2023

Live Events Package

TechTalk«
summits

TechTalk summits

IT INNOVATION

Oklahoma City, OK

TOPGOLF

San Jose, CA

PRIVATE CUSTOM DINNERS

Paris, France

TechTalk summits

The 3 Most Productive Hours You Will Spend with Potential Customers in a Casual Setting

TechTalks are the ultimate platform to reach your audience! Casual, after-work networking receptions designed to help the audience unwind after a busy day and hear from world-class IT solutions providers.

TIME-LINE

5:00PM	-	Sponsors are welcome to set up their display table
5:30PM	-	Event begins; attendee registration opens
6:00PM	-	Sponsor presentations (15 minutes - one after another)
7:15PM	-	Once presentations finish, sponsor raffles, networking and cocktails continue.

SPONSORSHIP

TechTalk events typically allow up to SIX sponsors per event, with no direct competitors at the same event:

- **15-minute speaking slot to entire audience**
- **Custom email blast to average of 10,000 prospects (market dependent)**
- **Event access for 4 company representatives**
- **Event access for 5 VIP guests**
- **Draped tabletop exhibit space**
- **Pre-registration list 2 days before the event with registrant name, company, title, e-mail and phone**
- **Post-event attendance list with same information (we anticipate ~50% drop-off rate from registration to attendance)**
- **Company logo on event landing web page, as well as 100-word abstract inclusion in event**

HOW DO WE MARKET?

TechTalk markets events through our extensive database via e-mail and professional social media platforms like LinkedIn. We do integrated marketing campaigns to our alumni list of over 50,000 subscribers as well as digital advertising programs that reach technology decision makers across sectors.

WHAT'S ON THE MENU?

TechTalk IT Innovation events are held at upscale restaurants and venues featuring open bar and hearty appetizers. Attendees are never disappointed!

WHO'S COMING?

TechTalk events are always free to attendees. Although regions and markets fluctuate, we invite up to 20,000 IT professionals and their teams, with titles ranging from the CIO and CTO through director and manager level, from companies ranging from Fortune 500 to enterprise, to small-to-medium sized businesses. Our model has proven successful in creating a forum for interacting in an intimate setting with high-quality IT decision makers.

▸ Find the full calendar at techtalksummits.com

Live Event Checklist

- **■** *Due ASAP* *(for event landing page)*

  - ❑ **Company Logo**
    JPG or PNG format only, transparent background highly recommended
    - ✓ To ensure logo is proportional on landing page, logo should touch all four edges of its container.
  - ❑ **Company Abstract** 350-character limit with spaces.
  - ❑ **Company Website URL**

- **■** *Target Account List and/or Target Attendee Persona*
  Please include as much detail as you see fit, including:

  - ❑ **Target account URLs**
  - ❑ **Target titles**
  - ❑ **Target revenue parameters**
  - ❑ **Employee headcount range**
  - ❑ **Industry**
  - ❑ **Geography**

- **■** *Due 3 Business Days Prior to Event*

  - ❑ **PowerPoint Slides**

  - ✓ Presentations should be 15 minutes MAX

  - ✓ You should plan on 90-120 seconds per slide

  - ✓ No need to read to the attendees

  - ✓ Expand on what is already printed for them to see and then move on

  - ✓ *MUST SUBMIT PPT or PPTX file to shaina@techtalksummits.com 3 business days prior to event*

You're more than welcome to ship company swag directly to the restaurant, however, *please schedule materials to arrive the week of the event only*.

To ensure your package arrives roundtrip, please review the instructions below.

When shipping boxes please address as below, filling in the location data:

> (*Restaurant Name*)
> (*Restaurant Address*)
> "ATTN: TechTalk Summits Event, (*Date of Event*)"

Materials Return Instructions

Make sure your on-site team packs up anything that will need to be returned and applies the return label(s). You can leave the packages with the venue and schedule a pickup from your preferred shipper for the day following the event.

Please note: TechTalk hosts cannot be responsible for packing or shipping sponsor materials as they are traveling as well.
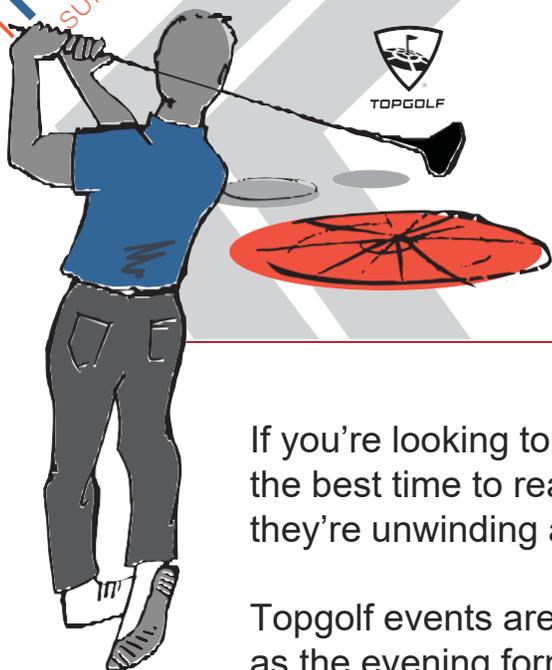
Venue Addresses

can be located on their respective event landing page found here:
[Events – TechTalk Summits](#)

Or feel free to reach out to me when you are ready to ship, and I will be happy to share these logistics with you!

