

Exhibitor Prospectus



Exhibit at



SPTechCon

The SharePoint
Technology Conference

January 27-29, 2009

Hyatt Regency
San Francisco Airport

Burlingame, CA

PRODUCED BY

BZ Media

SYSTEMS MANAGEMENT
For IT Sys Admins & Data Center Managers NEWS

SDTimes
The Industry Magazine for Software Development Managers

www.sptechcon.com

Welcome to SPTechCon – the SharePoint Technology Conference!

Microsoft Office SharePoint Server is taking organizations by storm!

Initially deployed as a collaborative intranet portal server, SharePoint is now at the center of enterprise computing. From business process management to compliance, from intranets to extranets to public-facing Web sites, SharePoint helps developers build business solutions more quickly than ever – and allows IT professionals to set up document searching, sharing, collaboration, customization and more.

But SharePoint Server is just the beginning. Developers and IT professionals use plug-ins to add new functionality, and deploy horizontal and vertical apps that ISVs have created on top of SharePoint. Third-party hosts provide new service options, while integrators make deployments fast and cost-effective.

The need for information on how to master and maximize SharePoint is intense. And that's why BZ Media is launching this conference in the technology capital of the world: the San Francisco/Silicon Valley area.

What's in It for Developers?

SPTechCon will offer developers a deep dive into the architecture, and provide practical classes on such SharePoint-centric features as Web parts, pages and lists. Further, developers will learn how to create applications for SharePoint that solve real business problems, and will see what kind of third-party applications have already been created to run on top of SharePoint.

What's in It for IT Pros, Sys Admins and IT Managers?

Organizations have begun deploying SharePoint as a collaborative corporate portal but now seek to leverage it for document management, business process management and corporate compliance. At SPTechCon, IT administrators and managers will learn best practices for managing a SharePoint environment and tapping into the full power of the software.

Tom Rizzo, Director Microsoft SharePoint, said:

"The phenomenal uptake of Microsoft Office SharePoint Server is transforming organizations of all sizes, all industries and all geographies. Business leaders are envisioning new uses of SharePoint, and IT professionals and developers are gearing up to implement new applications as well as integrate SharePoint to other enterprise software. This is creating significant demand for training and education. We're delighted BZ Media is introducing this new SharePoint technical conference."



What's in It for Business Analysts and Information Workers?

SharePoint can bring great efficiencies to businesses, through the creation of line-of-business applications such as those used in human resources and order entry departments. SPTechCon features a heavy slate of classes geared to helping business analysts and untitled SharePoint gurus understand and take advantage of SharePoint, from business intelligence tools and reporting to project management and much more.

What's in It for YOU?

If you are selling SharePoint products or services, you'll find active buyers for your products at SPTechCon! A fully dedicated event, SPTechCon is brought to you by SD Times—the leading industry newspaper reaching 60,000 software development managers—and by Systems Management News, reaching 40,000+ IT Pros, operations managers, and sys admin and data center managers. BZ Media's plans to heavily promote this event will ensure you reach a large and qualified audience!

Reserve an Exhibit at SPTechCon TODAY!

Get in on the ground floor of the only San Francisco/Silicon Valley dedicated SharePoint event. Generate awareness and leads, and meet buyers face to face during the exhibit hours. Or choose a sponsorship level for greater impact.

Who Will Be Attending The SharePoint Technology Conference?

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

Keynote

Tom Rizzo, Director, Microsoft SharePoint

Tom Rizzo is delivering the keynote address at SP TechCon and many classes will be taught by SharePoint experts at Microsoft, as well as top Microsoft MVPs.



Microsoft is already promoting SP TechCon at www.microsoft.com/sharepoint

Check Out This List of Sample Classes:

More than 60 classes offering SharePoint tips and techniques will be offered.

