

# OPPORTUNITIES

LEOPARDSTOWN PAVILION DUBLIN | IRELAND'S **ONLY** INDEPENDENT CHANNEL PARTNER EVENT



# TechTrade **LIVE**



[www.techtradelive.ie](http://www.techtradelive.ie)

**Tech**  
NETWORK

**Tech**Pro

**Tech**Central.ie

ANSWERING THE  
BURNING QUESTIONS IN IT  
**Tech**Fire

**Tech**Trade

**Tech**  
EXCELLENCE  
AWARDS

# OPPORTUNITIES

● IT'S BEEN a challenging few years in the business technology sector: as the focus moved from **survival** to **stability** and then to **going for growth**, what now are the **opportunities** that will sustain that growth and drive your business forward?

**TechTrade Live** is back on 19 October. This unique one-day trade event is focused this year on those **OPPORTUNITIES**. Nowhere else will you find all the key players — the major tech brands, distributors and resellers — under one roof for a day, ready to do business.

E-mail, social media and online marketing have their place: but for getting business done in a market like Ireland, you simply can't beat face-to-face events like this one. In one day, TechTrade Live will open your business to new partnerships, stimulate the ones you have

already and create the groundwork for Opportunities through 2017 and beyond.

**More than 300 of Ireland's top resellers will be there on 19 October. Will YOU be too?** Learn more about making the most of TechTrade Live 2016: contact our team now!

## What they say about TechTrade

(Source 2015 Exit Poll)



### EXHIBITORS

### RATE YOUR PARTICIPATION:

Very worthwhile  
59%

Worthwhile  
41%

Not worthwhile  
0%



### KEY PLAYERS AT LAST YEAR'S EVENT







The only event of its kind serving all of the Irish IT sales and marketing channel



All the major tech brands, distributors and resellers under one roof for the day



Targeted, trade-only audience of channel professionals who are there to do business



Check-in with the products, solutions and services that are generating margin



A place to develop new business partnerships and re-invigorate existing ones



Organisation and marketing from Ireland's longest-established tech media brands



Inclusive participation and marketing options tailored to today's market

## Who will you meet?

Value Added Resellers

Software Resellers

Network/Voice/Integration Resellers

Data Centre Providers

Security/Storage Solutions & Services Providers

MSPs & Hosting/Cloud Specialists

Software Developers/ISV

Systems OEM/Systems Builders

IT Consulting/Training Services

Retailers

Web/App Developers



'TechTrade Live is organised by Ireland's leading tech media and events company: our team delivers unrivalled reach and connection to the trade and IT professional community' **Paul Byrne, Sales Director, Mediateam**

**TechPro**

**TechCentral.ie**

ANSWERING THE BURNING QUESTIONS IN IT  
**TechFire**

**TechTrade**

**Tech**  
EXCELLENCE AWARDS

## VISITORS

## WHY DID YOU ATTEND?

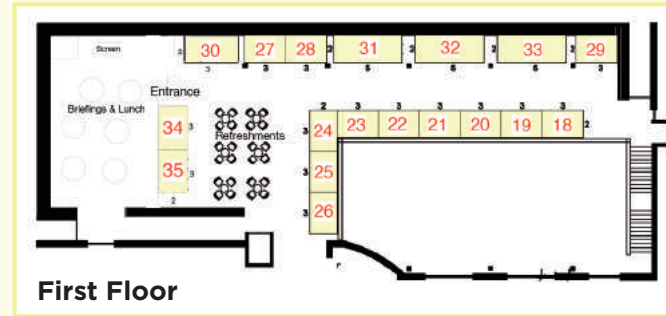
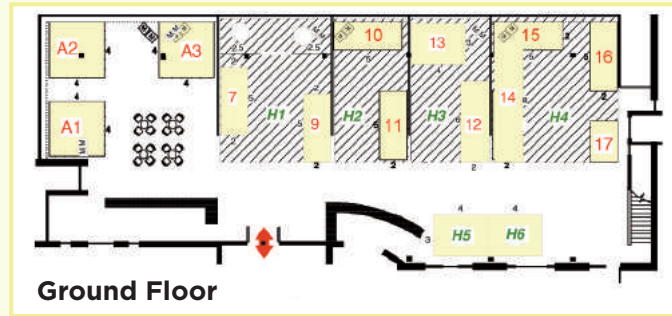
Meet new partners  
72%

Meet existing partners  
68%

See a particular vendor/distributor  
35%

See a particular product/service  
30%





LATEST FLOORPLAN: [www.techtradelive.ie](http://www.techtradelive.ie)

## SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



### VIDEO INTERVIEW

(Limited availability): Seize the opportunity to get your message out to the market at large as part of your participation in TechTrade. We will produce a 3 minute interview with you onsite, from an agreed brief, that we will then broadcast to our channel audience at large via our TechTrade channel on TechCentral.ie and our *TechTrade Focus* email newsletter. The final edit will also be available for you to host, broadcast, post and share to your own audience. Price **€500**

### BRIEFING & HOSPITALITY HOST PARTNER

Hospitality sponsorship offers exclusive access to a dining suite on the second floor, overlooking the Leopardstown Racecourse and beside the show floor.



