



February 7, 2013
Santa Clara Convention Center
Santa Clara, California



TECHNOLOGY CONVERGENCE™ CONFERENCE

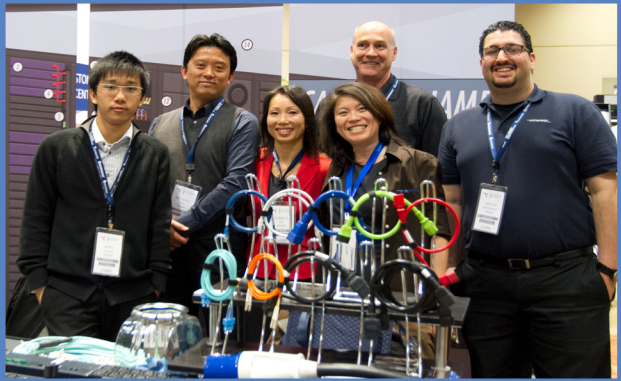
SPONSORSHIP PROSPECTUS



Celebrating
TCC's 5th
Anniversary!



Where Data Center, Facilities,
and Technology Groups Converge



Produced & Managed By:

TELADATA

Consultants for Converging Technologies

WHAT PAST SPONSORS ARE SAYING...

“The Technology Convergence Conference has quickly established itself as a key forum for exchanging information in this dynamic profession. We are thrilled not only to be a sponsor, but also to contribute to the learning, knowledge and ideation that have become part of this must-attend event.”

Mike Wolff, President of Project Solutions Group

“This show was extremely well run, substantially attended and I thoroughly enjoyed getting to know folks from Cisco and USPS among others at the booth and at the post-event mixer. Great job!”

Greg Nelson, Founder/CEO of LanJam

“We felt like the speakers, subjects and exhibitors were all the best yet. The energy was vibrant and Teladata did a great job of bringing it all together, from a great Keynote Speech to the reception at the end.”

Dean Walles, Senior Account Executive at Polargy

“It was a comfortable atmosphere without the hard sell of so many other conventions or conferences. I was gratified to see attendees and sponsors interact, share, learn, and leverage the vast wealth of knowledge and experience present.”

Erick Sturm, COO and Vice President of Marketing at Computer Air/Power Systems, LLC

WHAT PAST ATTENDEES ARE SAYING...

"One of the best conferences I've been to! It was a great use of my time."

CEO, Shore Associates

"I definitely would attend another conference from TELADATA. The event had a good mix of topics & speakers. It was exceptionally well-presented and organized. Thank you!"

IT Manager, Symantec

“The TCC is one of the rare occasions to participate in an event that is truly about the user.”

Pascal Finette, Director of Open Innovation Group, Mozilla

“Unlike many symposiums the TCC offers a unique opportunity to not only here from the experts on the latest technologies but also provides a forum to meet, interact, and discuss real operational questions and issues with your local peer group from many of the biggest names in the industry.”

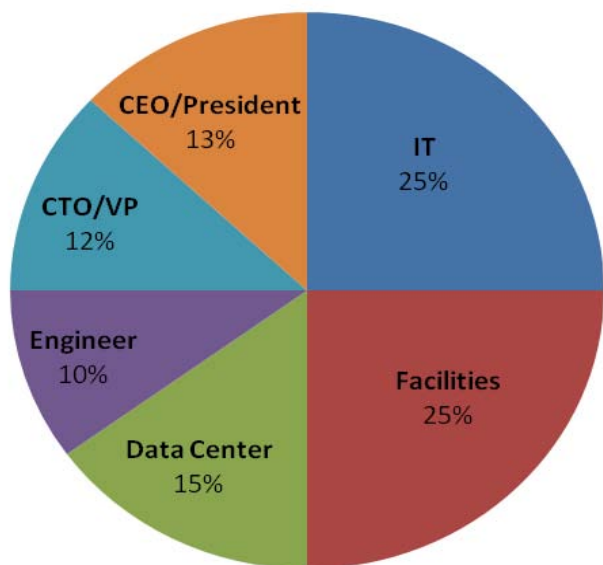
Jerry Green, Solutions Design Manager at Cisco



