

Exhibitor Prospectus



"This is an amazing event. There were great educational sessions and I enjoyed meeting people at networking times."

—Dan Antion, VP Information Services, America Nuclear Insurance



Downtown Location!
San Francisco Hilton

"SPTechCon had lots of energy and enthusiasm.

It's also well organized and has great content and information for all roles involved in SharePoint implementations."

—Joe Dunkle, IT Audit Project Manager, Boise, Inc.



Exhibit at



SPTechCon

**The SharePoint
Technology Conference**

Feb. 26-29, 2012 → San Francisco

PRODUCED BY
BZ Media

Your SharePoint Resource
SPTechReport

Your SharePoint Technology Resource
SPTechWEB

"The Lightning Talks segment was one of my most favorite parts of SPTechCon, in addition to the wealth of information from great speakers. It's a great conference for IT specialists."

—Shauna Zaffuto, Account Executive, Consumer Marketing, NASCAR



"The presenters are very professional, knowledgeable and engaging. There are many workshops and levels of experience. What's helpful is that many of the topics are cross-compatible."

—Connie Nardi, Web Services Specialist, Phillips Exeter Academy

www.sptechcon.com

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Who Will Be Attending The SharePoint Technology Conference?

SharePoint Administrators	Project Managers
Information Architects	Database Managers
Software Developers	Line-of-Business Analysts
Enterprise Content Managers	Unofficial Company SharePoint Gurus
Systems Analysts	Disaster Recovery Planners
IT Pros	Portal Administrators
Enterprise Search Administrators	Microsoft MVPs
SharePoint Designers	Compliance Officers
Software Development Project Managers	User Authentication Managers
VPs of Software Development	Business Analysis Directors
VPs of Systems Administration	Directors of IT Security



“Conference was very informative and educational. I learned a lot and am excited to try some new solutions at work.”

—Dolores Bertin, DRMS Admin., Inter Pipeline Fund

Check Out This List of Classes from 2011:

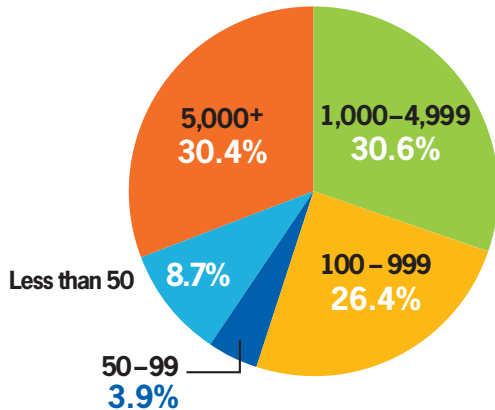
More than 80 classes offering SharePoint tips and techniques will be offered.

Document Management from A to Z	Getting to know Business Connectivity Services (BCS) Using Visual Studio 2010
PerformancePoint Services—A Service in Three Acts	Building the Perfect SharePoint 2010 Farm: Real World Best Practices from the Field
Workflow Application Lifecycle Design and Management	Best Practices and Pain Points of Implementing Training
The Expanding Developer Toolbox for SharePoint 2010	Understanding Your Search 2010 Application Topology
Understanding Your Information Architecture	Leveraging Project 2010 with SharePoint 2010 for Project Management Success
11 Strategic Considerations for SharePoint Migration	Strategies for Involving End Users in Your Migration
Planning Your SharePoint Project	Building Operational Governance in SharePoint 2010 Deployments
SharePoint Roles and Responsibilities: 2010 and Beyond	What to Avoid to Ensure Workflow Projects Succeed
Governance Best Practices in SharePoint 2010	What's New with SharePoint 2010 Lists & Schemas?
SharePoint 2010 Branding for the Masses	Silverlight, SharePoint and Sandboxed Solutions
Content Aggregation Strategies	Taming the User Profile Service Beast
Just Freakin' Work! Avoiding Common Hurdles in SharePoint Custom Development	Build a Community in SharePoint
Getting the Most Out of SharePoint Search	The Power of Content Types
Working with Lists and Libraries	Case Studies: SharePoint as a Gov 2.0 Platform
Bringing Ad Hoc SharePoint Deployments Under Control	Busted! Debunking the Urban Myths Surrounding SharePoint
Getting the Best Use out of SharePoint Designer 2010	Which SharePoint Search Is Right for You?
An Introduction to the SharePoint 2010 Client Object Model	Architecting a Robust Global SharePoint Infrastructure
Internet Facing SharePoint Sites: How to Build a Secure Design	SharePoint 2010's Virtual Reality: Guidance for Deploying Virtual SharePoint Farms
Enhancing the User Experience with jQuery	A Business User's Guide to Insights
Delivering SharePoint Success: Why Collaboration is More Than Just Technology	SharePoint 2010 Service Architecture Drill-Down
SharePoint 2010 User Profile Store	10 Steps to Creating Engaging Web Portals with SharePoint WCM
Creating Custom Branding for SharePoint 2010	...and much more!
2 SharePoint as a Platform for Business Applications	
Creating Sandbox Solutions for SharePoint 2010	

