

Three cities. 900+ IT pros.  
Billions in storage budget.  
One unmatched opportunity.

2013

Storage Decisions  
Conferences

Chicago | New York | San Francisco



If your

**business growth**

depends on talking to buyers of storage,  
backup and disaster recovery planning  
solutions, then you need to be at the

**Storage Decisions**

conferences in Chicago, New York,  
and San Francisco. Period.

To members of the IT marketing community,

## Your job has never been more difficult.

Believe me, I know. I talk to your peers every day. Every line item in your budget is scrutinized, every expense needs to be justified. Every decision you make will either be praised—or trashed—by both the executive team and the sales organization. The pressure is on for you to produce.

This dynamic makes Storage Decisions sponsorship an easy call to make.

Since 2001, Storage Decisions has been the one and only event where technology marketers meet an audience comprised exclusively of hundreds of pre-qualified IT pros from end-user companies with million dollar-plus storage budgets. This is the storage market, in one room at one time and in the mode to talk to prospective vendors and shop for storage solutions. Simply put, you're either at Storage Decisions to drive new business—or you're missing out while your competitors are talking to your customers and prospects.

And while the model for this conference is proven, tried and true—we aren't resting on our laurels. We're constantly working on new, creative ways to engage our audience and promote interaction with our sponsors.

I invite you to read through this document, and schedule time with your account manager and me to talk about all of the new exciting opportunities and speakers we have planned for this year's conferences. I'm very excited about the Storage Decisions Series in 2013 and looking forward to talking more with you about how we can help you reach your goals and objectives.

Best regards,



*Jillian Coffin*

*Publisher, Storage Media Group  
TechTarget*

# Big budget storage buyers, and nothing but...

Every delegate of our Storage Decisions conferences applies for attendance and goes through a rigorous screening process for approval. The net result: every single delegate meets the stringent criteria of IT professional with a million dollar storage budget. So your team doesn't sift through a crowd looking



for qualified leads—every conversation is valuable and everyone's time is very well spent.

## All new, every year

Each year, our editorial team works with our independent expert speakers to create and agenda that addresses the most urgent needs of our attendees. So the

discussions your team has with the attendees naturally address these issues—and how your solutions can fix these challenges.

## Turnkey, interactive, productive

All of our sponsorship packages emphasize turnkey logistics, so it's easy to sponsor Storage Decisions. But more importantly, every aspect of your sponsorship package will initiate communication and interaction with our premium audience. Why just gather leads for a CRM database when you can start conversations that lead to sales?

## CHICAGO

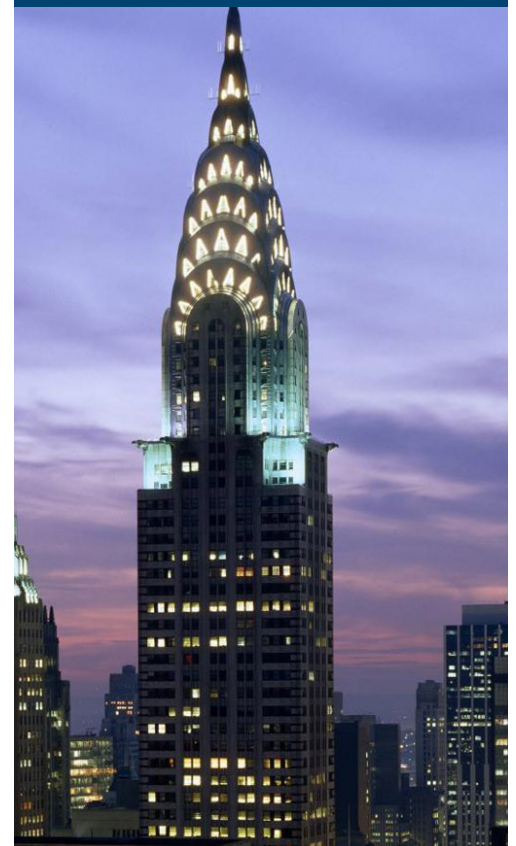
June 11–12, 2013  
200+ attendee goal

## NEW YORK

September 16–17, 2013  
500+ attendee goal

## SAN FRANCISCO

November 7, 2013  
150+ attendee goal



More decisions-makers.  
More purchasing power.

**100%**  
have a storage budget over \$1 million  
*(NY, Chicago 2012)*



**100%**  
are technical decision makers  
*(NY, Chicago 2012)*

**30%**  
store 1 petabyte or more of storage at their organization  
*(NY, Chicago 2012)*

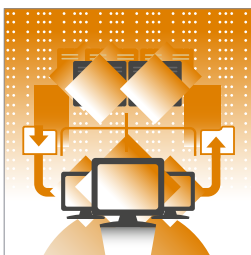
**32%**  
backup 100+ terabytes of storage nightly  
*(NY, Chicago 2012)*

**60%**  
are management level and above  
*(NY, Chicago 2012)*

**15+**  
technical breakout sessions that drive end user attendance  
*(NY 2012)*

**60%**  
have over \$2 million in annual expenditures for storage products including hardware  
*(NY, Chicago 2012)*

**42%**  
come from companies with an estimated revenue of \$1 billion+  
*(NY, Chicago 2012)*



**91%** felt this year's agenda provided tips they could implement immediately  
*(NY 2012)*

**96%**  
would recommend Storage Decisions to a colleague  
*(NY 2012)*

“Being able to **connect** with fellow storage peers is definitely one of the best aspects of this show.”