SharePoint Integration and Migration	Using SharePoint Designer
Advanced Search Configuration	Using Information Rights Management
Working With Workflow and Content Types	SharePoint Security
User Management, Audiences and Profiles	Data Protection Management
Inside SharePoint Services 3.0	Creating Business Data Catalog Solutions
Enterprise Content Management With SharePoint Server	Line-of-Business Application Development
Professional SharePoint Server Administration	Enterprise Risk and Compliance Management
SharePoint Planning and Governance	SharePoint Scalability
Developing SharePoint Workflow Templates With Visual Studio	Starting SharePoint Development
Core Technologies in SharePoint Server	Understanding SharePoint Administration Toolkit
Developers' Guide to Windows SharePoint Services	Integrating SharePoint Into Lotus Notes
SharePoint List Concepts	Server-Side Controls and Data Binding
SharePoint Pages and Web Parts	Building Team Solutions With
Document Management Solutions	Microsoft Office SharePoint Server
The SharePoint Business Intelligence Tool Set	Business Users' Guide to SharePoint Server
Design Patterns for Collaborative Applications	SharePoint Best Practices and Governance
Social Networking, User Profiles for Business	Jump-start Your SharePoint Strategy
Branding SharePoint: Create Your Own Look and Feel	

Ten Great Reasons For Exhibiting at SPTechCon

- 1.** SharePoint is HOT! Don't leave the market open to your competition.
- 2.** Meet and sell an estimated 600+ SharePoint buyers across the spectrum of developers, IT managers and information workers.
- 3.** Extensive marketing to the 60,000+ development managers reading SD Times and 40,000+ IT managers reading Systems Management News will bring you a higher-level audience that can sign off on big ticket purchases.
- 4.** Attendees will learn from the brightest minds in the SharePoint universe! All of our speakers either are Microsoft engineers or have achieved Microsoft MVP status based on their in-depth knowledge of SharePoint.
- 5.** The multiplatform base of BZ Media properties means you'll reach NEW Microsoft SharePoint buyers outside of the normal Microsoft channels.
- 6.** SPTechCon is the only SharePoint Conference located in the technology-rich San Francisco/Silicon Valley area.
- 7.** Our concentrated attendance of 600+ 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 inexpensive and easy to staff. Show hours are arranged to maximize productivity and minimize standing-around time.
- 10.** If you sign on early, more than 3,400,000 marketing impressions will build awareness of your company and create interest in your products before the show.



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 tabloid pages running in Systems Management News and SD Times
- Print ads in other industry publications will run in November, December and January
- Direct mail postcard campaign in November, December and January
- Targeted telemarketing to our handpicked best SharePoint prospects
- Multiple e-newsletter sponsorships, including Systems Management Week, SD Times' News on Monday and News on Thursday, and SharePoint Technology Report
- Direct opt-in e-mail blasts
- Banners on www.microsoft.com/sharepoint, www.sysmannews.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 exchange banner program with other SharePoint-related sites and SharePoint blogs

**Over 3.4 million
marketing impressions
to be made!**

Additional Sponsorship Items

COMMUNICATIONS ROOM

LUNCH WITH SPEAKER

CONTINENTAL BREAKFAST NETWORKING SESSION

GO GREEN: REUSABLE WATER BOTTLES

COFFEE BREAK HOST

HANGING BANNERS

EXTRA BAG INSERTS

**Call Ted Bahr for details!
631-421-4158 x101**



What You Get!

	Diamond (Exclusive)	Platinum	Gold	Silver	Booth Only
8' x 10' Exhibit Space	2x	x	x	x	x
Promotion of Your Company: Print	Logo, Diamond	Logo, Platinum	Logo, Gold	Logo, Silver	Exhibitor Listing
Promotion of Your Company: Web	Logo	Logo	Logo	Logo	Listing
Complimentary Conference Pass	2x	x	x	x	x
Premium Booth Position on Floor	x	x	x	x	
Prize Patrol Eligibility	x	x	x	x	x
Passport Game Eligibility	x	x	x	x	
E-mail List of Attendees	x	x	x		
Direct Mail List, All Attendees	x	x	x	x	
Attendee Bag Insert	x	x	x	x	
Back Cover Ad in Show Program	x				
Full-Page Ad in Show Program		x	x		
Reception Sponsors	x	x	x		
Inclusion in Pre-show E-mail to Attendees	x	x			
Attendee Brief Bag Logo	x	x			
Coffee Break Sponsors		x			
Full-Page Ad in SD Times	x	x			
Speaking Slot (limited)		x	x		
Lunch Sponsor and Speaker	x				
Lanyard Sponsor	x				
Exclusive Sponsor	x				

