

2010 Sponsorship Opportunities

Sponsors are an important component of The Experts Conference Europe because they build community and bring important information to delegates. For you, the sponsors, the conference brings a unique, targeted group of delegates that achieve value from your solutions. Learn why The Experts Conference Europe has become the No. 1 destination for IT professionals looking to boost their skills—and their careers—in Microsoft Identity & Directory, Exchange and SharePoint technologies.

Quest offers sponsorship packages that provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you'll get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget.

- » Build brand awareness with potential customers, industry leaders, and media representatives attending The Experts Conference (TEC) Europe 2010.
- » Develop qualified sales leads with prospects in your target market.
- » Get your name in front of influencers and decision-makers with high-visibility.

For information on pricing, or if you have questions, email TEC2010@quest.com.

Sponsorship Opportunities

More than 300 highly technical IT professionals are expected at The Experts Conference Europe 2010. These delegates want innovative solutions that make their lives easier. Grab their attention with your name on the website, signage, Conference Guide, and more!

Founded in 2002, The Experts Conference (TEC) provides experienced Active Directory and identity administrators with advanced technical education from the industry's top experts and Microsoft technology leadership. Today, the conference has grown to nearly 900 participants annually and now includes an expanded emphasis on identity management, messaging and collaboration technologies as well as directory services. In addition to it being THE conference for the most experienced users of directory and identity management technologies, TEC offers:

- » In-depth, highly technical content
- » One-on-one access to industry leaders
- » Invaluable networking opportunities
- » Career advancement possibilities

TEC Europe 2010 offers three conferences:

- » The Experts Conference Europe for Directory & Identity 2010
- » The Experts Conference Europe for Exchange 2010
- » The Experts Conference Europe for SharePoint 2010

For more information about TEC Europe 2010, visit www.theexpertsconference.com/Europe.

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Learn more at www.tec2010.com

TEC Europe 2010
4-6 October 2010
InterContinental Hotel Dusseldorf
Dusseldorf, Germany

About Quest Software

Now more than ever, organizations need to work smart and improve efficiency. Quest Software creates and supports smart systems management products—helping our customers solve everyday IT challenges faster and easier.

At Quest, we focus on our customers first. Our products and people are dedicated to helping customers manage their critical applications, databases, Windows infrastructure and virtual environments. The combination of our proven, award-winning software and strong customer relationships makes Quest a smart, reliable technology partner.

Since 1987, more than 100,000 customers worldwide have partnered with Quest to improve their IT efficiency. With more than 60 offices around the world, Quest serves customers in just about every industry and of every size.

Quest is a stable, global company that has been in the systems management market for

TEC 2010 Attendee Profile

As part of its mission to better understand and serve the directory and identity management community, the TEC team conducts an independent survey of TEC attendees. Begun in 2005, the annual Attendee Survey provides insight into issues and priorities, current practices, directory tool preferences, technical environments, and job satisfaction. Here are a few of the recent survey highlights:

- » 83% of attendees are “hands-on” practitioners — administrators, architects, system engineers and consultants.
- » Nearly 75% work in large corporate or government IT organizations.
- » 71% work in very large IT organizations with more than 1,000 employees, with 55% of these respondents supporting more than 20,000 users and 79% supporting more than 5,000 users.
- » And, the top organizational responsibilities (respondents could select multiple areas) were administration 54%, operations 53%, or security 48%.

Expected TEC Europe 2010 Attendees

TEC Europe 2009 was held 14-16 September in Berlin, and attendees— more than 250 total—came from more than 100 companies in 23 countries across a wide range of industries. In 2010, you can expect to see job titles such as:

- | | |
|--------------------|------------------------|
| » Administrator | » IT Manager |
| » Consultant | » IT Director |
| » Systems Engineer | » Vice President |
| » Systems Analyst | » Industry Analyst |
| » Business Analyst | » Media Representative |

More than 300 attendees are expected at The Experts Conference Europe 2010. These are the most experienced users of Microsoft directory, identity management, Exchange and SharePoint technologies who know they must attend TEC Europe 2010 to stay on top of their game. They'll spend an intense three days in keynote speeches, sessions, and special events. And they're looking to build their expertise and make their jobs easier with innovative solutions.

Make sure your organization is front and center and they remember your name with a premier Gold, Silver, or Bronze sponsorship.

Benefits of Sponsorship

TEC Europe offers sponsorship packages that provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you'll get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget.

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Benefit	Gold \$20,000 USD	Silver \$15,000 USD	Bronze \$10,000 USD
Dedicated lunch presentation for one hour Monday, Tuesday or Wednesday.	200-300 qualified delegates	N/A	N/A
Exposure in the Conference Guide (sponsor to provide artwork).	1 full page color ad	½ page color ad	N/A
Participation in the Solution Lab.	Yes	Yes	N/A
Participation in the Monday and Tuesday Evening Receptions. Both receptions will be held in Solution Lab.	Yes	Yes	N/A
Opportunity to capture prospect contact information. One lead retrieval unit will be provided.	Yes	Yes	Yes
TEC Europe 2010 full conference registrations (all meals and sessions included).	3	2	1
TEC Europe 2010 full conference registrations above the passes in the package.	€1000 each	€1000 each	€1000 each
TEC Solution Lab passes	2	2	0
Additional Solution Lab passes, includes meals only.	€700 each	€700 each	N/A
Logo plus 50-word description in the Conference Guide. Sponsor to provide artwork.	Yes	Yes	Yes
Corporate logo, with hyperlink and description, featured on the Conference website.	Yes	Yes	Yes
One corporate collateral item distributed in delegate conference bags. Sponsor to provide collateral.	One item of choice.	One item of choice.	One item of choice.
Company logo on conference t-shirt. Sponsor to provide artwork.	Yes	Yes	Yes
À la carte Sponsorship Opportunities (Available for Gold, Silver, and Bronze Sponsors)			
Sponsor logo on back of name badges.	\$1,000 USD		
Sponsor logo on reusable metal water bottles.	\$2,000 USD		
Full-color Sponsor ad on the back cover of Conference Guide.	\$2,000 USD		
Second piece of Sponsor collateral in delegate bags.	\$2,000 USD		
TEC Internet café.	\$3,000 USD		
Sponsorship of one email blast.	\$500 USD/blast		

How to Contact Us

For more information on how to become a sponsor at The Experts Conference 2010, please contact Christine McDermott at Quest Software:

- » Email: christine.mcdermott@quest.com
- » Phone: Phone: 603.346.3600

To learn more about the conference in general, please visit www.tec2010.com.