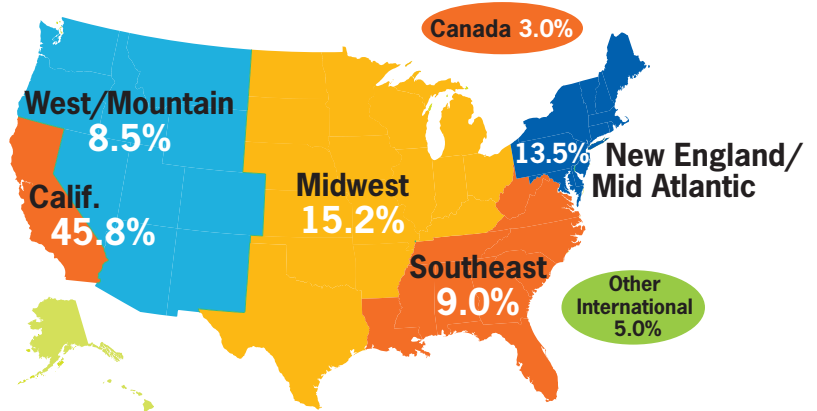
Contact Dan Gaiman to reserve space today! See page 10 for details.

Who Came to SPTechCon San Francisco in 2011?

Size of company
(number of employees)



Attendees came from 20 countries and 39 states!



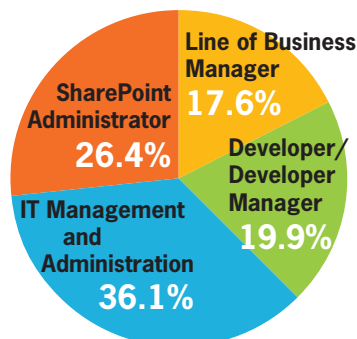
What is their company's primary business activity?

- 19.9 % Government/Defense
- 14.6 % Finance/Accounting/Insurance/Legal
- 11.7 % Manufacturing
- 8.4 % Consulting
- 8.0 % Healthcare/Medical Equipment/Services
- 6.4 % Education/Multimedia
- 5.8 % Energy/Utilities/Mining/Construction
- 5.3 % Independent Software Vendor (ISV)
- 2.9 % Transportation/Engineering
- 1.8 % Media/Marketing/Entertainment
- 1.8 % Communications
- 13.4 % Other

What kind of hardware and software are they involved in purchasing (recommending, selecting, authorizing)?

- 72.4 % SharePoint Tools
- 53.7 % Collaboration Tools
- 49.3 % Sys Admin Tools
- 46.7 % Data Backup and Recovery
- 45.6 % Document Management Systems/Tools
- 45.1 % Content Management Systems/Tools
- 43.0 % Dashboard Systems/Portals
- 39.2 % Software Development Tools
- 38.6 % SharePoint Books
- 38.1 % Project Management Software
- 37.7 % Database Management Tools
- 34.3 % Search/Enterprise Search/Indexing Tools
- 32.5 % Business Process Management (BPM) Tools
- 28.7 % Network Management/Monitoring
- 27.1 % Scanning and Imaging Tools
- 23.9 % SharePoint Components
- 21.9 % Network Security Hardware (Firewalls, etc.)