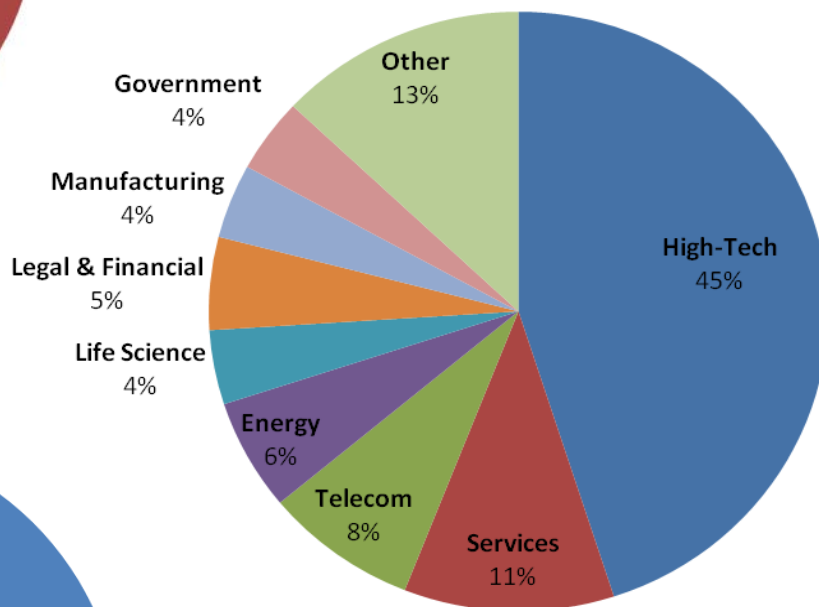
Who Attends the TCC?

Attendee Demographics*

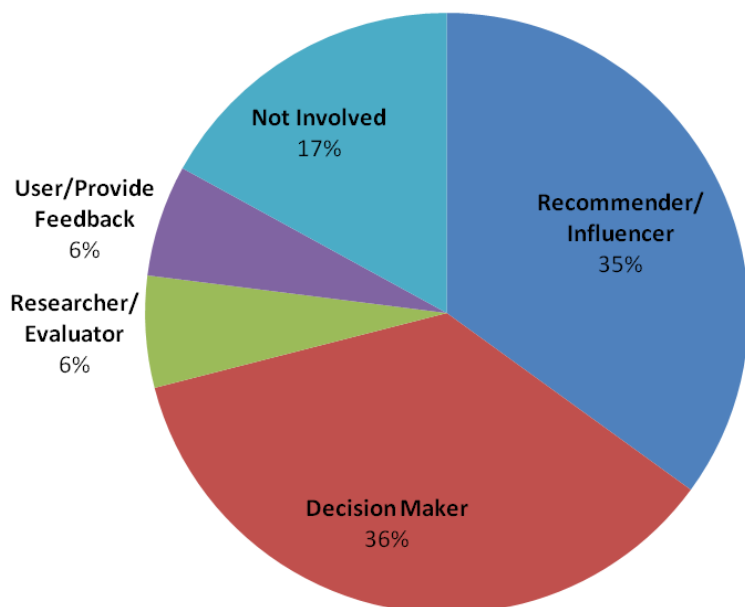
Role Breakdown by Title



Industry Breakdown



Purchasing Role



83% of attendees have purchasing influence!

