



Attention Manufacturers, Distributors, And Vendors:

“Announcing The Easiest Way To Get Over  
300 Of The Fastest-Growing, Most  
Successful, Most *Influential* VARs, MSPs, and  
System Integrators In The Industry To  
Become High-Power Resellers For Your  
Products And Services...And *Blow The Doors*  
Off Your Sales And Market Penetration”

Are you tired of dealing with whiney, unproductive, un-appreciative resellers who make zero effort to market themselves, yet *constantly* complain that you're not doing enough to help them drive new leads and sales?

Are you frustrated with the lack of sales and market efforts by your resellers, even though you give them TONS of support, resources and marketing materials?

Would you like to (finally) get in front of a positive, sales-driven group of resellers who not only know how to market themselves, but who will also appreciate what you do for them, make great efforts to sell more of your products and services, and put their own “skin” in the game?

If so, this will be the MOST important letter you read all year. How can I make such a bold claim? Let me explain...

My name is Robin Robins, President of the Technology Marketing Toolkit System. In the rare case you are not familiar with me or my company, let me give you a few reasons why you should pay close attention to the opportunity I'm about to offer you...



- √ I run the largest sales and marketing coaching program in the world for small VARs, MSPs, System Integrators, and IT consultants. We have over 4,100 loyal, raving fan clients and that number is doubling every year.
  
- √ Through years of careful research and testing, I have developed a proprietary training system that can turn even the most awkward technician into the greatest salesman. One glance at the numerous testimonials on my web site will PROVE to you that there is no one else who knows how to train resellers to sell and produce tangible results better than I. (You can verify this by going to our web site, <http://www.technologymarketingtoolkit.com/testimonials.php>)
  
- √ I literally wrote the book on how to market and sell IT services. It's called the Technology Marketing Toolkit and thousands of resellers from around the world have doubled – even tripled – their client base, income, and profits using it. That's why I'm one of the most in-demand consultants in the industry for small IT consultants: I know how to get results FAST. I currently charge \$1,500 per hour for consulting and have clients paying me over \$10,000 a year to belong to my coaching groups.

## **So What Does This Have To Do With YOU Making More Money And Why Should You Care?**

**Let me explain...**

On April 14<sup>th</sup> -17<sup>th</sup>, over 300 of the most successful, fastest-growing IT businesses owners in the country will fly to Nashville to invest 4-days into learning how to become better marketers, grow their business, acquire more clients, and substantially increase their bottom line. **These decision makers will have paid up to \$14,400 to be there and are *highly motivated* to increase sales.**

This event is my annual Marketing & Money-Making Boot Camp and my #1 goal for this event is to show these folks new - and even overlooked - ways to drive more revenue. Unlike other IT conferences where all of the speakers are technicians, this conference will be featuring only business topics focused on helping my clients increase their personal wealth and business success.

I will bring in the country's top experts on Internet marketing, lead generation, direct marketing, time management, closing sales, and wealth creation. However, I believe that a big part of business growth is finding the right vendors to partner with



to drive new sales to existing clients and to promote services that solve unfulfilled needs in their marketplace.

**To that end, I'm looking for event sponsors who want to gain exposure to these fast-growing VARs and help me fulfill my mission for this conference.**

The attendees of this event will be FAR different than the attendees of most other tech conferences you may have attended or sponsored in the past; but for clarity, let's talk specifics as to why...

- √ Every person in attendance has **paid a considerable amount of their own money to attend**; they did not come because they receive a free “paid vacation” to show up. Obviously the people who attend this conference are far more committed and serious about growing their business and becoming a better entrepreneur.
- √ These folks are **passionate and dedicated to learning how to be better business owners**. I'm sure you provide a number of tools, training and resources to your resellers – so you should know first hand that UNLESS the reseller is committed to improving themselves and their business, all the tools and resources in the world (no matter how great they are) will have a zero sum impact. YOUR goal is to look for partners who are ready and willing to invest into themselves and then match them with the tools and training you have – and that's why you want to get access to the folks at THIS event.
- √ These business owners are **HUNGRY for new products and services** to sell and bring in new sales; that is why they are coming to the conference in the first place. But unlike other techie conferences that appeal to hobbyists, my audience takes an aggressive approach to sales and marketing because I've personally trained them to think that way. I've also given them the tools and coaching they need to actually make it happen.
- √ The event itself is 100% dedicated to sales, marketing, and business growth strategies and attendees are coming to “**learn to earn.**” If you want to reach a better quality of partner who is willing to invest their own time and money into learning how to be a better marketer, business person, and promoter of your products and services, you will find them here.