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



Event Schedule & Floor Plan

SharePoint Technology Conference At-A-Glance

Monday, January 26

4:00 pm – 7:00 pm Registration Open

Tuesday, January 27

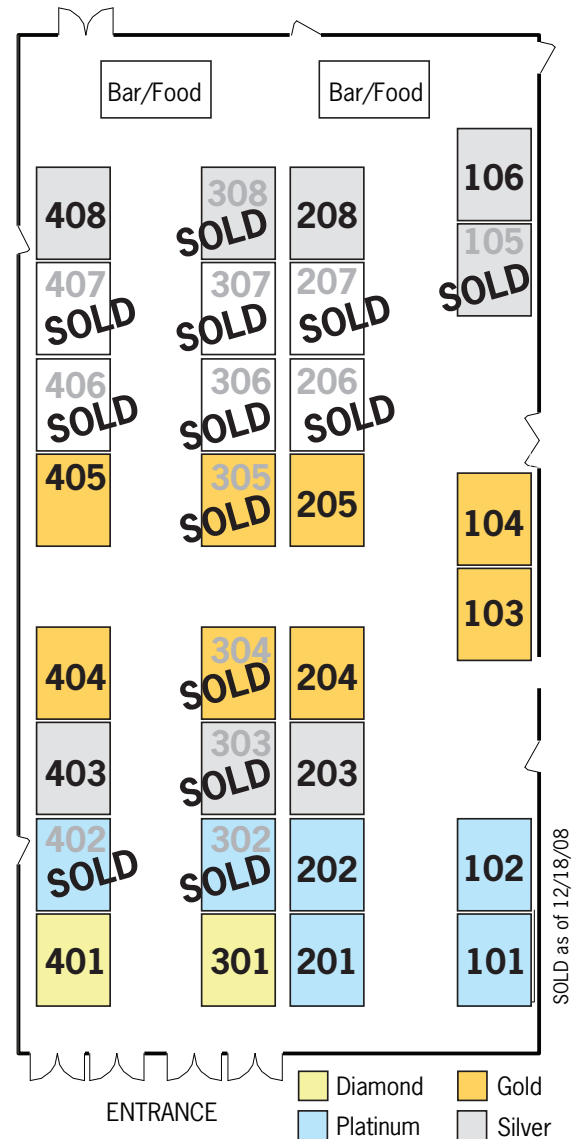
7:30 am – 7:00 pm Registration Open
7:30 am – 8:30 am Continental Breakfast
8:30 am – 10:00 am Morning Workshop
10:00 am – 10:20 am Coffee Break
10:20 am – 12:00 pm Morning Workshop (continued)
12:00 pm – 1:30 pm Lunch Break
1:30 pm – 3:00 pm Afternoon Workshop
3:00 pm – 3:20 pm Coffee Break
3:20 pm – 5:00 pm Afternoon Workshop (continued)

Wednesday, January 28

7:30 am – 7:00 pm Registration Open
7:30 am – 8:30 am Continental Breakfast
8:30 am – 9:15 am Keynote
9:15 am – 10:30 am Technical Classes
10:30 am – 10:45 am Coffee Break
10:45 am – 12:00 pm Technical Classes
12:00 pm – 1:00 pm Lunch Break/Diamond Sponsor Luncheon
1:00 pm – 2:15 pm Technical Classes
2:00 pm – 7:00 pm Exhibit Hall Open
2:15 pm – 2:45 pm Coffee & Ice Cream in Exhibit Hall
2:45 pm – 4:00 pm Technical Classes
4:00 pm – 5:15 pm Technical Classes
5:15 pm – 7:00 pm Reception in Exhibit Hall
7:00 pm – 9:00 pm SharePoint Answer Session with Pizza and Microsoft

Thursday, January 29

7:30 am – 4:00 pm Registration Open
7:30 am – 8:30 am Continental Breakfast
8:30 am – 9:15 am Keynote
9:15 am – 10:30 am Technical Classes
10:30 am – 10:45 am Coffee Break
10:45 am – 12:00 pm Technical Classes
12:00 pm – 4:00 pm Exhibit Hall Open
12:00 pm – 1:30 pm Lunch Break & Exhibit Hall
1:30 pm – 2:45 pm Technical Classes
2:45 pm – 3:30 pm Coffee Break in Exhibit Hall
3:15 pm – 3:30 pm Prize Patrol in Exhibit Hall
3:30 pm – 4:45 pm Technical Classes



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