Platinum Sponsorship Exhibitor and Speaker Package

	<i>Valued At</i>
Pre-Event Benefits:	
• Company logo prominently displayed in all e-mail and direct mail campaigns delivered to over 20,000 IT, Facilities, Data Center Professionals, and C-Levels nationwide	\$ 2,000
• One year recognition on the TCC website with hot link to your company's website (averages over 4,000 visitors per event)	\$ 4,000
• Social media promotion and company recognition on the LinkedIn, Facebook, and Twitter TCC pages	\$ 2,000
• Company press release will be posted on the "News & Events" page of the TCC website	\$ 500
• 3 Booth Staff (a value of \$499 per ticket)	\$ 1,497
• 15 Complimentary Client Tickets (a value of \$499 per ticket)	\$ 7,485
• Opportunity to purchase an additional 25 tickets at a discounted rate (\$175)	\$ 4,375
• Invitation to attend and Platinum Sponsorship Recognition during Welcome Reception	\$ 3,000
Benefits During Event:	
• Premier 20' X 10' Exhibit Space with prime visibility in central location (includes two 6' tables with linen & skirt and two chairs)	\$ 20,000
• Speaking opportunity during lunch breakout session (20 minutes)	\$ 10,000
• Company logo rotating on 9 plasma screens in the Mission City Ballroom	\$ 1,000
• Company logo prominently displayed on all signage throughout the conference floor	\$ 4,000
• Complimentary gourmet catered breakfast, lunch, and evening appetizer reception	\$ 500
• Full page color ad in the TCC Program Book	\$ 10,500
• Company and contact information in the Program Book (maximum 1,500 characters)	\$ 300
• Opportunity to provide one company literature item in Delegate tote bags	\$ 500
Post-Event Benefits:	
• Company logo on post-show presentations web page	\$ 2,000
• Priority booth selection and discount pricing for 2014 conference	Priceless
• Attendee contact information after the conference (does not include email addresses)	Priceless
• Lunch presentation will be posted on TCC website after the event	\$ 1,000
Total Package Value	\$ 73,657
Package Price	\$ 20,000
Early Bird Price	\$ 17,000
<i>Reserve by October 1, 2012</i>	

**** Package does not include internet or electrical access (see page 10)**

*****No more than 2 firms to occupy booth space.**

Gold Sponsorship Exhibitor Package

	<i>Valued At</i>
Pre-Event Benefits:	
• Company logo prominently displayed in all e-mail and direct mail campaigns delivered to over 20,000 IT, Facilities, Data Center Professionals, and C-Levels nationwide	\$ 2,000
• One year recognition on the TCC website with hot link to your company's website (averages over 4,000 visitors per event)	\$ 4,000
• Social media promotion and company recognition on the LinkedIn, Facebook, and Twitter TCC pages	\$ 2,000
• Company press release will be posted on the "News & Events" page of the TCC website	\$ 500
• 2 Booth Staff (a value of \$499 per ticket)	\$ 998
• 10 Complimentary Client Tickets (a value of \$499 per ticket)	\$ 4,990
• Opportunity to purchase an additional 25 tickets at a discounted rate (\$175)	\$ 4,375
• Invitation to attend to Welcome Reception	\$ 2,000
Benefits During Event:	
• 8' X 10' Exhibit Space (includes a 6' table with linen, skirt and 2 chairs)	\$ 13,500
• Company logo rotating on 9 plasma screens in the Mission City Ballroom	\$ 1,000
• Company logo displayed on all Entrance signage and Session signage	\$ 3,000
• Complimentary gourmet catered breakfast, lunch, and evening appetizer reception	\$ 400
• 1/2 page color ad in the TCC Program Book	\$ 3,000
• Company and contact information in the Program Book (maximum 1,000 characters)	\$ 300
• Opportunity to provide one company literature item in Delegate tote bags	\$ 500
Post-Event Benefits:	
• Priority booth selection and discount pricing for 2014 conference	Priceless
• Attendee contact information after the conference (does not include email addresses)	Priceless
Total Package Value	\$ 42,563
Package Price	\$ 13,500
Early Bird Price	\$ 11,475
Reserve by October 1, 2012	

**** Package does not include internet or electrical access (see page 10)**

Silver Sponsorship Exhibitor Package

Valued At

Pre-Event Benefits:

