

## 2010 Sponsorship Opportunities

### TEC 2010 in Los Angeles

Nearly 800 highly technical IT professionals are expected at The Experts Conference 2010 in Los Angeles, California. These delegates want innovative solutions that make their lives easier. Grab their attention with your name on the website, signage, Conference Guide, and more!

Founded in 2002, The Experts Conference (TEC) provides experienced Active Directory and identity administrators with advanced technical education from the industry's top experts and Microsoft technology leadership. Today, the conference has grown to nearly 900 participants annually and now includes an expanded emphasis on identity management, messaging and collaboration technologies as well as directory services.

In addition to it being THE conference for the most experienced users of directory and identity management technologies, TEC offers:

- » In-depth, highly technical content
- » One-on-one access to industry leaders
- » Valuable networking opportunities
- » Career advancement possibilities

TEC 2010 in Los Angeles offers three conferences:

- » The Experts Conference for Directory & Identity 2010
- » The Experts Conference for Exchange 2010
- » The Experts Conference for SharePoint 2010

For more information about TEC 2010, visit [www.tec2010.com](http://www.tec2010.com).

### About Quest Software

Quest Software, Inc., a leading enterprise systems management vendor, delivers innovative products that help organizations get more performance and productivity from their applications, databases, Windows infrastructure and virtual environments. Quest also provides customers with client management through its ScriptLogic subsidiary and server virtualization management through its Vizioncore subsidiary. Through a deep expertise in IT operations and a continued focus on what works best, Quest helps more than 100,000 customers worldwide meet higher expectations for enterprise IT. Quest Software helps organizations deliver, manage and control complex database environments through award-winning products for Oracle, SQL Server, IBM DB2, Sybase and MySQL. Quest Software can be found in offices around the globe and at [www.quest.com](http://www.quest.com).

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Learn more at [www.tec2010.com](http://www.tec2010.com)

## TEC 2010 Attendee Profile

As part of its mission to better understand and serve the directory and identity management community, the TEC team conducts an independent survey of TEC attendees. Begun in 2005, the annual Attendee Survey provides insight into issues and priorities, current practices, directory tool preferences, technical environments, and job satisfaction.

### Here are a few of the recent survey highlights:

- » 83% of attendees are “hands-on” practitioners — administrators, architects, system engineers and consultants.
- » Nearly 75% work in large corporate or government IT organizations.
- » 71% work in very large IT organizations with more than 1,000 employees, with 55% of these respondents supporting more than 20,000 users and 79% supporting more than 5,000 users.
- » And, the top organizational responsibilities (respondents could select multiple areas) were administration 54%, operations 53%, or security 48%.

### Expected TEC 2010 Los Angeles Attendees

2009 attendees—nearly 500 total—came from more than 200 companies in 16 countries across a wide range of industries. In 2010, you can expect to see job titles such as:

- » Administrator
- » Consultant
- » Systems Engineer
- » Systems Analyst
- » Business Analyst
- » IT Manager
- » IT Director
- » Vice President
- » Industry Analyst
- » Media Representative

Nearly 800 attendees are expected at The Experts Conference 2010. These are the most experienced users of Microsoft directory, identity management, Exchange and SharePoint technologies who know they must attend TEC 2010 to stay on top of their game. They'll spend an intense three days in keynote speeches, sessions, and special events. And they're looking to build their expertise and make their jobs easier with innovative solutions.

Make sure your organization is front and center and they remember your name with a premier Gold, Silver, or Bronze sponsorship.

## Benefits of Sponsorship

TEC offers sponsorship packages that provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you'll get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget.

- » **Build brand awareness** with potential customers, industry leaders, and media representatives attending TEC 2010.
- » **Develop qualified sales leads** with prospects in your target market.
- » **Get your name in front of influencers and decision-makers** with high-visibility opportunities.

Benefit	Gold \$25,000	Silver \$20,000	Bronze \$15,000
Dedicated lunch presentation for one hour Monday, Tuesday or Wednesday.	200-400 qualified delegates	N/A	N/A
Exposure in the Conference Guide (sponsor to provide artwork).	1 full page color ad	½ page color ad	N/A
Participation in the Solution Lab. One monitor, two cocktail tables, 2 stools and electricity will be provided.	Yes. Also includes option to provide and staff 10 by 10 booth.	Yes	N/A
Participation in the Sunday Welcome Reception and Tuesday Closing Reception. Both receptions will be held in Solution Lab.	Yes	Yes	N/A
Opportunity to capture prospect contact information. One lead retrieval unit will be provided.	Yes	Yes	N/A
TEC 2010 full conference registrations (all meals and sessions included).	3	2	1
TEC 2010 full conference registrations above the passes in the package.	\$1,200 USD	\$1,200 USD	\$1,200 USD
TEC Solution Lab passes	2	2	0
Additional Solution Lab passes, includes meals only.	\$600 USD each	\$600 USD each	N/A
Logo plus 50-word description in the Conference Guide. Sponsor to provide artwork.	Yes	Yes	Yes
Corporate logo, with hyperlink and description, featured on the Conference website.	Yes	Yes	Yes
Corporate signage or banner displayed for the length of event. Sponsor to provide signage or banner.	Yes	Yes	Yes
One corporate collateral item distributed in delegate conference bags. Sponsor to provide collateral.	One item of choice.	One item of choice.	One item of choice.
Company logo on conference t-shirt. Sponsor to provide artwork.	Yes	Yes	Yes
<b>À la carte Sponsorship Opportunities (Available for Gold, Silver, and Bronze Sponsors)</b>			
Sponsor logo on back of name badges.	\$1,000 USD		
Sponsor logo on reusable metal water bottles.	\$2,000 USD		
Full-color Sponsor ad on the back cover of Conference Guide.	\$2,000 USD		
Second piece of Sponsor collateral in delegate bags.	\$2,000 USD		
TEC Internet café.	\$3,000 USD		
Sponsorship of one email blast.	\$500 USD/blast		

## How to Contact Us

For more information on how to become a sponsor at The Experts Conference 2010, please contact Christine McDermott at Quest Software:

- » Email: [christine.mcdermott@quest.com](mailto:christine.mcdermott@quest.com)
- » Phone: Phone: 603.346.3600

To learn more about the conference in general, please visit [www.tec2010.com](http://www.tec2010.com).