



GET FACE TIME WITH THE IT AND DEVELOPER COMMUNITY DURING FOUR DYNAMIC EVENTS – all at one time and in one location.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

4
CO-LOCATED
EVENTS IN
ONE SUNNY
LOCATION

SQL Server

TRAINING FOR DBAs AND IT PROS

Bringing SQL Server to Your World

► **Audience:** IT Professionals, Database Administrators (DBAs) and Developers

SharePoint

TRAINING FOR COLLABORATION

Expert Training and Best Practices for the Sharepoint Community

► **Audience:** SharePoint Administrators, Developers and Planners

Cloud & Virtualization

THE FUTURE OF COMPUTING

Cloud and Virtualization for the Real World

► **Audience:** IT Professionals, Systems Administrators, Developers and Consultants

Visual Studio

EXPERT SOLUTIONS FOR .NET DEVELOPERS

Your Map to the .NET Development Platform

► **Audience:** Developers, Software Architects, Programmers and Designers

If you are interested in sponsoring or exhibiting at LIVE! 360, please contact:
Jay Perrotta • MPerrotta@1105Media.com • (207) 751-3564



GET ONE-ON-ONE FACE TIME WITH THE IT AND DEVELOPER COMMUNITY

LIVE!360 is a new event brought to you by the publishers of *Visual Studio Magazine*, *MSDN Magazine*, *Redmond Magazine*, *Redmond Channel Partner Magazine*, and *Virtualization Review Magazine*; and the producers of Visual Studio Live! and TechMentor conferences. This event will bring together Visual Studio Live!, an established and respected independent software conference, with three new industry events: Cloud & Virtualization Live!, SharePoint Live!, and SQL Server Live!.

LIVE!360 will deliver fresh content by qualified speakers and attendees in your desired audience segment. In addition to the education and networking opportunities offered to Live! 360 attendees, they also want to hear about innovative solutions that make their lives easier, and demand credible and unbiased information to build, buy and manage the development and IT processes within their organizations. This is a unique opportunity to get face time with the decision makers and influencers you want (and need) to speak to.

EXPECTED JOB TITLES

Cloud & Virtualization LIVE!

THE FUTURE OF COMPUTING

Cloud & Virtualization Live! delivers intelligent training with real-world applicability on today's cloud and virtualization technologies. Attendees will develop their skill sets in evaluating, deploying and optimizing virtual and cloud-based environments.

- ▶ IT Management
- ▶ Senior Systems Administrator
- ▶ Systems Administrator
- ▶ IT/Business Consultant
- ▶ IT Service Owner
- ▶ IT Service Delivery Manager
- ▶ IT Service Architect
- ▶ Systems Architect
- ▶ IT Project Leader
- ▶ Programmer
- ▶ Developer
- ▶ Software Architect

SharePoint LIVE!

TRAINING FOR COLLABORATION

SharePoint Live! provides leading-edge knowledge and training for SharePoint administrators, developers and planners who must customize, deploy and maintain SharePoint Server and SharePoint Foundation to maximize the business value.

- ▶ SharePoint Administrator
- ▶ Information Architect
- ▶ Software Developer
- ▶ Enterprise Content Manager
- ▶ Systems Analyst
- ▶ IT Professional
- ▶ Enterprise Search Administrator
- ▶ SharePoint Designer
- ▶ Software Development Project Manager
- ▶ VP of Software Development
- ▶ VP of Systems Administration
- ▶ Project Manager
- ▶ Database Manager

SQL Server LIVE!

TRAINING FOR DBAs AND IT PROS

SQL Server Live! provides IT professionals and DBAs — across a breadth of experience and organizations — comprehensive education and knowledge share for SQL Server database management, performance tuning and troubleshooting.

- ▶ IT Professionals
- ▶ Database Administrator (DBA)
- ▶ Developers

Visual Studio LIVE!

EXPERT SOLUTIONS FOR .NET DEVELOPERS

Visual Studio Live! is back in Orlando, bringing attendees everything they love about this event: hard-hitting, practical .NET Developer training from the industry's best speakers and Microsoft insiders.

- ▶ Application Development Manager
- ▶ ASP.NET Programmer
- ▶ Corporate/Business Management
- ▶ Development Team Manager
- ▶ Directors of Software Development
- ▶ Enterprise Architects
- ▶ Executive IT Management
- ▶ Operations Manager
- ▶ Programmer
- ▶ Senior Architect
- ▶ Software Architect/Designer
- ▶ Software Developer
- ▶ Software Engineering Supervisor
- ▶ Software Team/Project Leader
- ▶ Sr. Programmer/Software Developer
- ▶ Systems Analyst
- ▶ Technical VP
- ▶ Visual Studio Programmer

FACE-TO-FACE INTERACTION WITH HIGHLY QUALIFIED BUYERS

Sponsorship packages are designed to create proactive, personal interactions with Live! 360 attendees in significant pre-conference, on-site, and post-conference promotional opportunities.

By exhibiting and/ or sponsoring Live! 360, you will have the opportunity to enhance your branding and product positioning with some of the most influential buyers and influencers – across industries – in the market today.

Choose the package that best meets your needs and budget. Packages can also be custom designed to meet your marketing and promotional needs.