- | | |
|--|----------|
| • Company logo prominently displayed in all e-mail and direct mail campaigns delivered to over 20,000 IT, Facilities, Data Center Professionals, and C-Levels nationwide | \$ 2,000 |
| • One year recognition on the TCC website with hot link to your company's website (averages over 4,000 visitors per event) | \$ 4,000 |
| • 2 Booth Staff (a value of \$499 per ticket) | \$ 998 |
| • 5 Complimentary Client Tickets (a value of \$499 per ticket) | \$ 2,495 |
| • Opportunity to purchase an additional 25 tickets at a discounted rate (\$175) | \$ 4,375 |
| • Invitation to attend Welcome Reception | \$ 2,000 |

Benefits During Event:

- | | |
|---|----------|
| • 6' Tabletop Space (includes a 6' table with linen, skirt and chair) | \$ 8,400 |
| • Company logo will be displayed on all Entrance signage and Session signage | \$ 2,000 |
| • Complimentary gourmet catered breakfast, lunch, and evening appetizer reception | \$ 200 |
| • 1/4 page color ad in the TCC Program Book | \$ 1,500 |
| • Company and contact information in the Program Book (maximum 750 characters) | \$ 300 |

Post-Event Benefits:

- | | |
|--|------------------|
| • Priority booth selection and discount pricing for 2014 conference | Priceless |
| • Attendee contact information after the conference (does not include email addresses) | Priceless |

Total Package Value	\$ 28,268
Package Price	\$ 8,400
Early Bird Price	\$ 7,140
<i>Reserve by October 1, 2012</i>	

**** Package does not include internet or electrical access (see page 10)**



Lunch Sponsorship Non-Exhibitor Package

	<i>Valued At</i>
Pre-Event Benefits:	
• Company logo prominently displayed in all e-mail and direct mail campaigns delivered to over 20,000 IT, Facilities, Data Center Professionals, and C-Levels nationwide	\$ 2,000
• One year recognition on the TCC website with hot link to your company's website (averages over 4,000 visitors per event)	\$ 4,000
• 2 Complimentary Attendee Passes (a value of \$499 per ticket)	\$ 998
• Opportunity to purchase an additional 25 tickets at a discounted rate (\$175)	\$ 4,375
• Invitation to attend Welcome Reception	\$ 2,000
Benefits During Event:	
• Shared 6' table with other lunch sponsors to display one marketing collateral item each	\$ 2,000
• Company logo displayed on all signage in Banquet Room during lunch	\$ 3,000
• Complimentary gourmet catered breakfast, lunch, and evening appetizer reception	\$ 200
• 1/4 page color ad in the TCC Program Book	\$ 900
• Company and contact information in the Program Book (maximum 500 characters)	\$ 300
Post-Event Benefits:	
• Priority for 2014 conference	<i>Priceless</i>
Total Package Value	\$ 19,773
Package Price	\$ 3,000



Keynote & General Session Sponsorship

Non-Exhibitor Package, 1 Available

As the sole sponsor for the keynote address, this is your opportunity to maximize your exposure to the majority of delegates that attend the opening general session. We will provide visual displays of your company logo and you will receive verbal recognition during the event.

	<i>Valued At</i>
Pre-Event Benefits:	
• Company logo prominently displayed in all e-mail and direct mail campaigns delivered to over 20,000 IT, Facilities, Data Center Professionals, and CIOs nationwide	\$ 2,000
• One year recognition on the TCC website with hot link to your company's website (averages over 4,000 visitors per event)	\$ 4,000
• 2 Complimentary Attendee Passes (a value of \$499 per ticket)	\$ 998
• 15 Complimentary Client Tickets (a value of \$499 per ticket)	\$ 7,485
• Opportunity to purchase an additional 25 tickets at a discounted rate (\$175)	\$ 4,375
• Invitation to attend Welcome Reception	\$ 2,000
Benefits During Event:	
• Company logo will be prominently showcased on numerous displays on and around main stage as the exclusive General Session Sponsor	\$ 15,500
• Company logo and name rotating on 9 plasma screens* in the Mission City Ballroom	\$ 1,000
• Verbal recognition given by Convener before keynote address	\$ 5,000
• Complimentary gourmet catered breakfast, lunch, and evening appetizer reception	\$ 400
• 1 page color ad in the TCC Program Book	\$ 10,500
• Company and contact information in the Program Book (maximum 1,500 characters)	\$ 300
• Opportunity to provide one company literature item in Delegate tote bags	\$ 500
Post-Event Benefits:	
• Company logo on post-show presentations web page	\$ 2,000
• Priority for 2013 conference	Priceless
• Attendee contact information after the conference (does not include email addresses)	Priceless