- √ My clients are **extremely loyal to me** and will follow my advice. If I endorse you as a vendor, you will be successful at this event.
- √ **The folks who attend are doers – NOT whiners.** I do not tolerate negative attitudes or behaviors from my clients. They know that that type of behavior will result in immediate termination from my program. That's why the folks you'll meet at this event are far more pleasant to work with; I've already sifted, sorted and screened out the ungrateful whiners and chronic complainers.

## **But Don't Take My Word For It; Here's What The Sponsors To The Last Marketing & Money-Making Boot Camp Had To Say:**

"I want to thank you once more for the opportunity to sponsor your boot camp. It was an AMAZING event! You truly add value for your clients and they appreciate it very much. From Tigerpaw's perspective, **the show was an unqualified success.** We signed a tremendous amount of new business, and our existing customers were very glad to see us there. Thank you!" *James Foxall, Senior Vice President, Tigerpaw Software*

"I do a lot of speaking engagements and sponsorships and I can honestly say there is a distinct difference between the people at Robin's event verses many of the other industry shows. The thing that impressed me the most about the resellers at Robin's events are their passion and dedication. So many resellers say "yes" but then never follow through; I've often taught my team that "yes" isn't good enough because there is no commitment in that. I believe that is because many industry events are nothing more than paid vacations where the reseller can bring anyone and everyone along for a free ride. Compare that to the folks at Robin's event where they are reaching into their own pockets and spending several thousands of dollars to be there; obviously this makes them a much more attentive and committed audience. It's also very clear that Robin has a deep relationship with her clients and they take her advice. Her endorsement really carries weight. We are definitely going to continue to sponsor her events!" – *Chad Compton, Xerox*

"There is an outstanding quality of prospect at Robin's events. They are ready to hear about business automation and are willing to improve their businesses. We have had an excellent lead conversion and our booth is usually very busy –



cost per lead has been one of the better we have seen.” *Megan Schanstra, Director of Marketing & Communications, Autotask Corporation*

”As a participant, Robin’s Boot Camp provides an atmosphere of information sharing, learning, and networking at all levels. As a vendor participant, the Boot Camp provides the setting to interact with all the attendees, many of which become prospects, referrals or new customers. **Great Show!**” - *Neal Lauther, Kaseya*

“We had a great time at Robin’s Boot Camp; there was this certain level of excitement from everybody that we spoke with and while we haven’t totaled all the leads up yet, **I can definitely say it was worth the investment without a doubt.** Not only did we get a chance to connect with many of our existing clients, but there were so many people here that actually we haven’t spoken to before; and what was really great about this crowd it that they were so willing to work on themselves and improve their companies, so they are a perfect fit for what we offer. I also enjoyed the speakers and content which was an added bonus; a lot of high energy. I’ve never seen Robin speak before but wow! Lots of passion, good information and fun. The entire event was perfectly timed and it flowed really well too – absolutely fantastic!” – *April Lazenga, ConnectWise*

“My experience at Robin’s Boot Camp as a vendor has been fantastic. We’re still tallying the sales and the leads that we’ve had so far, but this has been by far one of the best events that we’ve done and the return on investment has been phenomenal. You just can’t spend better money than coming to one of Robin’s boot camps! We had an opportunity to speak in front of the group and afterwards **people swarmed our booth just overwhelmed with questions and excitement.** It’s just been really fantastic for us – the excitement, the contacts and the leads. Definitely money well-spent.” - *Tamara Devereux, Walling Data Systems*

