TECHTALK SUMMITS EVENTS 2021

From our origins offering after work regional networking events for technology professionals, to the debut of the recent virtual Analyst Series, TechTalk Summits has quickly taken the lead as the #1 summit event producer and marketer. Whether live or virtual, our unique format provides busy IT professionals with the information to explore emerging trends and technologies and aggregate the information to make qualified decisions.

TechTalk Summits events are the ideal environment to share your company's innovations, gain exposure for your solutions, and foster new connections. Our sponsors benefit from generating qualified leads from C-level and technology management professionals from enterprise to SMB. **TechTalk Summits events ensure that your company and solutions are seen and heard by the people who matter – the people making technology buying decisions.**

MULTI-SPONSOR EVENTS BY CITY

Empower your regional sales teams to reach and access the leads they need. We do all the work to engage attendees looking for information to stay informed on topics from data analytics, security, 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
- Exclusive for your specific technology (no competitors)
- Marketed by city for targeted sales leads
- 15-minute pre-recorded presentation
- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page
- Inclusion in custom marketing blast
- Wine selection shipped to each attendee post event
- Brief Sommelier-led wine presentation during event
- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company profiles and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- $2750 per sponsorship (bulk discounts available)

MULTI-SPONSOR REGIONAL ANALYST SERIES

TechTalk has partners with the #1 global analyst firm, IDC, to attract professionals who rely on analysis and research to make buying decisions. Each of the Analyst Series events starts with a presentation by a senior IDC analyst on "Covid Disaster Recovery: A CIO Guide" and is followed by companies respected as leaders within their sector.

Sponsorship of Regional Analyst events look 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 pre-recorded presentation

- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page
- Inclusion in custom marketing blast
- Wine selection shipped to each attendee post event
- Brief Sommelier-led wine presentation during event
- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company profiles and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- $5000 per sponsorship (bulk discounts available)

ANALYST SERIES, NATIONAL EVENTS BY THEME

Ask about TechTalk Summits events based around the top topics of today that are driving technology purchases across the enterprise. This series gives C-level executives across industries strategic analysis of topics and technologies from CIO Strategy, MarTech, HealthTech, Risk & Security, to HR. Expect new additions with demand as this powerful series gains momentum.

The Analyst Series sponsorship includes:

- Senior IDC analyst starts event with presentation pertinent to event theme
- Marketed nationally to decision making titles relevant to event theme
- 15-minute pre-recorded presentation
- Post-event registration list with access to all registrant data
- Logo, abstract and speaker bio on event landing page
- Inclusion in custom marketing blast
- Wine selection shipped to each attendee post event
- Brief Sommelier-led wine presentation during event

- IDC research made available to each attendee
- Opportunity to provide TechTalk with target accounts/company profiles and titles for inclusion in marketing outreach
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name
- $7500 per sponsorship (bulk discounts available)

SOLE SPONSHORSHIP CUSTOM EVENTS

From sporting events, cruises and to private wine dinners, TechTalk Summits tailors the event to fit your audience, budget and goals – you decide and we'll make it happen.

- Marketed to your specified target accounts/company profiles, titles, and region
- Lead guarantee provided based on specified marketing parameters
- Option for Sommelier presentation and wine sent to attendees pre/post event
- Customized event format (roundtable, content/Q&A blend, customer use case, etc)
- Customized event landing page and marketing blast
- Post-event registration list with access to all registrant data
- Hosting options: 1) ON24 webinarplatform; or 2) TechTalk virtual world with avatars and private, branded breakout rooms
- Event remains available on TechTalk on-demand for 30 days
- All event resources available on TechTalk Resources pages, searchable by event, title, sponsor name

For more information contact

JOE HEALY
c: 978.421.7256
joe@techtalksummits.com
▶ Find more information at techtalksummits.com