Primary Background



Who's Coming to the SharePoint Technology Conference?

Show off your SharePoint solutions at the largest independent SharePoint show in the U.S. In its third year, SPTechCon San Francisco drew 1,002 registrants. In 2012, we are projecting 1,200 – 1,400 SharePoint admins, developers and power business users will come to SPTechCon San Francisco, the biggest, independent SharePoint event. SharePoint buyers will flock to the show, eager to find products and solutions that can help them master the power of SharePoint 2010 for their organizations.

Sample list of companies sending attendees to SPTechCon San Francisco in 2011:

AAA Northern California	Clorox	Latham & Watkins	Silicon Labs
ABM Industries	Computer Associates	Lawrence Livermore Nat'l Laboratory	Silicon Valley Journal
Acxiom	County of Napa	Levi Strauss	Skechers USA Inc.
ADP	County of Santa Clara	LexisNexis	SnapLogic, Inc.
AgChoice Farm Credit	CSL Behring	Lockheed Martin	Social Security Administration
Alameda County	CUNA Mutual Goup	Louisiana DOT	Sogeti USA
Alloy Ventures	Curtiss Wright Controls	LSI	Southern University Law Center
America California Bank	Dell	Marvell	Southern Ute Growth Fund
American Water	Denver Rescue Mission	Mascoma Savings Bank	Stanford University
Americo Financial Life & Annuity Co.	Diamond Foods, Inc.	Merck and Company	State Farm
Apollo Group	Digital Realty Trust	Merck Research Laboratories	StubHub.Com
Applied Energy Management	Dolby Labs	Metropolitan Transp. Comm.	SVB Financial
Aramco Services Company	DTA	Microsoft	T. Rowe Price
Aramex	Eastman Kodak	NASA	TEK Systems
Arizona Public Service Company	Elan Pharmaceuticals	National Semiconductor	Thomas Weisel Partners
Baxter Healthcare Corporation	EMC	Neighborhood Credit Union	Toys R Us
Bay Area Toll Authority	ePharmaSolutions	Netwoven	Trend Micro
Bermuda Auditor General Office	Export Development Canada	Nikon Precision Inc.	TriWest Healthcare Alliance
Big 5 Corp.	Fannie Mae	NOAA Coastal Services Center	U.S. Department of State
Blue Cross	Federal Express	Northern California Power Agency	UCLA
Blue Mountain Resorts Limited	Federal Reserve Board	Novartis	UCSF
Blue Shield of California	Fiserv	Novell, Inc.	UNICEF
BMC Software	Gas Technology Institute	Novellus	University of San Francisco
Booz Allen Hamilton	General Dynamics	Oppenheimer Funds	US Army
Bridgestone Tire	Georgia Pacific	Perot Systems	US Dept. of HUD
Bristol-Myers Squibb	Global Equities Research	Raytheon	US Dept. of Transportation
BSIA	Home National Bank	Robert Half International	Vanderbilt University Med. Center
CA Dept of Justice	Homes of California	Rural Community Assistance Corp.	Vespa Scooters
CACI	Honeywell	Sacramento County	Virginia Beach Public Schools
Cadence	Hoosier Energy	SAIC	Visa
Cal ISO	HP	San Francisco Housing Authority	Wachovia
California Travel & Tourism Comm.	Infinera	Sandia National Labs	Webcor Builders
Canadian Air Trans. Security Auth.	Infinity Pharmaceuticals	SanDisk	Wellpoint
Capella University	Intel	Sanofi-Aventis	Wells Fargo
CareFirst Blue Cross Blue Shield	International Rectifier	Sara Lee Corporation	White and Case LLP
CDW	Johns Hopkins	Savvis	Wyle
Charles Schwab	Judicial Council of CA	Schlumberger	YouSendIt.com
Chevron	Kaiser Permanente	Shawmut Construction	
	L-3 Communication	Siemens	
	Lam Research		