Top Reasons to be a Sponsor at Live! 360:

- › **Speak!** Make your representative and your company an authority with Sponsor speaking opportunities.
- › **Be Seen!** Signage, Show bags, Session Screens, Email, Website and Direct Mail to 200,000+ contacts in over 50 unique advertising placements.
- › **Demonstrate!** Show your product in our Live! Demo Theater to conference attendees.
- › **Meet!** Personal face-to-face luncheons with the community.
- › **Learn!** Have a focus group of conferees to both impart and import knowledge with prospective customers.
- › **Bond!** Strengthen your company's relationship with Microsoft and other technology partners.
- › **Build!** Create and update previous prospect lists. And, most importantly;
- › **Profit!** Garner personal, positive, real and actionable leads that will result in short-term sales and long-term, year-year customers.

Platinum Sponsorship \$12,000

(Limited Packages Available)

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one(1) 7" x 44" sign
- **Opportunity to present one (1) breakout session at one of the co-located conferences.** Only technical, non-marketing sessions will be considered. Session proposal should include a 50-word abstract along with the speaker's name, job title & a brief bio. Proposals must be submitted approximately 60 days prior to the event for consideration and approval by content Chairs (**subject to availability**)
- **One (1) sponsor-managed focus group lunch.** Sponsor may invite up to 15 Live! 360 attendees to participate. Only two opportunities are available per co-located conference (**subject to availability**)
- **One (1) Luncheon Round Table**
- **Sponsor acknowledgement during opening comments**
- **Logo included in the pre-session rotating slides**
- **Sponsor logo included in Live! 360 print advertising** in *Visual Studio Magazine, MSDN Magazine, Redmond Magazine, Redmond Channel Partner and Virtualization Review* (contracts must be received 2 weeks prior to ad deadline)
- **Two (2) Attendee bag inserts.** Sponsor may include two (2) items of collateral or one (2) giveaway items. Size restrictions apply. All items must be pre-approved by show management.
- **Three (3) Complimentary Best Value Passes** (each valued at \$2,095+ including all meals and sessions)
- **Logo featured on the event website home page**

- **One (1) time access to the attendee sponsor/exhibitor email OR direct mail opt-in list** (must use a 3rd party, bonded mail house)
- **Logo featured on a sponsor banner**, which will be hung in a high-traffic area
- Logo, URL, and description listed on the **exhibitor page of the conference website**
- Logo, URL, and description listed on the **sponsor/exhibitor page of the Event Program**

Gold Sponsorship \$8,000

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- **One (1) Luncheon Round Table**
- **One (1) 20 min Product Demo Speaking Session**
- **Logo included in the pre-session rotating slides**
- **Sponsor logo included in Live! 360 print advertising** in *Visual Studio Magazine, MSDN Magazine, Redmond Magazine, Redmond Channel Partner and Virtualization Review* (contracts must be received 2 weeks prior to ad deadline)
- **One (1) attendee bag insert.** Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management.
- **Two (2) Complimentary Best Value Passes** (each valued at \$2,095+ including all meals and sessions)
- **Logo featured on the event website home page**
- **Logo featured on a sponsor banner**, which will be hung in a high-traffic area
- Logo, URL, and description listed on the **exhibitor page of the conference website**
- Logo, URL, and description listed on the **sponsor/exhibitor page of the Event Program**

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Standard Exhibitor Package \$2,995

- **Exhibit Booth:** 10' x 8' booth with pipe and drape, and one (1) 7" x 44" sign
- **One (1) 20 min Product Demo Speaking Session**
- **One (1) Luncheon Table**
- **One (1) Complimentary Best Value Pass** (Valued at \$2,095)
- **Company listing in Event Program** (Company Name, 75-word description, Company URL)
- **Company listing on Event Website** (Link to company)

All opportunities subject to availability.

Additional Sponsorship Opportunities

- **Attendee T-Shirt:** One-color logo featured on the official conference t-shirts. T-shirts will be supplied by Live! 360..... **\$5,000**
- **Attendee Bag:** One-color logo featured on the official attendee bag. Attendee bags will be supplied by Visual Studio Live! **\$4,000**
- **Attendee Bag Insert:** Promote your company in the Official Conference Bag provided to every conference attendee. Include a flyer, brochure or promotional item that will inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit one insert per sponsor) **\$1,000**
- **Badge Sponsor:** Get your message into the hands of attendees by putting an insert into every Live! 360 attendee badge holder. Badge holder will be supplied by Live! 360 **\$2,500**
- **Attendee Pen:** Distribution of logo-branded pens to all attendees.... **\$2,000**
- **Badge Lanyard:** Distribution of one-color logo-branded lanyards to all attendees. **\$2,000**
- **Attendee Notepad:** Distribution of logo branded notepads to all attendees. **\$2,500**
- **Break Sponsorship:** Get prime exposure with every conference guest. As a Refreshment Break Sponsor, you will provide refreshments and light snacks, while placing your company message front and center with signage containing your logo and message and a table with your company literature. **\$2,000/break**

About Live! 360 and 1105 Media, Inc.

LIVE! 360 is a part of 1105 Media, Inc.

1105 Media is a fully integrated business-to-business information and media company serving all aspects of the Microsoft B-to-B market: the Microsoft IT professional, developer and partner. 1105 Media offerings include *MSDN Magazine*, *Redmond Developer News* (RedDevNews.com), *Visual Studio Magazine*, *Application Development Trends* (ADTmag.com), *Microsoft TechNet*, and more.

1105 Media, Inc. is based in Chatsworth, CA, with primary offices throughout the United States and more than 300 employees. For more information, please visit 1105Media.com.



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