“I came as a sponsor for Robin Robins’ boot camp this year and it’s been a great event. As a sponsor I just have to say that, number one, the staff is spectacular; they provide you with all the information that you need. You come in, the setup is really straightforward, and they’ve got a great group of people. Second, all of Robin’s members have been very receptive to our services and they’ve been great to talk to. On all the breaks we get lots of people coming to our booth with many of them are ready to do business with us immediately. **We actually generated at least 40 leads and if my calculations are correct, we’ll book at least \$30,000 in new business; so I’m very excited.** If you’re considering sponsoring at an event where you want to get in front of IT



services and people who are really eager to learn and interested in using cutting-edge technology, this is a great place to be. And Robin brings the right type of client because they're eager to implement. I look forward to coming back and sponsoring again next year." - *Ryan Pitz, New Call Solutions*

## **Contrary To What You May Think, I Am NOT Trying To Sell You Something With This Letter**

That's right. **I'm not going to ask you for one red cent.**

Instead, the purpose of this letter today is to "screen" the thousands of vendors, distributors and manufacturers in my database to find 15 who would be a good fit to sponsor this milestone event featuring my top clients.

To be clear, I'm NOT accepting just anyone who can write a check. I ONLY want EXCELLENT vendors who provide top notch products and services AND who are intensely serious about working with my clients to help them generate more revenue, more clients, and more recurring revenue streams in their business.

### **Why am I being so picky about this?**

In the past, I have made the mistake of recommending a few vendors who did NOT deliver on their promises. As I said a moment ago, my clients trust my advice; therefore I have to be VERY careful about who and what I recommend. I never want to embarrass myself or harm my relationship with them in any way.

That's why I'm being so selective on who I allow to sponsor my Boot Camp. The people who attend are my top clients – and I do NOT want recommend anything that is not something I can stand behind 1,000%. So before I'll even consider you as a sponsor, I must find out more about you through an application process.

### **There Are 5 Characteristics That I Am Looking For; If You Do Not Meet Them All, Don't Bother To Apply:**

1. You must have a proven track record of providing "best in class" products and services, and must be able to clearly explain why a reseller would want to work with YOU over the other vendors you compete against.



2. You must be passionate about providing above-average customer service. That means you deliver on the promises you make and make good on any that you don't.
3. You must be able to provide 3 or more references I can personally call to verify the above two criteria.
4. You must be **intensely serious** about working with your resellers to help them drive revenue.
5. You must be a pleasant, positive person. I only want to work with people who are fun to work with and stimulating to the group.

If you meet the above criteria and feel you would be a good fit, then I suggest you take the first step towards gaining access to over 300 of the most progressive, successful, and fastest-growing VARs in the country by filling out the enclosed application now.

### **If You DO Meet The Above Criteria, Here's What You Will Get As A Sponsor**

- The opportunity to secure a speaking spot at a breakout session that is not competing with the Main session. No more than 3 consecutive breakout sessions – which means more opportunity to get people to your session.
- A personal guarantee of at least 300 VARs registered. Not staff, spouses, sponsors, or any other inflated numbers you may have gotten from other conference coordinators. I have no problem guaranteeing 300 because I already have over 175 pre-registered. If I don't meet the 300 promised, I will gladly refund whatever percentage of your sponsorship payment that I'm short. If I have only 150 in attendance, that 50% of what I promised, and you'll receive a 50% discount.
- An endorsement from me at the event and on my private member web site.
- A private phone consultation with me to help you maximize the ROI for the event. I'm a master at closing sales from the front of the room and have secured over \$5 million in sales through events in the past 2 years alone. I also charge \$1,500 per hour for phone consultation, so this is a very valuable bonus you will receive as a sponsor.



- Placement of ads and articles in the conference workbook.
- A premier affiliate link on the event page to drive traffic to your company's web site – EVEN to those who don't register!
- The ability to place your company brochure or other marketing materials in the attendees' conference bag.
- The database of the attendees who registered.
- FREE Boot Camp Tickets for you and your staff.
- FREE Tickets to give as gifts to your top clients; with a ticket price of \$1,997, this is no small benefit!
- The ability to be a “master affiliate” and receive a 30% commission on any ticket sales you drive to your client base. At an average ticket price of \$1,997, you will earn just shy of \$600 for every person you get to attend! Plus, we'll GIVE you all the e-mails and promotions you need to help drive attendance.
- A vendor table that is directly in line with attendee traffic, NOT tucked off into a corner or separate room.