#### Host your event at our event:

Available in three sessions:

Morning Briefing 10 – 11am	Lunch 12 – 2pm	Afternoon Briefing 3 – 4pm
-------------------------------	-------------------	-------------------------------

The morning and afternoon sessions can be used for formal or informal briefings, a launch or showcase, with light refreshments served for your 40 invited guests. Lunch includes a catered three course lunch, white linen and table service for up to 100 guests.

Price (based on 40 guests):

**€4,500** (lunch)

**€2,500** (morning & afternoon sessions)

(Can include a stand presence on the main show floor and/or more guests as required).

### BALCONY VISIBILITY

Reach new heights with your promotion: Display your promotional banner where all can see it! Every single visitor will see your branding message running across the mezzanine balcony and along the stairs to the upper floor. This promotional option offers exclusivity and high impact visibility, reaching a captive audience in your target market. **€1,800** (excludes graphics).

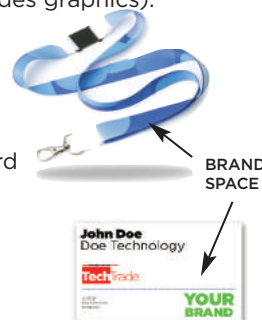


### VISITOR ID

**Your brand around every collar:** featuring your logo on every badge lanyard worn by visitors. Total brand visibility!

**€1,800** each (badge or lanyard)

Branded lanyard provided by you



### WI-FI SPONSOR

Get noticed on login:

Featuring your branding pre- and post-event as the exclusive Wi-Fi provider at TechTrade Live 2016. To include all advertising and editorial coverage, the main event website, all emails and your own pop-up branding in three key locations at the venue. We will also produce stickers promoting your partnership for displaying on each meeting/demo space. **€1,800**

### Exhibitor Hubs H1-H6 (six only)

- Available in a limited number of different configurations, with a selection of separate meeting/demo spaces.
- Distributor and vendor partners can now be more seamlessly located together in a distinct location for visitors.
- Each can be branded by name(s) or by theme and custom configured to suit your specific needs.
- Each Hub features ready-to-go, custom-built stand/meeting/demo spaces that include a meeting table and four chairs, soft seating (optional), 1 metre counter, two spotlights and two double electrical sockets.
- Branding profile: logos and links on the website and on all TechTrade Live e-mails.
- See H1-H6: pricing ranges from **€3,500** to **€9,000**

### Headline Sponsor Partners (three only)

- THREE available: exclusive 'In association with' billing on all event collateral and coverage
- Custom-built **16 sq metre** stand/meeting/demo space in prime location
- Soft seating | Two spotlights | Two double sockets | Meeting table & four chairs
- Full page ad and event editorial in TechTrade section of *TechPro* magazine
- Channel Chat interview in print and online on the TechTrade channel on TechCentral.ie.
- Logo & link on website and all e-mail invites
- See A1-A3. Price: **€4,500**

### Gold Partner (four only)

### Silver Partner (twelve only)

- Custom-built stand/meeting/demo space:
- Gold: 10 sq. m. | Silver: 6 sq. m.
- Meeting table & two chairs (or trestle table)
- Two spotlights and a double electrical socket
- Listing in event preview in TechTrade section of *TechPro* magazine
- Logo & link on website and all email invites
- Gold: €2,500** | **Silver: €1,500**  
(See 30-33) (See 18-29)

## Contact us now to confirm your participation

mediateam



**Brenda Smith**  
(01) 294 7763  
[brenda@mediateam.ie](mailto:brenda@mediateam.ie)



**Billy Huggard**  
(01) 294 7733  
[billy@mediateam.ie](mailto:billy@mediateam.ie)



**Paul Byrne**  
(01) 294 7711  
[paul@mediateam.ie](mailto:paul@mediateam.ie)

MEMBER IRISH  
EXHIBITION  
ORGANISERS  
ASSOCIATION



Mediateam Ltd, South County Business Park, Leopardstown, Dublin 18