- Shaina Perkins

TechTalk presents

THE GAMES
Events at Topgolf

Meet your best new leads in a fun
and relaxing environment after work

If you're looking to build new relationships with IT professionals, the best time to reach them is after their hectic work day when they're unwinding at a TechTalk Topgolf event.

Topgolf events are among our most popular and best attended, as the evening format encourages networking and dialogue while enjoying golf activities and games. Sponsors get the opportunity to play right along their IT colleagues. The fun begins with cocktails and networking followed by sponsor presentations and a delicious fajita buffet.

"The Games" are an optimum opportunity to reach IT decision makers:

- Branding opportunities on "the green" and at the venue
- One-on-one time with IT decision makers throughout the event
- Golf pro on-hand to provide tips and facilitate the tournament
- Prizes for top golfers and raffle items promote attendance and participation

You are more than welcome to ship company swag directly to Topgolf, however, *please schedule materials to arrive the week of the event only.*

To ensure your package arrives roundtrip, please follow these instructions: **When shipping boxes it is important to address as below, filling in the proper data. *Be sure to include your return label(s).***

> Topgolf (*Name of City*)
> (*Topgolf Address*)
> "ATTN: Topgolf Sales Manager: (*Insert Sales Manager Name*)
> TechTalk Summits Event, (*Date of Event*)"
>
> *(Please email Shaina@techtalksummits.com for names of Sales Managers)*

Materials Return Instructions

Make sure your on-site team packs up anything that will need to be returned and applies the return label(s). You can leave the packages with the venue and schedule a pickup from your preferred shipper for the day following the event.

Please note: TechTalk hosts cannot be responsible for packing or shipping sponsor materials as they are traveling as well.

Topgolf Addresses

can be located on their respective event landing page found here:
[Topgolf Events - TechTalk Summits](#)

Or feel free to reach out to me when you are ready to ship,
I will be happy to share these logistics with you!

- Shaina Perkins

Networking & Cocktails at Soho House

TechTalk Summits is working with North American and select international Soho House members-only clubs. Exclusivity of membership are a big draw for quality attendees.

Join us for your chance to finally visit the exclusive Soho House in your city. These exclusive members-only clubs throughout the world are known for playing host to celebrities, executives, artists and the jet set crowd – and notorious for difficulty in gaining access. Soho House lounges and event spaces are designed for the ultimate in luxury networking, created around the concept of fostering professional connections in a convivial and intimate environment.

The evening begins with craft cocktails, passed hors d'oeuvres, and mingling with your technology peers. The event format includes presentations and discussion on emerging and cutting edge technology – the information you need to level up your career and collaborate with the top minds in technology from your area.

Tech Talk«« summits

"From security management to seeking out innovative technologies, CIOs are straddling operational and transformational roles to deliver new wins while keeping IT humming."

– CIO Magazine

What could be more powerful than a meeting of the minds of top CIOs and other C-level executives who are determining the strategic direction of multi-national companies? CXO Roundtable Dinners bring together technology executives in your city to discuss your most pressing issues, exchange ideas and sort through the complexities of emerging technology in an engaging environment that facilitates pivotal exchange.

From security issues, to system and architecture headaches, to budget concerns, CIOs need to find solutions for their operational challenges and re-focus on the transformational. This series addresses the need for an open and collaborative forum to network, strategize and share best practices and insights.

Top venues are always selected for menu, service, and atmosphere. Guests will enjoy a three-course dinner with accompanying cocktails, wine and spirits, along with thought-provoking discussion.

- **Presentation** length should never be longer than 15 minutes. Ideally 10-12 is the sweet spot. Attendees have expressed that less is more and that they would rather a shorter elevator pitch with more time to connect individually later in the event.

- **PowerPoint** slide shows should be concise. Similarly, to overall presentation length, less is more here. You should plan on 90-120 seconds per slide. No need to read to the attendees. Expand on what is already printed for them to see and then move on. Must submit .PPT or . PPTX file to shaina@techtalksummits.com 3 business days prior to event.

- **Try to make the presentation as interactive as possible by starting with a poll question, then continue to engage the audience with trivia-style or simple polling questions.**
  For example, "How many of you have experienced some sort of cyber breach over the past 6 months?" Then describe how your solution can help.

- **Face-2-Face events are about connecting with attendees.** Work the room. We encourage sponsors to move about, introduce themselves and have one-on-one conversations. We do not recommend "camping out" at your company swag table.

- **Sponsor tables** should be used to display small promotional materials and giveaways. We encourage you to not camp at your table but instead mingle with the attendees.

- **Giveaways and promotional materials** should be small, pocket sized if possible. Larger items, such as water bottles and notebooks, tend to get left behind. Pocket-sized give-aways are best for everyone.

- **Raffle items**, such as gift cards, are better than giveaways. Some of the more popular raffle items we have seen in the past are: AMEX gift cards, Amazon Echo, speakers drones, etc. We encourage all sponsors to bring a high value item to be raffled off at the conclusion of the presentations. Please be sure to mention your raffle item to attendees so they can leave their business card with you for the end-of-event draw.

- **Q&A after presentations** should be limited to 2-3 questions. We encourage you to instead have a private face-to-face conversation with attendees who have several questions or are looking for more in-depth answers. This is a more productive way to build a relationship with an attendee in the hopes that you may end up working together.

Questions? Contact Shaina Perkins, shaina@techtalksummits.com