If this sounds like a good fit AND if you meet the criteria outlined, take a moment to complete the Sponsor Application Form enclosed. Please note that if we reach our limit of sponsors, your application will be denied and we will not **be able to consider you as a sponsor until the following year.**

Remember, NOT EVERYONE WILL BE ACCEPTED so please do not complete or send in the application unless you meet ALL of the criteria outlined in this letter AND you are serious about sponsoring this event.

I will personally review all of the applications received and notify you within 5-7 days as to whether or not this program is right for you, and whether or not we feel you are a good fit for the group. If you are accepted, we will direct you to the next step of the application process.

Dedicated To Your Success,



Robin Robins

www.TechnologyMarketingToolkit.com

**Fair Warning:** All applications will be reviewed and accepted on a first-come, first-served basis. If you do not respond promptly and we reach the limit of new sponsors we are looking for, your application will be returned and you will not be accepted.

## Frequently Asked Questions:

### Q: Who Is Robin Robins?

A: Robin Robins is the leading expert on developing marketing and sales systems for small and medium VARs, MSPs, Solution Providers, and System Integrators. She currently runs the largest sales and marketing coaching program in the world for small IT business owners, and over 4,100 IT businesses from around the world have invested into one or more of her programs. No other consultant in the IT industry can point to as many documented financial success stories as Robin Robins.

### Q: Who Is Going To Be There?

A: There will be over 300 CEOs of small to medium VARs, MSPs, and Systems Integration companies in attendance live, as well as watching virtually via video streaming. NOTE: The goal for the event is to secure 350 attendees. Robin is personally guaranteeing there will be at least 300 businesses registered (not including spouses, vendors, or staff).

The majority in attendance are members of Robin Robins Technology Marketing Toolkit System who have paid up to \$14,400 to attend; this makes them a much more qualified buyer than most IT industry conferences where they can attend free or where they are *paid to attend* with free rooms and flights.

### Q: Where Is The Conference Being Held?

A: The conference is being held at the Renaissance Nashville Hotel, which is located in downtown Nashville, Music City USA. This hotel is attached to the Nashville Convention Center and within walking distance of the Sommet Center, LP Field, B.B. King's Blues Club, Country Music Hall of Fame & Museum, Schermerhorn Symphony Center and Historic Second Avenue District. The hotel is newly renovated and listed as a 4 Diamond, luxury property.



Renaissance Nashville Hotel  
611 Commerce Street  
Nashville, Tennessee 37203  
Phone: 1-615-255-8400  
Toll-free: 1-800-327-6618  
www.marriott.com

### **Q. What Will This Conference Be About?**

A. All sessions will be 100% focused on growing revenue and profits, as well as making the business owner a more effective leader, marketer, and entrepreneur.

Their KEY areas of interest will be in selling recurring revenue services such as managed services, managed backup (onsite and offsite), managed firewall and security services, spam filtering, content filtering, and other SMB IT services.

### **Q. What Is The Agenda?**

A. The final agenda will be published closer to the event; however, the entire theme will be about increasing sales, profits, working smarter, time management, personal development, and leadership. Here are a few key points about the conference:

- Registration will be open on Wednesday afternoon, April 14<sup>th</sup> and include an evening session.
- The conference will kick off on April 15<sup>th</sup><sup>nd</sup> and continue through noon on Saturday, April 17<sup>th</sup>.
- Every day will start at 8:00 a.m. and continue until 6:00 p.m. in the evening.
- Below is a short list of the speakers and topics.

### **Q. Who Are Some Of The Speakers?**

A. See the All-Star Line-Up Below:

- Robin Robins, President, Technology Marketing Toolkit on **“The 7-Figure Consultant: Secrets To Getting Clients To Line Up To Pay Big, Seemingly Enormous Fees for Consulting”**



