

Record Videos and Product Demos at Tech Ed

We have a professional camera crew at Tech Ed to capture the technical highlights and your expert reaction and interaction to our interview questions. Extend your ROI at TechEd and capture your experts on camera.

Benefits

All Opportunities Include:

- Professional video production and editing
- 3 month listing on ITTV
- Extend Your Tech Ed ROI!

OPPORTUNITIES:

COMBINATION DEEP-DIVE DEMO

- 30 minute demo recorded live at Tech Ed at our studio
- Studio quality and editing
- Promotions galore with a minimum of 500,000 promotional impressions to our 2.5M on-line visitors
- Pavilion sponsorship at the Taste of Tech Ed VTS on August 25th
- Listed in our library for six months

Investment: \$9,500

Your speaker should bring laptop with a pre-loaded demo to present at our studio.*

*we will have live internet available but due to the unpredictable nature of the trade-show environment we do not encourage demos to be conducted in this manner

TECH ED VIDEO OPTIONS

| | Interview Video Option | Deep Dive Demo Video Option |
|----------------------------------|---|---|
| Program Type | On Demand Video | On Demand Demo |
| Length | 1-3 Minutes | 30 minutes |
| Promotional Impressions Included | Minimal | 500,000 Minimum Impressions |
| Production Details | <ul style="list-style-type: none"> • We record at Tech Ed • Professional editing included | <ul style="list-style-type: none"> • We record at Tech Ed • Professional editing included |
| Additional Features/Promotions | | <ul style="list-style-type: none"> • Includes pavilion booth in our Taste of Tech Ed VTS |
| Program Duration | 6 months online | 6 months online |
| Unique ROI Highlights | Reach and exposure to 2.5M IT pro's per month for 6 months | Leads from demo for 6 months, and leads from pavilion booth at VTS |
| Investment | \$1,750 Net | \$9,500 Net |

INTERVIEW

- Production-quality, 1-3 minute video
- Featuring your message and Editor's comments
- Record at our booth with one of our editors

Investment: \$1,750

Or **\$5,000** for video and Pavilion Booth at Taste of Tech Ed

Specifications: We need your name, name of your speaker, cell phone and e-mail for your speaker, 5 possible topics you'd like for our interviewee to cover, and two to three possible interview times. We'll do the rest!

Spots are limited to nine advertisers, hurry and reserve your spot today!

See reverse for information on Taste of Tech Ed Virtual Tradeshow (VTS) ►

Taste of Tech Ed Virtual Tradeshow (VTS)

Windows IT Pro, SQL Server Magazine, DevPro Connections and SharePoint Pro Connections...? love Tech Ed. Extend your Tech Ed ROI with your sponsorship of our Taste of Tech Ed Virtual Tradeshow, Live August 25th, 2010.

Sponsor Benefits

All Sponsorships Include:

- Traffic to your demo or booth
- Logo on marketing and reg page
- Live attendees and registration leads
- 1M impressions promoting the event

Sessions: The great content and information from core Tech Ed sessions will continue online after June! Members from our Best of Tech Ed judging panel and renowned industry experts, Mike Otey and Paul Thurrott will present highlights around innovation and progress in the world of IT to kick off A Taste of Tech Ed in the keynote session. Sessions following key note will be around topics on:

- Virtualization and Management
- SharePoint
- Exchange
- Development
- SQL

Keynotes and Technical Sessions straight from Tech Ed provided by Microsoft!

TWO SPONSOR LEVELS:

PAVILION BOOTH INCLUDES:

- Interactive exhibit managed by you
- Your collateral made available to attendees
- All booth leads delivered in priority order
- Interact with potential leads through interactive chat
- Logo on Pavilion Sponsor page
- Feature your demo in your booth, you can provide or *we can record

Investment: \$3,500 Net

- Check Out Microsoft® Tech Ed Online at: www.msteched.com/online/home.aspx

Microsoft, Windows IT PRO and SQL Server Magazine will all be promoting this highly acclaimed Taste of Tech Ed VTS to IT Pro's.

TECH ED VIDEO OPTIONS

| | Premier VTS Sponsorship | Pavilion Booth Sponsorship |
|---|---|--|
| Program Type | 30 Minute On Demand Video Demo or one hour webcast as part of Taste of Tech Ed Live Event | Interactive area that you manage as part of a Taste of Tech Ed Virtual Event |
| Length | One Hour Webcast or 30 Minute Demo | ½ day virtual event, interactive chat session |
| Promotional Impressions Included | 1M Minimum Impressions to promote event | 1M Minimum Impressions to promote event |
| Production Details | <ul style="list-style-type: none"> • We can record at Tech Ed, other options available • Training on interface will be scheduled prior to event | <ul style="list-style-type: none"> • August 25th, 2010 ½ day online • Training on interface will be scheduled prior to event |
| Additional Features/Promotions | Includes pavilion booth in our Taste of Tech Ed VTS | <ul style="list-style-type: none"> • Leave collateral at the booth • Engage in chat with live attendees |
| Program Duration | 4 Hour Live Event and On Demand for 6 months | 4 Hour Live Event |
| Unique ROI Highlights | Leads from attendees who attend your demo/booth | Leads from attendees who attend your booth |
| Investment | \$15,500 Net | \$3,500 Net |

PREMIER

- One-hour technical presentation webcast pre-recorded by your industry expert or our Deep Dive Demo Recording recorded by our video professionals at Tech Ed
- Receive all registrant leads
- Video promotion to show case relevant during our expert sessions
- Product Highlight badge at entry way of exhibit hall calling out your product category expertise
- Scheduled demo time to showcase your pre-recorded product demo in a live session format
- Your demo available posted on our site and available on demand to over 2.5M IT pros per month (6 month duration)

Investment: \$15,500 Net *Additional Demos Recorded for \$5,000 Net

Hurry, sponsorships are limited!

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