Ten Great Reasons for Exhibiting at SPTechCon

1. SharePoint is HOT! Don't leave the market open to your competition.
2. Meet and sell to an estimated 1,200+ SharePoint buyers across the spectrum of admins, developers, IT managers and information workers.
3. No Microsoft SharePoint Conference is planned for 2012. So in 2012, the biggest SharePoint shows will be SPTechCon San Francisco and Boston!
4. Attendees will learn from the brightest minds in the SharePoint universe! Most of our speakers either are Microsoft engineers or have achieved Microsoft MVP status based on their in-depth knowledge of SharePoint.
5. SPTechCon is the only SharePoint Conference located in the technology-rich San Francisco Bay area.
6. The multiplatform base of BZ Media as well as the most extensive network of media partners of any show, by far, means you'll reach NEW Microsoft SharePoint buyers outside of the normal Microsoft channels. SPTechCon works with more than 50 media partners!
7. Our concentrated attendance of 1,200+ SharePoint buyers means you can spend quality time with each buyer.
8. You'll talk to potential customers in a relaxed and intimate atmosphere. Coffee breaks and the reception are in the exhibit hall, so you will have plenty of time to meet each attendee.
9. SPTechCon is easy to staff, and show hours are arranged to maximize productivity and minimize standing-around time.
10. If you sign on early, more than 5,400,000 marketing impressions will build awareness of your company and create interest in your products before the show.



"This conference is a good place to get information on all aspects of SharePoint, from user to the most technical. Both administrative and development concerns are addressed."

—Debra Harris, Business Process Consultant, DePaul University

"I enjoyed the variety of speakers, the social networking and meetings with important SharePoint people."

—Brendan Horner, Business Process Specialist, Liberty University



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SharePoint Technology Conference Marketing Promotion Program

Take advantage of our comprehensive print, e-mail, direct mail and online promotions. With early contracts, your company logo will get months of valuable exposure and tons of impressions.

- Two-page spreads and full page print ads in SD Times and other industry publications will run July through February
- Direct mail postcard campaigns
- Targeted telemarketing to our best handpicked SharePoint prospects
- Multiple e-newsletter sponsorships, including the SharePoint Technology Report and SD Times' News on Monday
- Direct opt-in e-mail blasts
- Banners on www.microsoft.com/sharepoint, www.sptechweb.com, www.sdtimes.com and other leading sites
- A 20-page class catalog will be printed and mailed to more than 100,000 targeted prospects
- Extensive Google Adwords program generating more than 5 million impressions.
- Massive media deployment by more than 50 media partners

**OVER
5.4 million
marketing
impressions
to be made!**

Exhibitors at the 2011 SPTechCon in San Francisco included:

Accellion	Esri	Perficient
Accordent	Extract Systems	PleaseTech
Adaptive Corporation	Fpweb.net	PSIGEN
Apress, Inc.	Global 360	Quest Software
Aptimize	Idera	QUMAS
AvePoint	Infogain	SharePoint911
Axceler	Informative Graphics	SharePoint Engine
BA-Insight	Infowise	ShareSquared
BitKOO	inSite	SoftArtisans
CloudShare	Iron Mountain	SouthLabs
Colligo Networks	K2	SurfRay
CommVault	KnowledgeLake	SusQtech
ComponentOne	Kodak	Synergy
Concept Searching	MacroView	Technosoft Corp.
CubisOne	Mainsoft	Titus
Cybozu	Metalogix	Unilytics
Dataguise	MetaVis	Vision Solutions
Datapolis	Mindsharp	VirtoSoftware
EPC Group	Neverfail	Vizit
EPM Live	Nintex	

2011 Media Sponsors of SPTechCon San Francisco



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What You Get!