Total Package Value	\$ 56,058
Package Price	\$ 12,000
Early Bird Price	\$ 10,200
Reserve by October 1, 2012	



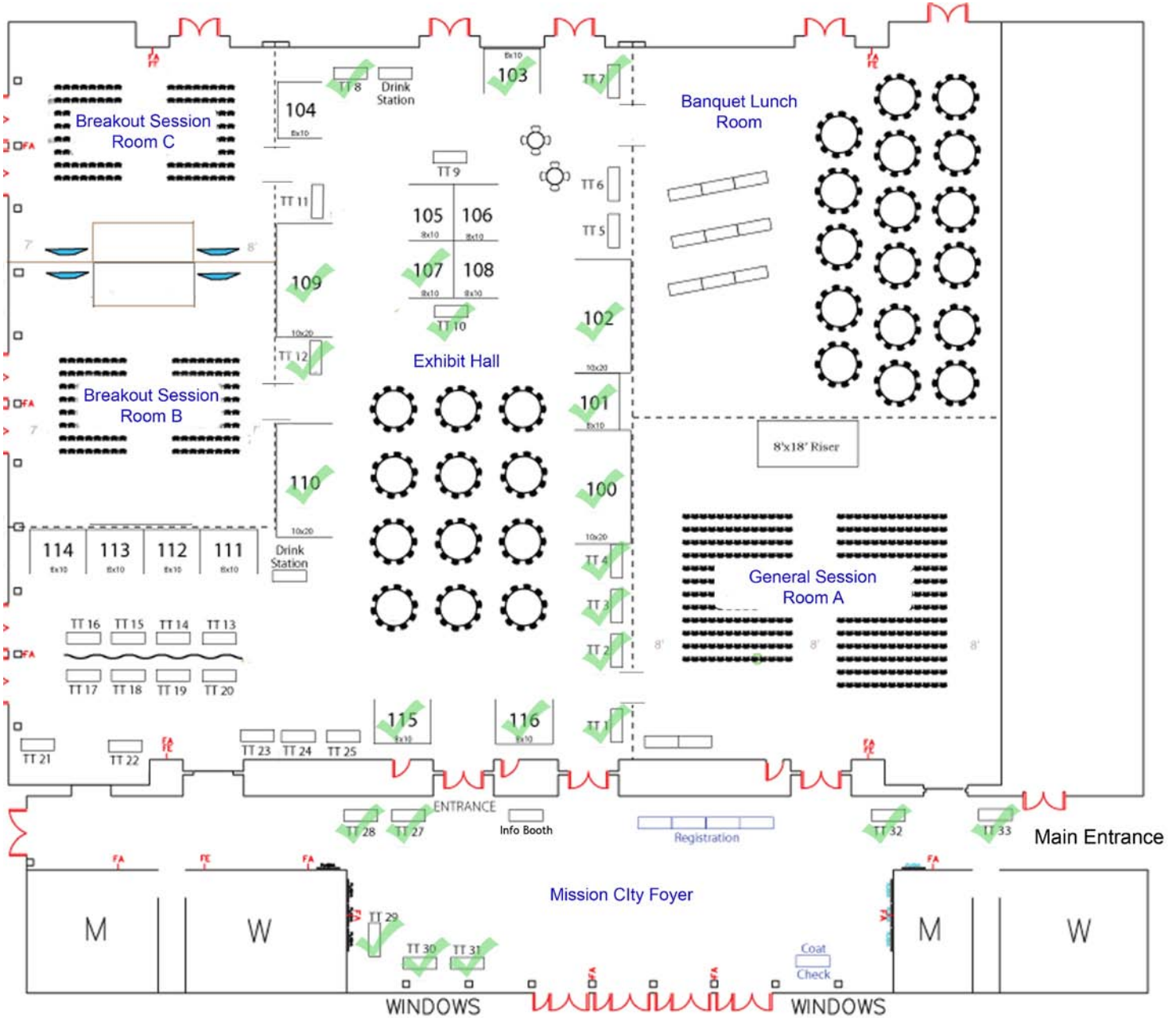
At-A-Glance Sponsorship Comparison

	PLATINUM	GOLD	SILVER	LUNCH	KEYNOTE
	EXHIBITOR & SPEAKER	EXHIBITOR	EXHIBITOR	NON-EXHIBITOR	NON-EXHIBITOR
PRE-EVENT BENEFITS					
TCC Website Promotion	Yes	Yes	Yes	Yes	Yes
TCC Social Media Promotion	Yes	Yes	—	—	—
TCC Print and E-Campaign Promotion	Yes	Yes	Yes	Yes	Yes
# of Booth Passes	3	2	2	2	2
# of Complimentary Client Tickets	15	10	5	—	15
Ability to purchase add'l tickets at discounted rate	Yes	Yes	Yes	Yes	Yes
BENEFITS DURING EVENT					
Exhibit Space	20'x10' Booth	10'x8' Booth	6' Tabletop	Shared Tabletop	—
Speaking Session Opportunity	Yes	—	—	—	—
Digital Signage Exposure	Yes	Yes	—	—	Yes
Show Floor Signage Logo Branding	Yes	Yes	Yes	Yes	Yes
News Announcements on TCC Website	Yes	Yes	—	—	—
Size of Full-Color Advertisement in Program Book	1 Full Page	1/2 Page	1/4 Page	1/4 Page	1 Full Page
Literature Item in Attendee Tote Bag	Yes	Yes	—	—	Yes
Meals for all staff and attendees	Yes	Yes	Yes	Yes	Yes
POST-EVENT BENEFITS					
Access to Attendee Contact List (no email)	Yes	Yes	Yes	—	Yes
Speaking Session Posted to TCC Site	Yes	—	—	—	—
Ongoing Logo Branding on Post-Show Webpage	Yes	Yes	Yes	Yes	Yes
Priority selection and discounting for future TCCs	Yes	Yes	Yes	—	Yes
VALUE					
Value	\$73,657	\$42,563	\$28,268	\$18,398	\$56,058
Regular Price	\$20,000	\$13,500	\$8,400	\$3,000	\$12,000