- ☑ Patrick Thean, **“The Rockefeller Habits: The Four Decisions All Small Companies Need For Fast, Profitable, Stress-Free Growth”**
- ☑ Jim Camp, **“How To Negotiate Like A Pro To Get Exactly What You Want In Business Without Compromise”**
- ☑ Randy Schwantz – **“The ‘Wedge’ Technique: How To Get Your Competition Fired Without Saying Anything Bad About Them”**
- ☑ David Meerman Scott – **“The New Rules of Marketing and PR: How To Use Social Media, Blogs, News Releases, Online Video And Viral Marketing To Reach Your Customers”**
- ☑ Harry Brelsford, SMB Nation – **“How To Use LinkedIn To Generate Sales, Referrals And Introductions To New Prospective Clients Without Cold Calling:”** ([www.smbnation.com](http://www.smbnation.com))
- ☑ David Crenshaw – **“The Myth Of Multitasking: How To Kill The Catchphrase That Is Killing Your Bottom Line”**
- ☑ Larry Shulze – **“The Top & Secret Characteristics Of The Most Successful, Most Profitable And Fastest-Growing IT Businesses In The World”**
- ☑ Chris Freiburger – **“Top Grading: How Leading Companies Win By Hiring, Coaching And Keeping The BEST People”**
- ☑ The Genius League – This is a panel of Robin’s top clients who will deliver individual presentations on the strategies and marketing campaigns they’ve used to increase sales and grow their business. One of the presenters will win the Spokesperson Position for Robin’s company and her car!



# 3-Day Marketing And Money-Making Boot Camp Sponsorship Opportunities

**When:** April 14-17<sup>th</sup>, 2010

**Where:** Nashville, TN

**Web Site:** [www.robinsbigseminar.com](http://www.robinsbigseminar.com)

**Overview:** This is our annual 3-day boot camp where all our clients fly in from around the world to learn business building, leadership, marketing and sales strategies for small IT business owners.

## Premium Level Sponsorships

Event	Description	Category	Spots Available	Price
<b>Opening Reception Cocktail Party</b>  <b>Thursday, April 15</b>	Exclusive sponsor of 2 hour Cocktail Reception for All Attendees <ul style="list-style-type: none"> <li>• Personal introduction from Robin</li> <li>• 30 Minute speaking spot at Main conference on Saturday</li> <li>• 15 Minute speaking spot at reception</li> <li>• Tabletop advertising for cocktail tables</li> <li>• Signage in cocktail reception room</li> <li>• 2 Pages in Conference Workbook for ad or article</li> <li>• Premier placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table – premier location</li> <li>• 4 Boot Camp Tickets for your staff</li> <li>• 5 Boot Camp Tickets you can give away to your top clients</li> <li>• Your brochure or other materials included in attendees' conference bag</li> <li>• Database of all registered attendees</li> </ul>	Exclusive	1 <b>SOLD</b>	\$27,500
<b>Producers Club/Genius League Private Cocktail Reception</b>  <b>Friday, April 16</b>	Exclusive sponsor of 2 hour Cocktail Reception for Producers Club and Genius League Members <ul style="list-style-type: none"> <li>• Personal introduction from Robin</li> <li>• 15 Minute speaking spot at Main conference</li> <li>• 15 Minute speaking spot at reception</li> <li>• Tabletop advertising for cocktail tables</li> <li>• Signage in cocktail reception room</li> <li>• 1 Page in Conference Workbook for ad or article</li> <li>• Premier placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table – premier location</li> <li>• 3 Boot Camp Tickets for your staff</li> <li>• 2 Boot Camp Tickets you can give away to your top clients</li> <li>• Your brochure or other materials included in attendees' conference bag</li> </ul>	Exclusive	1 <b>SOLD</b>	\$17,500