	(Exclusive) Diamond	Platinum	Gold	Silver	Booth Only
8' x 10' Exhibit Space	SOLD 1 Booths	2 Booths	x	x	x
Promotion of Your Company: Print	Logo, Diamond	Logo, Platinum	Logo, Gold	Logo, Silver	Exhibitor Listing
Promotion of Your Company: Web	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Listing
Description of Your Company	200 words	150 words	100 words	75 words	50 words
Conference Pass (worth \$1,595)	2x	x	x	x	x
Winner's Circle Eligibility	x	x	x	x	x
Passport Game Eligibility	x	x	x	x	
Premium Booth Position on Floor	x	x	x	x	
Logo on Entrance Unit to Expo Floor	x	x	x	x	
Direct Mail List, All Attendees	x	x	x	x	
Attendee Bag Insert	x	x	x	x	
E-mail List of Attendees	x	x	x		
Reception Sponsors	x	x	x		
Full-Page Ad in Show Guide	Back Cover	x	x		
Speaker in SharePoint Lightning Talks	x	x			
Inclusion in Pre-show E-mail to Registrants	x	x			
Attendee Bag Logo	x	x			
Full-Page Ad in SD Times	x	x			
Coffee Break Sponsor		x			
Logo on Reception Napkins	x				
Breakfast Sponsor and Speaker	x				
Lanyard Sponsor	x				
Exclusive Sponsor	x				

SharePoint Lightning Talks

Platinum Sponsors will have 5 minutes to describe how to get the most out of SharePoint with their product, lead by Conference Chairman David Rubinstein.

Sign Up By	Diamond	Platinum	Gold	Silver	Booth Only
Jul 15, 2011	\$34,995	\$16,995	\$10,795	\$6,995	\$3,795
Sep 9, 2011	\$35,995	\$17,995	\$11,495	\$7,495	\$3,895
Oct 21, 2011	\$36,495	\$18,995	\$11,995	\$7,995	\$3,995
Nov 23, 2011	\$36,995	\$19,495	\$12,795	\$8,495	\$4,095
Dec 22, 2011	\$37,495	\$19,995	\$13,495	\$8,995	\$4,195
after Dec 22	\$37,995	\$20,995	\$14,495	\$9,495	\$4,295

INCLUDED IN BOOTH:

- Standard draped booth, 8' deep and 10' wide, with backdrop and sidewall drape dividers
- Electricity (120 volts, 20 amps)
- One 6' x 30" draped table
- Two Chairs
- Wastebasket
- ID sign



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Additional Sponsorship Opportunities at SPTechCon San Francisco 2012

Over 55 companies will be exhibiting at SPTechCon.

Make sure you stand out with these additional sponsorship opportunities!

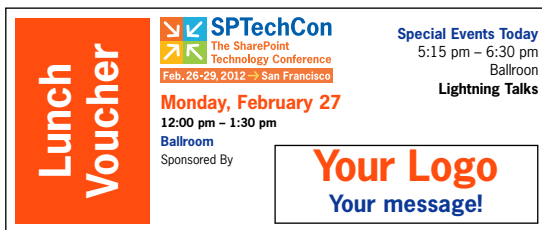
Attendee Bag Insert – \$795

Every attendee will get your collateral material in their official show bag! Send in a DVD or memory stick or a printed brochure or data sheet (limit 8 pages, 8.5 x 11 inches). Materials must arrive at hotel by Feb. 22.

Luncheon Sponsor (2 available) – \$2,495 each

Sponsor Monday's or Wednesday's lunch. Your logo and message are printed on the lunch voucher every attendee uses for their lunch, and you will be named as the lunch sponsor during the event. Plus, we'll distribute your marketing literature on the lunch tables!

Deadline: Feb. 1.



Breakfast Sponsor (3 available) – \$1,995 each

Sponsor Monday's, Tuesday's or Wednesday's continental breakfast. Large signage will let every attendee know who to thank, and we'll put your literature out on all the breakfast tables! Deadline: Feb. 1.

