

## 2011 Sponsorship Opportunities



# Explore the Outer Limits.

World class training & networking on vital Microsoft technologies - for the experts, by the experts.

## TEC 2011 in Las Vegas

Nearly 800 highly technical IT professionals are expected at The Experts Conference 2011. 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 2011 offers four conferences:

- » The Experts Conference for Directory & Identity
- » The Experts Conference for Exchange
- » The Experts Conference for SharePoint
- » The Experts Conference for Virtualization

For more information about TEC 2011, visit [www.TheExpertsConference.com](http://www.TheExpertsConference.com).

## 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 more than 20 years.

## TEC 2011 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.
- » **The top organizational responsibilities** (respondents could select multiple areas) were administration 54%, operations 53%, or security 48%.

### Expected TEC 2011 Las Vegas Attendees

2010 attendees—nearly 600 total—came from more than 200 companies in 16 countries across a wide range of industries. In 2010, you can expect to see job titles such as:

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

Nearly 800 attendees are expected at The Experts Conference 2011. These are the most experienced users of Microsoft directory, identity management, Exchange, SharePoint and Virtualization technologies who know they must attend TEC 2011 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.

## 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](mailto:christine.mcdermott@quest.com)
- » Phone: +1 (602) 346-3600

For more information about TEC 2011 in general, please visit [www.TheExpertsConference.com](http://www.TheExpertsConference.com).

# Benefits of Sponsorship

TEC 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 TEC 2010.
- » **Develop qualified sales leads** with prospects in your target market.
- » **Get your name in front of influencers and decision-makers** with high-visibility opportunities.

## TEC 2011 Sponsorship Options

Benefit	Gold \$25,000 USD	Silver \$20,000 USD	Bronze \$15,000 USD	Awareness \$5,000 USD
Dedicated lunch presentation for one hour Monday, Tuesday or Wednesday. (Limited Opportunity)	200-400 delegates	N/A	N/A	N/A
Exposure in the Conference Guide (sponsor to provide artwork).	1 full page color ad	½ page color ad	N/A	N/A
Participation in the Solution Lab. One monitor, table, 2 stools and electricity will be provided.	Yes	Yes	N/A	N/A
Participation in the Sunday Welcome Reception and Tuesday Closing Reception. Both receptions will be held in Solution Lab.	Yes	Yes	N/A	N/A
Opportunity to capture prospect contact information. One lead retrieval unit will be provided.	Yes	Yes	N/A	N/A
TEC 2011 full conference registrations (all meals and sessions included).	3	2	1	0
TEC 2011 full conference registrations above the passes in the package.	\$1,300 USD	\$1,300 USD	\$1,300 USD	\$1,300 USD
TEC Solution Lab passes	2	2	0	0
Additional Solution Lab passes, includes meals only.	\$700 USD each	\$700 USD each	N/A	N/A
Logo plus 50-word description in the Conference Guide. Sponsor to provide artwork.	Yes	Yes	Yes	Yes
Corporate logo, with hyperlink and description, featured on the Conference website.	Yes	Yes	Yes	Yes
Corporate logo, with hyperlink and description, featured on the Conference website.	Yes	Yes	Yes	Yes
Corporate logo featured on promotional email blasts.	Yes	Yes	Yes	Yes
Rotating corporate banner on conference website.	Yes	N/A	N/A	N/A
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.	One item of choice.
Company logo on conference t-shirt. Sponsor to provide artwork.	Yes	Yes	Yes	Yes

## Additional Sponsorship Opportunities

These opportunities are available to Gold, Silver or Bronze TEC 2011 Sponsors in addition to their Sponsorship Package.

Benefit	Cost
Sponsor logo on back of name badges.	\$4,000 USD
Sponsor logo on reusable metal water bottles.	\$2,000 USD
Full-color Sponsor ad on the back cover of Conference Guide.	\$4,000 USD
Second piece of Sponsor collateral in delegate bags.	\$2,000 USD
Sponsorship of one email blast.	\$1,000 USD/blast