	<ul style="list-style-type: none"> <li>• Database of all registered attendees</li> </ul>			
<b>Lunch Sponsor</b>  Thursday, April 15  Friday, April 16  Saturday, April 17	<b>Exclusive Lunch sponsor for All Attendees</b> <ul style="list-style-type: none"> <li>• Personal introduction from Robin</li> <li>• 60 Minute speaking spot during breakout session on Thursday prior to lunch</li> <li>• Tabletop advertising for food tables</li> <li>• Signage in room</li> <li>• 1 Page in Conference Workbook for ad or article</li> <li>• Premier placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table – premier location</li> <li>• 3 Boot Camp Tickets for your staff</li> <li>• 2 Boot Camp Tickets you can give away to your top clients</li> <li>• Your brochure or other materials included in attendees' conference bag</li> <li>• Database of all registered attendees</li> </ul>	<b>Exclusive</b>	<del>3</del> <b>1</b>	<b>\$17,500 each</b>
<b>Breakfast Sponsor</b>  Thursday, April 15  Friday, April 16  Saturday, April 17	<b>Exclusive Breakfast sponsor for All Attendees</b> <ul style="list-style-type: none"> <li>• Personal introduction from Robin</li> <li>• 30 Minute speaking spot during breakout sessions on Friday</li> <li>• Tabletop advertising for food tables</li> <li>• Signage in room</li> <li>• 1 Page in Conference Workbook for ad or article</li> <li>• Premier placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table – premier location</li> <li>• 3 Boot Camp Tickets for your staff</li> <li>• 1 Boot Camp Ticket you can give away to your top clients</li> <li>• Your brochure or other materials included in attendees' conference bag</li> <li>• Database of all registered attendees</li> </ul>	<b>Exclusive</b>	<del>3</del> <b>2</b>	<b>\$13,500 each</b>
<b>Afternoon Refreshment Break Sponsor</b>  Thursday, April 15  Friday, April 16	<b>Exclusive Sponsor of the afternoon break</b> <ul style="list-style-type: none"> <li>• Tabletop advertising for food tables</li> <li>• Placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table</li> <li>• 2 Boot Camp Tickets for your staff</li> <li>• Your brochure or other materials included in attendees' conference bag</li> <li>• Database of all registered attendees</li> </ul>	<b>Exclusive</b>	<b>2</b>	<b>\$8,750 each</b>
<b>Morning Coffee Break Sponsor</b>	<b>Exclusive Sponsor of the morning coffee break</b> <ul style="list-style-type: none"> <li>• Tabletop advertising for coffee tables</li> <li>• Placement of your company's logo and affiliate link on the event page</li> <li>• 6 Foot skirted exhibit table</li> <li>• 2 Boot Camp Tickets for your staff</li> <li>• Your brochure or other materials included in</li> </ul>	<b>Exclusive</b>	<b>3</b>	<b>\$6,500 each</b>



Thursday, April 15	<ul style="list-style-type: none"> <li>attendees' conference bag</li> <li>Database of all registered attendees</li> </ul>			
Friday, April 16				
Saturday, April 17				

### Basic Sponsorship Opportunity

<b>Exhibit Table</b>	<ul style="list-style-type: none"> <li>Placement of your company's logo and affiliate link on the event page</li> <li>6 Foot skirted exhibit table</li> <li>2 Boot Camp Tickets for your staff</li> <li>Database of all registered attendees</li> </ul>	<b>Non-exclusive</b>	<b>3</b>	<b>\$5,000 each</b>
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### Additional Sponsorship Opportunities\*

(\*Must be purchased in conjunction with at least an Exhibit Table)

<b>Conference Bag Sponsor</b>	Exclusive Sponsor of the 2010 Boot Camp Conference Bag <ul style="list-style-type: none"> <li>Your logo on the back of the conference bag given to every attendee</li> <li>Your brochure or other materials included in attendees' conference bag</li> </ul>	<b>Exclusive</b>	<b>1 SOLD</b>	<b>\$10,000</b>
<b>Conference Hotel Key Sponsor</b>	Exclusive Sponsor of the conference hotel keys <ul style="list-style-type: none"> <li>Your logo imprinted on hotel keys of conference attendees</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$9,750</b>
<b>Conference T-Shirt Sponsor</b>	Exclusive Sponsor of the conference T-Shirt <ul style="list-style-type: none"> <li>Your logo imprinted on the back of the conference T-Shirt</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$7,500</b>
<b>Producer Club/Genius League Suite Sponsor</b>	Exclusive Sponsor of the Private Suite for Producers Club and Genius League Members <ul style="list-style-type: none"> <li>Recognition as exclusive sponsor of the suite</li> <li>Signage outside the suite</li> <li>Exclusive access to Producers Club and Genius League Members in a private setting</li> <li>Snacks and beverages included</li> <li>Staffed by your employees</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$7,500</b>
<b>Hotel Registration Scrolling Screen Presentation –all 3 screens</b>	Exclusive Sponsor of Welcome Screens at Hotel Registration <ul style="list-style-type: none"> <li>Your scrolling presentation on all 3 screens at hotel registration for all 3 days</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$6,000</b>
<b>Conference</b>	Exclusive Sponsor of the Conference Badge Lanyards	<b>Exclusive</b>	<b>1</b>	<b>\$5,000</b>