Keynote Object

Placement (2 available) – \$1,995 each

We'll place the object of your choice on everyone's chair before one of the keynote sessions. What better way for your special tchotchke – and your company – to get attention! Deadline: Feb. 1. Materials must arrive at hotel by Feb. 22.

Official Show T-shirt

Sponsorship (exclusive) – \$5,995

We'll print this wicked-cool black t-shirt and hand it out to all attendees. The back says "@SPTechCon San Francisco" and the front has your company logo. These are walking billboards for your company! Deadline: Jan. 27.



Internet Access Sponsor (exclusive) – \$3,445

Attendees will appreciate your sponsorship of their wireless Internet access in the lobby and on the show floor during the conference. Includes pre-show recognition and on-site signage. Deadline: Feb. 1.

Sponsorship of Show Daily (exclusive) – \$4,995

Go beyond the walls of SPTechCon to 35,000 SharePoint buyers reading the SPTechReport newsletter – published daily during the three days of the show!! Take the Platinum and Gold sponsor spots for your ads (each one is 75 words, logo, link) and dominate the News of the Show!! Deadline: Jan. 27.

Footprints! (exclusive) – \$1,995

These fun adhesive floor footprints with your logo will lead buyers right past your competitors and into your booth. Color choices available, 150 footprints total with show management responsible for placement before the show and removal afterwards. Deadline: Jan. 27.

Attendee Hotel Guestroom Keycard – \$3,500

Each Attendee staying at the San Francisco Hilton Hotel will receive 2 guestroom keycards with your company's logo. Each time this attendee goes to their hotel guest room they are reminded of your company! Deadline: Jan. 15.



Additional Sponsorship Opportunities

Full-Page Ad in Show Program – \$695

Half-Page ad in Show Program – \$395

Get a 4-color full -page ad to describe your offering to all SPTEchCon attendees and assure you will still be on their minds when they get back to the office.

Deadline: Jan. 27 for materials.

Conference Planner

Sponsorship (exclusive) – \$1,395

We'll be printing an 8-page conference planner to tell attendees about last-minute changes to the program, exact locations of classes, special parties etc.... Get your black-and-white full- page ad on the back of this planner as the exclusive conference planner sponsor! Deadline: Jan. 27.

Mouse Pad – \$2,895

Put your 4-color message on a soft rubber fabric-covered 9-1/4 x 7-3/4 in. mouse pad. Mouse pads will be inserted into all attendee bags and we'll make up an extra hundred for you to give out of your booth. Deadline: Jan. 27.

Reception Chilly-Willy (exclusive) – \$2,295



Help attendees at the reception keep their beer cold while they cradle your company logo on a drink insulation sleeve commonly known as a Chilly-Willy. The bartenders will be loaded up and handing them out to thirsty SharePoint buyers. Deadline: Jan. 27.

Food/Beverage/Speaking Sponsorship

(exclusive) – \$2,900/\$3,750

If you are a Platinum Sponsor, you'll already be speaking during the "SharePoint Lightning Talks" session – and \$2,900 makes you the exclusive food/beverage sponsor of that event. Signage and emcee recognition will make sure attendees know whom to thank...and whom to visit in the exhibit hall. If you are not a Platinum Sponsor, \$3,750 will get you both the food/beverage sponsorship plus a 5-minute presentation. Deadline: Jan. 27.

Coffee-Break Mugs – \$3,250

Put your logo on the coffee break mugs that attendees can keep. Cups will be available at the first exhibit hall coffee break and at following breaks until they run out!

Deadline: Jan. 27.



Drink Ticket Sponsor – \$2,000

Sponsor beer, wine, and soft drinks at the Attendee Reception in the Exhibit Hall. Each attendee will be given two 3 x 4 in. drink tickets with your company name and logo. The only way to get a drink at the reception is with a ticket.

Deadline: Jan. 27.

Extra Conference Passes – \$795 each

Get additional passes to the technical sessions at this heavily discounted rate for your employees or key customers!