*Storage DBA, Survey Sampling International LLC*

**Industries represented**

New York 2012 Conference

|                                    |     |
|------------------------------------|-----|
| Financial/Banking/Ins./Real Estate | 32% |
| Healthcare/Health services         | 12% |
| Education                          | 11% |
| Government                         | 9%  |
| Other                              | 8%  |
| Retail/Wholesale                   | 5%  |
| Publishing/Broadcast/Media         | 5%  |
| Business services/consulting       | 3%  |
| Communications/Telecom supplier    | 3%  |
| Utility                            | 2%  |
| Mfg./Industrial (non-computer)     | 2%  |
| Travel/Hosp./Rec./Entertainment    | 2%  |
| Computer services/consulting       | 2%  |
| Mfg. consumer goods                | 2%  |
| Transportation/Distribution        | 2%  |

## 2013 Sponsorship Opportunities

### All Storage Decisions Conference sponsors receive:

- Logo and reciprocal hot links on the Storage Decisions event page
- Company logo, 50 word company description and listing as a sponsor in the Storage Decisions event handbook
- One (1) lead retrieval unit
- 1 5X10 foot table
- 2 passes
- Customer invites subject to TechTarget's qualification process

### Storage Decisions New York Conference sponsorships

#### Platinum sponsorship *(Two available per city)*

Tech In Action speaking opportunity—30 minutes, 21 slide maximum

- Names and qualification data of Tech In Action session attendees

Entire delegate database—attendees and confirmed

Two (2) 5X10 foot tables

USB Sponsorship

- All attendees receive branded USB port pre-loaded with expert sessions presented at the show
  - USB picked up at company's booth

#### Gold sponsorship *(Five available per city)*

Choose one from the two opportunities below:

1. Rapid Fire Sponsorship\* *(Three available)*
  - 10 minute speaking opportunity to the entire audience
2. Industry Luncheon Sponsorship\* *(Two available)*
  - 30 minute speaking opportunity *(21 slide maximum)*
  - 30 minutes for face-to-face dialogues
  - Names and qualification data of luncheon attendees

Entire attendee database

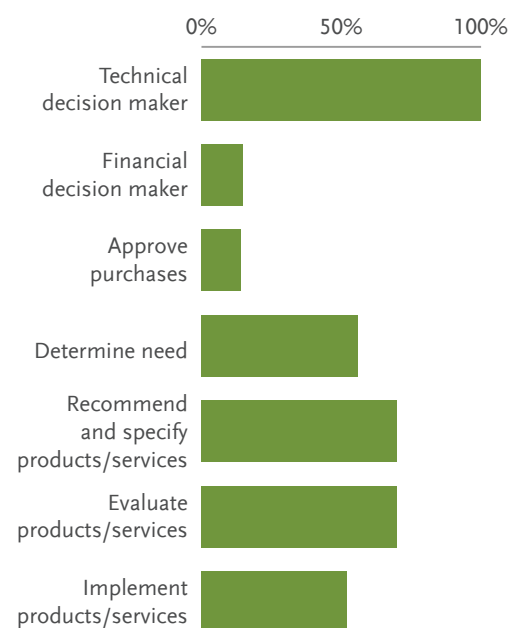
\* Rapid Fire and Industry Luncheon sponsorships are a on a first-come, first-serve basis

“We’re looking to refresh our storage environment in the next few months so the **timing** of Storage Decisions is just right for us.”

*Senior Manager,  
Law School  
Admission Council*

#### Decision Making Power

New York 2012 Conference





## Silver sponsorship *(Six available per city)*

Choose one from the six opportunities below:

- Pocket Guide and Program branding sponsorship
- Pen and Notepad branding sponsorship
- Charging station branding sponsorship
- Lanyard branding sponsorship
- Coffee Break Day 1 sponsorship
- Coffee Break Day 2 sponsorship

An additional 300 leads deduped against those scanned at your table

Additional New York Conference sponsorships:

## Industry Partner Package

An additional 150 leads deduped against those scanned at your booth

## Pavilion sponsorship

## Emerging Technology sponsorship\*

*(Twelve available per city)*

10 minute speaking opportunity in general session—7 slide maximum  
Space in the ETS Pavilion on the show floor  
Banner with company logo

## Storage Decisions Chicago and San Francisco sponsorships

## Event sponsorship *(One available per city)*

Speaking opportunity—30 minutes, 21 slide maximum  
Association with grand prize raffled, example: Amazon gift card  
Wifi sponsorship branding  
Morning chair drop  
Two (2) 5X10 foot tables  
Official exhibit hall sponsor: exhibit hall signage branded with event sponsor logo. Additional branding to include table-tents and floor decals branded with sponsor logo  
Receive both attendee and approved-to-attend databases—full contact information and qualification data per terms/conditions noted in your contract

\* Must be a company with a new, innovative solution to showcase



“The exhibit hall is very useful, talking to all the **different** representatives, seeing their competitive offerings. It’s very helpful!”

