



briforum

2013 Chicago | London

Connect with the largest
audience seeking
solutions for

**Desktop Virtualization,
Application Delivery,
Thin Client,
VDI Infrastructure and
Terminal Services**

For years, end-user computing has been about delivering Microsoft Windows. We started with desktops, then laptops, then remote desktops with Terminal Server and Citrix. After that we started mixing in VDI and client-based virtual machines, OS streaming, and app virtualization. The growing popularity of desktop virtualization and the increased adoption of thin client computing and Terminal Services have created a proliferation of options for virtualization vendors. And now that we've finally started to figure out how to do Windows, users have started bringing in touch-based tablets and web apps. So we're trying to figure out how to balance their devices, web apps, and SaaS apps while our entire user-user experience is built around the traditional Microsoft Windows desktop. Buyers need to know and understand their virtualization options. So what do we do? That's where BriForum comes in!

BriForum is a multi-day, vendor-neutral, super-technical conference dedicated to end-user computing technologies. Attendees from around the world come to BriForum in order to learn more about application and desktop virtualization, server-based computing, application streaming, the consumerization of IT, and VDI technologies. The majority of attendees are heavily involved in the IT departments of companies, and spend their time occupied with these technologies. Other attendees include analysts, consultants, and vendors who have shown an active interest in the evolution of the desktop industry.

BriForum focuses on providing attendees with the information they need to take the next step in utilizing the following technologies in their current and upcoming corporate projects:

- Terminal Services
- Desktop Virtualization
- Application Virtualization & Streaming
- VDI/Infrastructure
- Thin Client

Chicago, IL

McCormick Place

July 30th—August 1st, 2013

350+ Attendees

Sponsorship Inquiries:

Please see your TechTarget sales representative for more information, or contact:

Sean Matthews
 Director of Sales
 smatthews@techtarget.com
 (617) 431-9414

For More Information:

Please visit the BriForum web site for more details:

<https://www.briforum.com>



Independent, technical advice for virtualization pros

35%
technical or financial decision makers



40+
Technical breakout sessions

Featuring
Brian Madden



4,449,633
Page views on
BrianMadden.com
in the last 12 months



350+
Qualified IT professionals



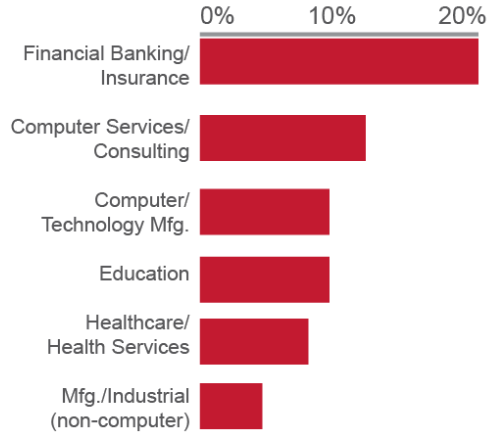
164,452
Page views around VDI/
Infrastructure

1,283,093
Page views around
Desktop Virtualization
in the last 12 months



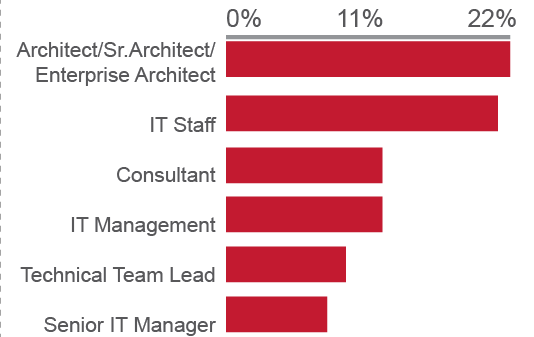
Top Industries Represented

BriForum Chicago 2012



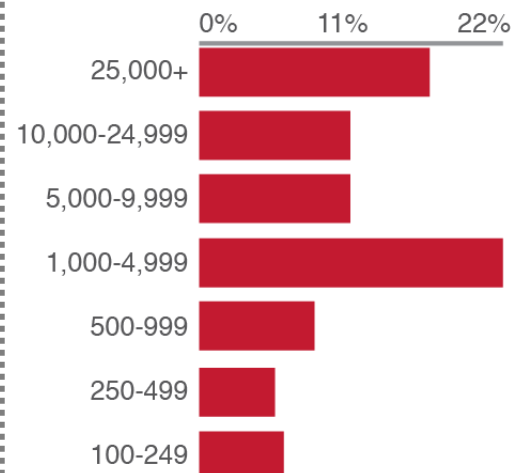
Top Job Functions

BriForum Chicago 2012



Company Size

BriForum Chicago 2012



2013 Sponsorship Opportunities

(1) Event Level Sponsorships \$68,000

With the Event Level sponsorship package sponsors enjoy exposure to attendees before, during and after the conference. Benefits include:

- **Exclusive Sponsorship of Geek Out Game & Evening Two Reception**
- **5'x 10' Sponsor Display Space**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75 minute Speaking Slot**
- **One (1) Morning Welcome Refreshment or One (1) Lunch Brand Sponsorship**
- **Exclusive Sponsorship of Conference Agenda**
 - Sponsor's logo put on conference agenda and given to attendees at registration
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Six (6) Conference Passes**
- **One (1) Lead Retrieval Unit**
 - The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

Notes: Event sponsorships subject to the following terms and conditions:

1. Reception to run for 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
4. Session chair drop subject to BriForum management review and approval. Materials to be provided by sponsor.
5. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor attendee.
6. Information from the Lead Retrieval Unit will be delivered 5 days post-show.



“The information you gain at BriForum is **priceless.**

Also being able to see how other people are implementing is always a plus.”

- *Web Services Administrator, Thomson Reuters*



(1) Platinum Day Zero Sponsorships \$58,000

With the Platinum Day Zero sponsorship package sponsors enjoy exposure to attendees before, during and after the conference. Benefits include:

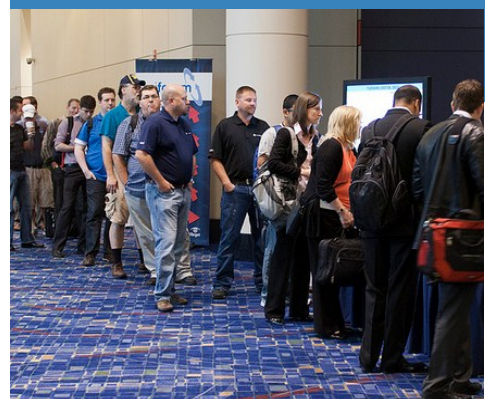
- **Exclusive Sponsorship of the Welcome Reception**
 - Inclusion in pre-show email sent to all registered attendees promoting the event
 - 2 hours of exclusive cocktail reception sponsorship
 - On-site signage highlighting your company's sponsorship
 - Thank you address from Brian Madden & 5-min speaking opportunity for sponsor
- **Exclusive Registration Sponsor**
 - Branding on and around registration desk
- **Pen & Paper Sponsorship**
 - Exclusive branding on the conference pens and pads of paper that will be put in all conference bags, and available in session rooms for attendees to use throughout the show.
- **One (1) 75 minute Speaking Slot**
- **5'x 10' Sponsor Display Space**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**
 - The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

Notes: Day Zero sponsorships subject to the following terms and conditions:

1. Cocktail event to run 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Session chair drop subject to BriForum management review and approval. Materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor attendee.



“This was my first time and I must say it was the **best technical conference** I’ve ever attended in 15+ years of IT. I **will be back even if my boss doesn’t pay.**”



(2) Platinum Level Sponsorships \$58,000

With the Platinum sponsorship package sponsors enjoy exceptional access to attendees before, during and after the conference. Benefits include:

- **Co-Sponsorship of Evening One Event**
 - Sponsorship of evening one cocktail event
 - On-site signage highlighting your company's sponsorship
- **T-Shirt OR Lanyard Sponsorship**
 - Exclusive sponsorship of the conference t-shirt or conference lanyard
- **5'x 10' Sponsor Display Space**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75 minute Speaking Slot**
- **One (1) Morning Welcome Refreshment or One (1) Lunch Brand Sponsorship**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**
 - The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

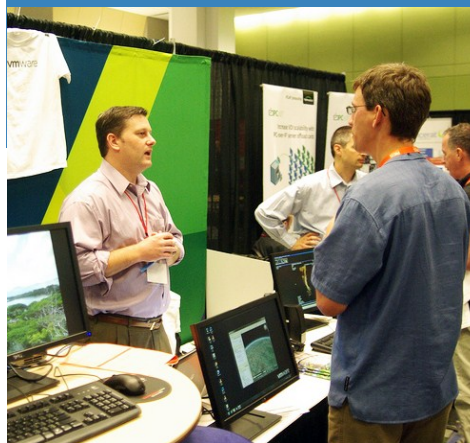
Notes: Platinum sponsorships subject to the following terms and conditions:

1. Cocktail event to run 2 hours consisting of beer and wine. All beverages are subject to substitutions and quantity determination on the part of BriForum Management in its sole discretion.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
4. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
5. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor attendee.
7. Lanyard Sponsorship consists of one color lanyard with one logo on one side. Additional options available for an additional charge. Selected on a first come, first serve basis.
8. T-Shirt Sponsorship consists of one color t-shirt with one logo on one location. Upgrade options available for an additional charge.