Deadline: Feb. 22.

Contact your sales manager today!

SharePoint Sales Manager

Daniel Gaiman

TEL +1-646-454-0932

CELL +1-631-806-2845

dgaiman@bzmedia.com

Sales Director

David Lyman

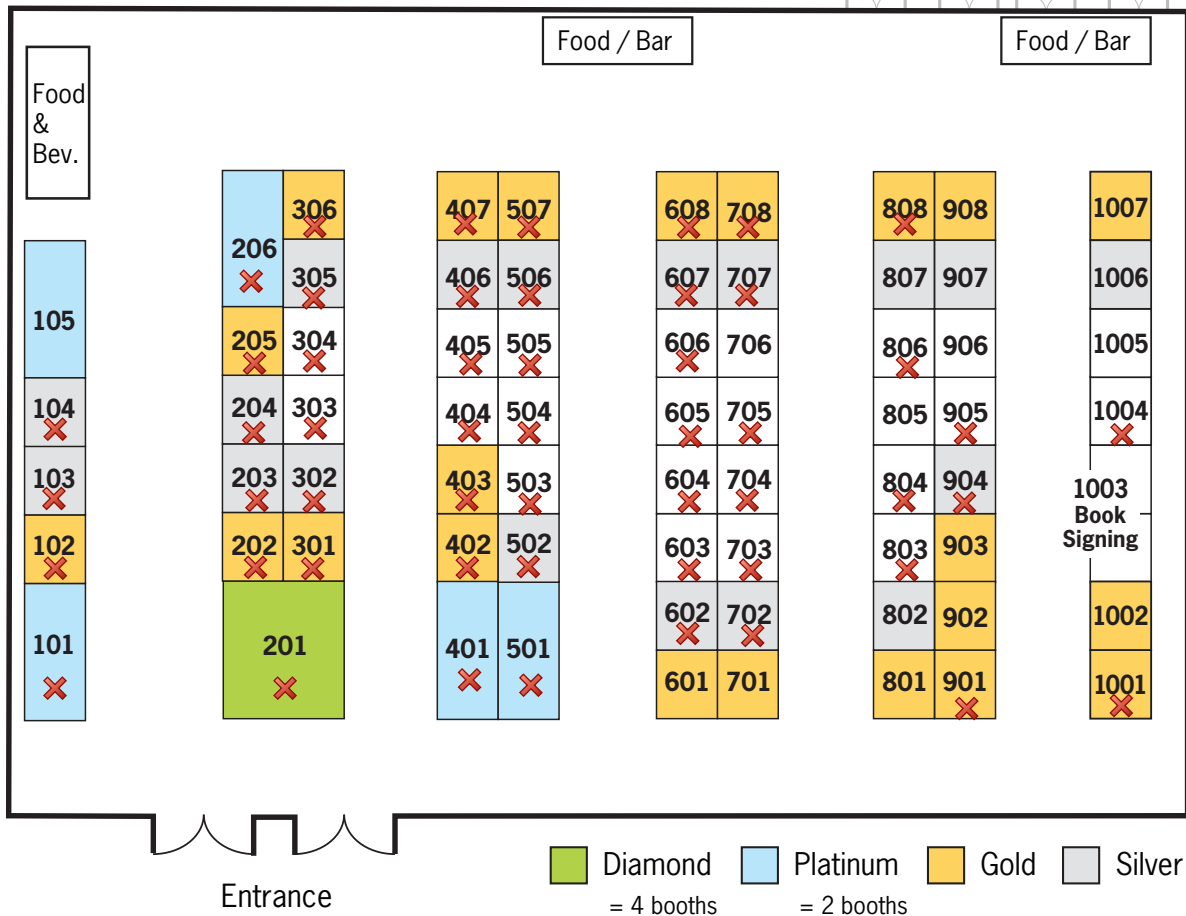
TEL +1-978-465-2351

CELL +1-978-869-6628

dlyman@bzmedia.com

Floor Plan

Standard Booth Size: 8' x 10'



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