*Technology Hardware Associate,  
Morgan Stanley*

## Platinum sponsorship *(Two available per city)*

Speaking opportunity—15 minutes, 9 slide maximum

- Speaking opportunity to occur in morning vendor showcase, not competing with editorial sessions

Receive both the attend and approved-to-attend databases—full contact information and qualification data per terms/conditions noted in your contract

## Gold sponsorship *(Twelve available per city)*

Speaking opportunity—10 minutes, 7 slide maximum

- Speaking opportunity to occur in one of two afternoon vendor showcases running concurrently allowing each gold sponsor to speak to approximately half of the audience

Receive the attendee database—full contact information, no qualification data per terms/conditions noted in your contract

## Silver Sponsorship

## SilverPlus Sponsorship

Receive the attendee database—full contact information and qualification data per terms/conditions noted in your contract

## Add-on Demo Center sponsorship

*(Chicago only, three available)*

Demo topics available:

- Storage for Virtual Environments
- Backup and Data Protection
- Cloud Backup/Storage

30 minute exclusive sponsorship

- 20 minute speaking opportunity to demonstrate how product works
- 10 minutes of Q&A

Chair drop at demo center

List of scanned attendees

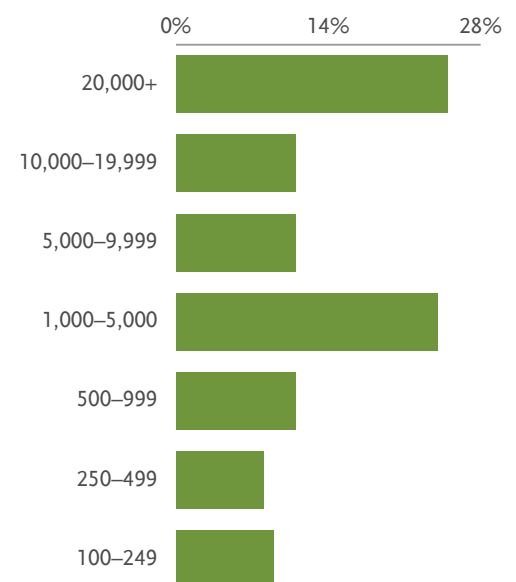
**\$5K** upgrade option: product demo filmed by TechTarget production team for promotion/personal use

“100% would come back to this event. Great content. A lot of valuable, useable knowledge packed into one hour sessions.”

*Network Administrator,  
The Institute for Family Health*

### Company size

New York 2012 Conference





## Add-on Opportunities for New York and Chicago Conferences

### Workshop sponsorship

*(One available per city for NY and Chicago)*

- 15 minute speaking opportunity—9 slide maximum
- Exclusive workshop branding on signage
- Exclusive branding on folder handed out to attendees with workshop directions
- 1X sponsor white paper in folder handed out
- List of scanned attendees
- Coffee break branding
- Pen sponsorship

### Breakfast sponsorship

*(Two available in NY, One available in Chicago)*

- 1 hour additional networking time
- 20 minute speaking opportunity—15 slide maximum
- 40 minutes for face-to-face networking time
- 20+ attendees
- Names and qualification data of luncheon attendees

## Conference premiums for New York, Chicago and San Francisco

- Chair drop
- Editorial Vendor Video sponsorship
- Ask the Expert Zone *(NY and Chicago only)*
- Vendor Video recording sponsorship
- Hotel Welcome Bag sponsorship
- Mobile App sponsorship *(Chicago and NY only)*
- USB Port sponsorship *(Chicago only)*
- Presentation Download Track sponsorship
- Additional 5X10 table
- Sports Suite sponsorship
- Tweet up sponsorship
- Transportation sponsorship
- Pre-event email to confirmed attendees  
*(Three available per city)*

“The Ask the Expert Zone gave very useful insight which validated my approach to an upcoming project ”  
*CTO, QuisLex*

**For more information,  
please contact:**

**Sean Matthews**

Sales Director, East  
Storage Media Group  
Phone: 617-431-9414  
Email: [SMatthews@techtarget.com](mailto:SMatthews@techtarget.com)

2012 Storage Decisions Sponsors



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### About TechTarget

TechTarget (NASDAQ: TTGT) is the online intersection of serious technology buyers, targeted technical content and technology providers worldwide. Our extensive network of online and social media, powered by TechTarget's Activity Intelligence™ platform, redefines how technology marketers view and engage technology buyers based on their active projects, specific technical priorities and business needs. With more than 100 technology-specific websites and a wide selection of custom advertising, branding, and lead generation solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology marketing success around the world.

TechTarget has offices in Atlanta, Beijing, Boston, Cincinnati, London, Paris, San Francisco, Singapore and Sydney.

To learn how you can engage with serious technology buyers worldwide, visit [techtarget.com](http://techtarget.com) and follow us @TechTarget.

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