run kiosks.