2025 Live Events Package

TechTalk summits

techtalksummits.com

IDC Dinners Deliverables:

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. PowerPoint Slides
- Presentations should be 10-12 minutes
- ✓ 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
- ✓ SUBMIT PPT or PPTX file to TechTalk rep or shaina@techtalksummits.com
- **2** Seed Questions to be asked to your on-site team.
- □ Names of the team members on-site.

IDC Dinner Series

Soho House & CXO Summits Deliverables:

<u>Due ASAP</u>(for event landing page)

Company Logo JPG or PNG format only, transparent

background highly recommended

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- **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

Employee headcount range

Target titles

- IndustryGeography
- Target revenue parameters

Due 3 Business Days Prior to Event

- **10**-minute Fireside Chat or PowerPoint presentation.
- Presentation slides must be submitted in *.PPT or . PPTX* format, directly to your TechTalk Sales Rep. *or* Shaina@techtalksummits.com
- If you've opted for a Fireside chat, there's no need to supply slides, our team will build this for you.
- Speaker headshot JPG or PNG format only, Bio, Email & Phone Number
- 2 Seed Questions for CXO Panelist
- 2 Seed Questions to be asked to your onsite-team
- **Closing Statement.**
- □ Names of the team members on-site.

Soho House Series

CXO Summit Series

Private Events & Landing Pages

To ensure your participation is featured accurately and professionally, please provide the following

<u>**Due ASAP**</u>(for event landing page)

Company Details

Company Logo

• JPG or PNG format only, transparent background highly recommended

Tech**Talk**«

- 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**

Session Details

- Title of Discussion
- Discussion Abstract
- □ Speaker Headshots (optional but recommended)
- □ Speaker Name, Title & Bio (optional but recommended)
- □ Any additional info you'd like included on the landing page or agenda

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

- Target account URLs
- Employee headcount range

Target titles

- Industry
- Target revenue parameters
- Geography

Once we've received your materials and your landing page is ready, we'll send the link for review and approval.

Event Landing Page can be found here: <u>Events – TechTalk Summits</u>

Shipping and Return Instructions

CXO Dinners, IDC Dinners & Soho House

You may send company swag directly to the restaurant! To ensure smooth delivery and return, kindly adhere to the instructions provided below.

When shipping boxes, address as below, filling in the proper data. Packages must be scheduled to arrive no earlier than the week of the event. Be sure to include your return label(s).

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

Material Return Instructions

Your on-site team must pack any items requiring return and attaches the appropriate return label(s). You may leave the packages with the venue and arrange a pickup with your preferred shipping service for the day after the event.

Please note:

- TechTalk hosts are unable to pack or ship sponsor materials, as they will also be traveling. Sponsors are responsible for all packing and return shipping arrangements.
- TechTalk is not responsible for coordinating material drop-off or pick-up with the venue. All shipping and logistics are the sole responsibility of the sponsor.

Restaurant Addresses

can be located on their respective event landing page found here: <u>Events – TechTalk Summits</u>

Sponsor/Presenter Best Practices



•**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. Expand on what is already printed for them to see and then move on.

•Must submit .PPT or . PPTX file to TechTalk Rep, or <u>shaina@techtalksummits.com</u> - 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-to-face events are about connecting with attendees. Work the room. We encourage sponsors to move about, introduce themselves and have one-onone 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 go 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 well valued 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.

•Invite your clients and strengthen the relationship.