<b>Badge Lanyards</b>	<ul style="list-style-type: none"> <li>Your logo on the lanyards of the conference attendee badges</li> </ul>			
<b>TMT Registration Scrolling Screen Presentation</b>	<p>Exclusive Sponsor of the Welcome Screen at TMT Registration Desk</p> <ul style="list-style-type: none"> <li>Your scrolling presentation with sound on a 46" screen behind TMT Registration Desk</li> <li>For 3 ½ days</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$5,000</b>
<b>In-Room Channel Ad</b>	<p>Exclusive Ad Shown on Hotel's In-Room Channel</p> <ul style="list-style-type: none"> <li>3 days</li> <li>Your ad on screen and reaching not only our conference attendees ,but all hotel guests</li> </ul>	<b>Exclusive</b>	<b>1</b>	<b>\$5,000</b>
<b>Welcome Sponsor Gift Bag</b>	<p>Exclusive Opportunity to deliver a gift bag to all attendees during hotel check-in</p> <ul style="list-style-type: none"> <li>Your own personalized bag with materials, promotions, snacks or small gift</li> </ul> <p>*Bag and contents to be provided by Sponsor</p>	<b>Exclusive</b>	<b>1</b>	<b>\$3,000</b>
<b>Hotel Registration Scrolling Screen Presentation –Single Screen</b>	<p>Exclusive Sponsor of Welcome Screens at Hotel Registration</p> <ul style="list-style-type: none"> <li>Your scrolling presentation on 1 of the 3 screens at hotel registration for all 3 days</li> </ul> <p>*Only available if the sponsorship to have all 3 screens has not been taken.</p>	<b>Exclusive</b>	<b>1</b>	<b>\$3,000</b>
<b>Room Drop of Your Materials</b>	Have your Material slid under the door of all attendees	<b>Exclusive</b>	<b>2</b>	<b>\$2,000 each</b>



# Confidential Sponsor Application

## This Application Is For:

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Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_



# Are You Ready To Start Working With Some *Seriously* Successful Resellers?

Before you can become a sponsor, you must complete the following application. The information you provide will be kept strictly confidential and will only be used to help us determine whether or not you would be a good endorsed provider. **Completing this application does not guarantee you will be accepted as a sponsor.** We will notify you of our decision within 7 days of completing this form.

## **Part I: Tell Us About Your Company:**

**My company is:**

- Growing
- Stagnant
- Declining
- A Start Up

**Briefly outline the services and products you sell:**

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**How many resellers do you currently have reselling your products and services? \_\_\_\_\_**

**Briefly outline the revenue opportunity you offer your reseller partners:**

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**Who are your top 3 competitors?**

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**Why would a reseller want to sell YOUR products and services over your competition?**

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**Part II: Tell Us About Your Marketing:**

**Rate the following on a scale of 1-5, according to how much of a problem it is for you.**  
(1=A big problem, 2=A medium problem, 3=Somewhat of a problem, 4=Rarely, 5=Not a problem at all)

- \_\_\_\_\_ Generating new leads for our resellers
- \_\_\_\_\_ Getting our resellers to close (monetize) the leads we give them
- \_\_\_\_\_ Getting more resellers to properly market (and sell) our products and services
- \_\_\_\_\_ Attracting a better QUALITY of reseller

**What types of marketing and sales support do you give your resellers?**

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**What's working? What's not?**

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**Briefly describe why you feel you would be a good sponsor:**

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**If you were to be accepted as a sponsor to this event, what would need to happen in order for you to be happy with your investment:**

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**Please provide at least 3 references we can call to validate your customer service:**

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**Technology Marketing Toolkit Team Use Only:**

Evaluation Received On: \_\_\_\_\_ Evaluation Completed On: \_\_\_\_\_

**Comments/Notes On Sponsor:**

**Fax This Completed Form To: 615-595-1448**