BriForum will deliver the Lead Retrieval Unit 5 days post-show.



“BriForum is an awesome event, the content alone is worth going for even if I had to sleep in a tent outside.”



(2) Platinum Prize Level Sponsorships \$50,000

With the Platinum sponsorship package sponsors enjoy exceptional access to attendees before, during and after the conference. Benefits include:

- **Daily Grand Prize Sponsorship**
 - Sponsorship of one day's Grand Prize (examples include Apple iPad, Nintendo Wii, etc). Attendees must have been scanned at your booth to be eligible to win. Winner will be drawn at the end of exhibit hours and announced at your booth.
- **5'x 10' Sponsor Display Space**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75 minute Speaking Slot**
- **One (1) Morning Welcome Refreshment or One (1) Lunch Brand Sponsorship**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**
 - The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

Notes: Platinum Prize sponsorships subject to the following terms and conditions:

1. Databases will be emailed within 2 business days of the event's conclusion.
2. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
3. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1.095 will be charged for each additional sponsor attendee.



“So many good presentations full of great information covering an **excellent range of topics**. Wish I could attend again and see the ones I missed.”



(3) Lunch & Learn Platinum Level Sponsorships \$47,500

With the Lunch and Learn Platinum sponsorship package you enjoy access to attendees before, during and after the conference. Benefits include:

- **Sponsorship of lunchtime speaking spot**
 - Sponsor has the opportunity to speak during one premium lunchtime session. Attendees will be invited to attend your speaking slot while they enjoy their lunch.
- **5'x 10' Sponsor Display Space**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Four (4) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**
 - The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more

Notes: Lunch & Learn Platinum Sponsor subject to the following terms and conditions:

1. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
2. Databases will be emailed within 2 business days of the event's conclusion.
3. Session Chair Drop subject to BriForum management review and approval. Session Chair Drop Materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor

“I enjoyed **bouncing ideas off of vendors and Brian Madden himself.** It is nice to interact with other people who are dealing with the same potential problems we are.”



(6) Gold Level Sponsorships

The Gold sponsorship package gives the sponsor access to attendees before, during and after the conference.

Benefits include:

Gold Plus Level Sponsorships \$37,000

- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **5'x 10' Sponsor Display Space**
- **One (1) 75 minute Speaking Slot**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Gold Level Sponsorships..... \$26,500

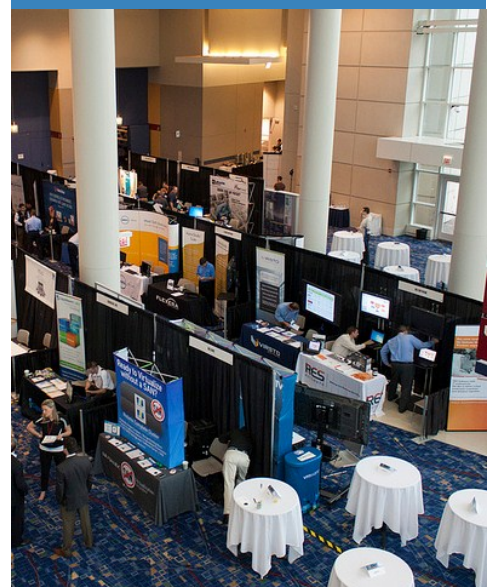
- **5'x 10' Sponsor Display Space**
- **One (1) 75 minute Speaking Slot**
- **One (1) Session Chair Drop**
 - i.e. white paper/collateral/CD
 - Delivered directly to the attendees' chairs in the session
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Notes: Gold sponsorships are subject to the following terms and conditions:

1. Databases will be emailed within 2 business days of the event's conclusion.
2. Proposed speaker and speaker presentation must be approved by BriForum Editorial team. Speaker presentation must be submitted for approval one month prior to the event. Speaking times to be determined on a first come, first served basis.
3. Session chair drop subject to BriForum management review and approval. Session Chair drop materials to be provided by sponsor.
4. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor attendee.