Early Bird Price (Reserve by Oct. 1, 2012)	\$17,000	\$11,475	\$7,140	\$3,000	\$10,200



2013 Exhibit Hall Floor Plan

Mission City Ballroom
Santa Clara Convention Center



Platinum and Gold Booths: 100-116
Silver Tabletops: TT1 – TT33

 = Location Sold/Occupied



We are proud to introduce TriCord Tradeshow Services as the Official Service Contractor for our 2013 Technology Convergence Conference. TriCord will assist you in every way possible to ensure a successful booth presentation.

Sponsors can expect to receive the online **Exhibitor Service Kit** soon after finalizing the sponsorship. Services offered include, but are not limited to:

- Warehouse storage of exhibit materials up to 30 days in advance
- Freight and material handling to and from the Santa Clara Convention Center*
- Booth installation and dismantling
- Custom Booth Rentals
- Furniture Rentals
- Electrical distribution and internet connectivity
- Audiovisual
- Photography
- Signage

For more information about TriCord services prior to receiving your Exhibitor Kit, please visit <http://tricordtradeshow.com>.

TriCord Tradeshow Services
738 Neeson Road
Marina, CA 93933
Phone: 831-883-8600; Fax: 831-883-8686

* The Santa Clara Convention Center DOES NOT accept any exhibitor freight nor do they have the capabilities for material handling and storage services. TriCord is the sole provider for those that require material handling services.