

## TechTarget Worldwide ROI Summit 2014 Opportunities

# Grab the attention of several hundred senior-level decision makers from top tech companies

The TechTarget Worldwide ROI Summit helps technology marketers survive the ever-changing landscape of online marketing and the endless scrutiny of proving ROI.

Sponsors will be able to network with several hundred marketing executives at five events in London, Munich, Boston, San Francisco, and Austin, TX—including CEOs, CMOs, Presidents, VPs and Directors of technology companies, from; Apple, Cisco, HP, IBM, Microsoft, and Trend Micro.

### TechTarget Worldwide ROI Summit sponsor packages

#### Official prize sponsorship package includes:

- Speaking opportunity: 5 minute video or presentation during lunch
- Company sponsorship of event prize (selected at TechTarget's discretion) to be given away by TechTarget employee at the close of sessions
- One (1) 6' tabletop exhibit for networking with delegates during breaks and throughout the event
- Signage in the event lobby and tabletop signs on each table
- Brand presence on the event website
- Inclusion of company logo in two (2) event email promotions
- Sponsor will be invited to attend any scheduled networking events.  
*Please note: No tabletop or collateral materials will be permitted at the reception.*

#### Impact sponsorship package includes:

- One (1) 6' tabletop exhibit for networking with delegates during breaks and throughout the event
- Signage in the event lobby
- Brand presence on the event website
- Inclusion of company logo in two (2) event email promotions
- Sponsor will be invited to attend any scheduled networking events.  
*Please note: No tabletop or collateral materials will be permitted at the reception.*

### 2014 Highlights

#### Attendee Highlights

15%: CEO/CMO/VP of Marketing  
17%: Director of Marketing  
68%: Manager /Agency/Other

#### Sample of Attendee Companies

Adobe	Alcatel/Lucent
Apple	Arrow ECS
CA Technologies	Cisco
Dell	EMC
Google	Hitachi
IBM	Intel
Microsoft	Oracle
SAP	Symantec
Trend Micro	VMware

#### Rave Reviews

"Most valuable was the ability to get away from the day-to-day, get great research, expert advice, new perspectives and ideas I plan to take back with me."

—Maxine Bingham, Director of Advanced Marketing and Communications, IBM

"A great day learning, networking, brainstorming @TechTarget Worldwide ROI Summit. Definitely check it out when it comes to..."

—@BravoMarketer

"It was the single most valuable professional conference I've been to in years. The media consumption report is an excellent resource!"

—Cheryl Kopka, Senior Marketing Analyst, Enventis Telecom

#### For more information contact:

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## Sponsor packages pricing

MAIN  
EVENT

**London, UK**—100 attendees

- Official Prize Sponsorship \$25k—1 available
- Impact Sponsorship \$15k—4 available

**Munich, GE**—50 attendees

- Official Prize Sponsorship \$25k—1 available
- Impact Sponsorship \$15k—4 available

**Austin, TX**—75 attendees

- Impact Sponsorship \$10k—exclusive

\*\$2500 upgrade available for 5-10 min speaking slot during networking lunch

MAIN  
EVENT

**Boston**—150 attendees - TechTarget Headquarters - 275 Grove Street, Newton MA

- Official Prize Sponsorship \$20K —1 available
- Impact Sponsorship \$10K —2 available

MAIN  
EVENT

**San Francisco**—150 attendees

- Official Prize Sponsorship \$20K —1 available
- Impact Sponsorship \$10K —4 available

TechTarget has the right to determine changes. Rev 1/6/2014