“The best thing is that this not only covers the technical content at the depth level required, but it is vendor agnostic so the truth can be covered.”



NEW (4) Vendor Showcase Sponsorship.....\$18,500

- **Speaking opportunity- 15 minutes**
 - 10 slide maximum
 - Speaking opportunity to occur during the *vendor showcase session* running concurrently with other editorial sessions in that particular track occurring on Day 1.
- **5'x10' Sponsor Display Space**
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

NEW Silver Plus Level Sponsorships \$22,500

The Silver sponsorship package provides a great way to keep your company top of mind with Attendees. Benefits include:

- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **5'x10' Sponsor Display Space**
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Silver Level Sponsorships \$13,500

The Silver sponsorship package provides a great way to keep your company top of mind with Attendees. Benefits include:

- **5'x 10' Sponsor Display Space**
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Notes: Silver & Vendor Showcase sponsorships are subject to the following terms and conditions:
 1. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$1,095 will be charged for each additional sponsor attendee.
 2. Information from the Lead Retrieval Unit will be delivered 5 days post-show.



“This is by far the best conference. There is really a **sense of community cooperation and involvement...** we do not always need to agree.”



Sponsorships At-A-Glance

	Event	Platinum Day Zero	Platinum	Platinum Prize	Lunch & Learn Platinum	Gold Plus	Gold	Vendor Showcase	Silver Plus	Silver
Evening One Event			●							
Geek Out Game & Evening Two Reception	●									
Grand Prize				●						
Welcome Reception		●								
Registration		●								
Pen & Paper		●								
5x10 Booth Display	●	●	●	●	●	●	●	●	●	●
75 Minute Speaking Slot	●	●	●	●		●	●			
15 Minute Vendor Showcase Speaking Slot								●		
1 Session Chair Drop	●	●	●	●	●	●	●			
Attendee Full Contact Information	●	●	●	●	●	●			●	
Conference Agenda	●									
Premium Lunch Speaking Slot					●					
Lanyard OR T-Shirt			●							
Morning Refreshment OR Lunch	●		●	●						
(1) One Lead Retrieval Unit	●	●	●	●	●	●	●	●	●	●
Complimentary Event Passes	SIX	FOUR	FOUR	FOUR	FOUR	THREE	THREE	THREE	THREE	THREE
Investment	\$68,000	\$58,000	\$58,000	\$50,000	\$47,500	\$37,000	\$26,500	\$18,500	\$22,500	\$13,500

Additional Event Marketing Opportunities*

Looking for ways to complement your sponsorship? The following additional event marketing opportunities are designed to increase your brand by creating long term brand awareness. These opportunities must be purchased in conjunction with an Event, Platinum, Gold, or Silver Sponsorships.

Tote Bag Sponsorships..... \$10,000

The Conference Tote Bag consists of a black bag with one white logo for the sponsor on both sides of the bag. The bag is distributed to all BriForum attendees. Sponsor has the opportunity to include white papers, case studies, gifts, etc. Upgrades to a Conference Backpack are available – please see your TechTarget sales representative for pricing.

Charge-Up Station.....\$10,000

The Charge-Up Station is a designated area where attendees can access electronic power to charge their mobile devices and grab a cup of coffee. Available at all times during the event, Sponsor has the opportunity for exclusive branding around this attendee-driven area.

Hotel Room Drop..... \$5,000

With the hotel room drop, your company has the opportunity to provide whitepapers, case studies, demos, gifts, etc. which are delivered directly to the rooms of attendees staying at the conference hotel.

Session Collateral Chair Drop..... \$2,000

With the hotel room drop, your company has the opportunity to provide whitepapers, case studies, demos, gifts, etc. which are delivered directly to the rooms of attendees staying at the conference hotel.

Conference Pass \$1,095

This pass gives access to editorial sessions.

Lead Retrieval Unit \$600

The Lead Retrieval Unit is a lightweight, self-contained, handheld wireless scanner (a Pocket PC device) which contains TechTarget's internally developed delegate profile software. The delegate profile software is pre-installed on the Lead Retrieval Unit and is ready for use. The Lead Retrieval Unit provides your booth personnel with meaningful data for every attendee that stops by your booth, including full contact information, job title, purchase influence and more.

**“The best
minds of VDI/
virtualization
under one roof.
Great takeaway
information.”**

*- IT Director, Feliciano
Financial Corporation*



2012 BriForum Chicago Sponsors

