



briforum

2013 Chicago | London

Connect with the largest
audience seeking
solutions for

**Desktop Virtualisation,
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 virtualisation. The growing popularity of desktop virtualisation and the increased adoption of thin client computing and Terminal Services have created a proliferation of options for virtualisation 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 virtualisation 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 virtualisation, server-based computing, application streaming, the consumerisation 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 Virtualisation
- Application Virtualisation & Streaming
- VDI/Infrastructure
- Thin Client

London, England

ETC Venues

St. Paul's Conference Center

16-17 May, 2013

250+ Attendees

Sponsorship Inquiries:

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

Brent Boswell

Director of Sales, EMEA

bboswell@techtarget.com

+44 (0) 758-431-1889

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



250+
Qualified IT professionals



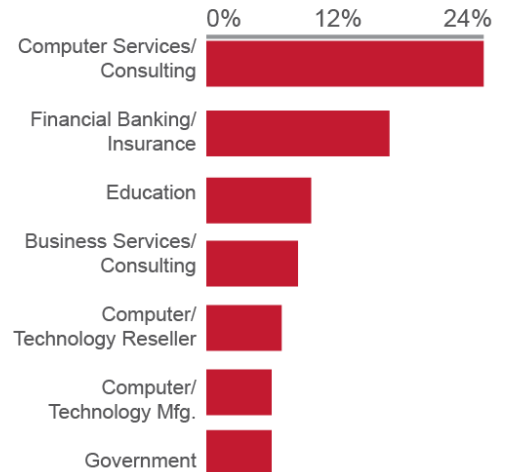
58%
Of 2012 Attendees were from the UK

1,283,093
Page views around
Desktop Virtualization



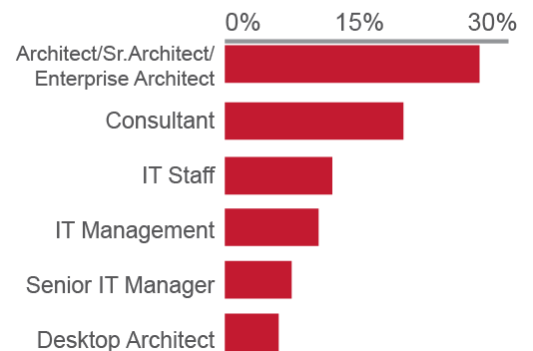
Top Industries Represented

BriForum London 2012



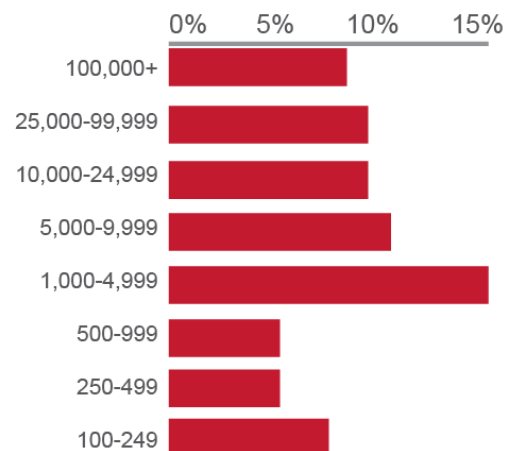
Top Job Functions

BriForum London 2012



Company Size

BriForum London 2012



2013 Sponsorship Opportunities

NEW (1) Day Zero Diamond Level Sponsorship \$80,000; £50,500

With the Day Zero Diamond sponsorship package sponsors enjoy exceptional pre-conference access to attendees seeking additional workshops taught by Brian Madden and Gabe Knuth. Reach attendees before, during and after the conference with this brand new sponsorship. Benefits include:

- **Exclusive Sponsorship of the 1/2 day pre-conference expert content sessions**
 - 10 minute welcome address to all attendees of the pre-conference within the expert sessions
 - Signage in all content session rooms highlighting company's sponsorship
 - Ex. "Pre-Conference content brought to you by XXX Company"
- **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 Night Zero
 - On-site signage highlighting your company's sponsorship
- **Exclusive Sponsorship of Conference Agenda**
 - Sponsor's logo put on conference agenda and given to attendees at registration
- **One (1) 75-minute Speaking Slot**
- **8' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **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
- **Six (6) 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 Platinum sponsorship is 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. Welcome Reception 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.
3. Databases will be emailed within 2 business days of the event's conclusion.
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. \$990/£620 will be charged for each additional sponsor attendee.
6. Information from the Lead Retrieval Unit will be delivered 5 days post-show.

