

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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