(2) Platinum Level Sponsorships \$65,000; £41,000

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 & Co-Sponsorship of Geek Out Game**
 - Sponsorship of evening one event
 - Co-branding of Geek Out Game
 - On-site signage highlighting your company's sponsorship
- **8' Table Sponsor Display**
- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **One (1) 75-minute Speaking Slot**
- **Choice of Conference Lanyard OR T-Shirt Sponsorship**
- **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. T-Shirt Sponsorship consists of one color t-shirt with one logo on one location. Upgrade options available for an additional charge.
5. Lanyard Sponsorship consists of one color logo. Upgrade options available for an additional charge.

“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 Prize Level

Sponsorships \$50,000; £31,500

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.
- **8' Table Sponsor Display**
- **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) 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. \$990/£620 will be charged for each additional sponsor attendee.
5. Information from the Lead Retrieval Unit will be delivered 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) Lunch & Learn Platinum Sponsorships \$45,000; £28,300

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

- **Sponsorship of exclusive lunchtime speaking spot**
 - Sponsor has the opportunity to speak during one lunch while no other sessions are underway. Attendees will be invited to attend your speaking slot while they enjoy their lunch
- **8' Table Sponsor Display**
- **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 5 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. \$990/£620 will be charged for each additional sponsor attendee.
5. Information from the Lead Retrieval Unit will be delivered 5 days post-show.



“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.”



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 \$35,000; £22,000

- **Receive both attendee and registered-to-attend databases - full contact information and qualification data (available post-event)**
- **8' Table Sponsor Display**
- **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 \$25,000; £15,770

- **8' Table Sponsor Display**
- **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. 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.
2. Conference passes allow access to editorial sessions. Sponsors will only be given the number of passes associated with their sponsorship level. \$990/£620 will be charged for each additional sponsor attendee.
3. Session chair drop subject to BriForum management review and approval. Session Chair drop materials to be provided by sponsor.
4. Information from the Lead Retrieval Unit will be delivered 5 days post-show.

“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.”



NEW (4) Vendor Showcase

Sponsorships \$18,500; £11,670

- **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.
- **8' Table Display**
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Silver Level Sponsorships

NEW Silver Plus Level

Sponsorships \$18,000; £11,350

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)**
- **8' Table Sponsor Display**
- **Three (3) Complimentary Conference Passes**
- **One (1) Lead Retrieval Unit**

Silver Level Sponsorships \$13,000; £8,200

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

- **8' Table Sponsor Display**
- **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. \$990/£620 will be charged for each additional sponsor attendee.
 2. Information from the Lead Retrieval Unit will be delivered 5 days post-show.



“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.”



Sponsorships At-A-Glance

	Day Zero Diamond Level	Platinum Level	Platinum Prize Level	Lunch & Learn Platinum	Gold Plus Level	Gold Level	Vendor Showcase	Silver Plus Level	Silver Level
1/2 Day Expert Content Sessions	●								
Daily Agenda	●								
Geek Out Game Co-Sponsorship		●							
Evening One Event Co-Sponsorship		●							
Daily Grand Prize			●						
Welcome Reception	●								
8' Table Sponsor Display	●	●	●	●	●	●	●	●	●
(1) Session Speaking Slot	●	●	●		●	●			
15 Minute Vendor Showcase Speaking Slot							●		
(1) Lunchtime Speaking Slot				●					
(1) Session Chair Drop	●	●	●	●	●	●			
Attendee Full Contact Information	●	●	●	●	●			●	
Lanyard OR T-Shirt		●							
Morning Refreshment OR Lunch Brand	●	●							
(1) Lead Retrieval Unit	●	●	●	●	●	●	●	●	●
Complimentary Event Passes	SIX	FOUR	FOUR	FOUR	THREE	THREE	THREE	THREE	THREE
Investment	\$80,000; £50,500	\$65,000; £41,000	\$50,000; £31,500	\$45,000; £28,300	\$35,000; £22,000	\$25,000; £15,500	\$18,500; £11,670	\$18,000; £11,350	\$13,000; £8,200

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 a Diamond, Platinum, Gold, or Silver Sponsorships.

Tote Bag Sponsorships..... \$10,000; £6,300

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; £6,300

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.

Session Collateral Chair Drop¹\$2,000; £1,260

With the session chair drop, your company has the opportunity to provide the attendees with white papers, case studies, demos, gifts, etc. which are delivered directly to the attendees’ chairs in the general session.

Conference Pass\$990; £620

This pass gives access to editorial sessions.

* The additional event marketing opportunities must be purchased in conjunction with Event Level, Platinum Level, Gold Level, or Silver Level Sponsorship.

Lead Retrieval Unit \$600; £400

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.

¹To be provided by sponsor.

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



2012 BriForum London Sponsors

