

TechTrade **LIVE**

GOING
FOR
GROWTH



GOING FOR GROWTH

WE ALL KNOW that getting face-to-face with customers remains the most valuable way to develop partnerships and the most effective way to close the deal. That's why there's no substitute for focused trade events like TechTrade Live. Under the theme of **Going for Growth**, Ireland's only dedicated trade event for the IT channel returns on October 21st at the Leopardstown Pavilion, Dublin

More than 300 resellers will attend this unique one-day channel event, recognising the value and importance to their business of meeting — under one roof — with some of the most influential vendors and distributors.

The Pavilion at Leopardstown was **hugely popular with exhibitors and visitors alike last year**. Centrally located, it is convenient to the M50, N11, Luas and south city trade attendance. Its bright, modern and businesslike layout provides the perfect configuration for our Distributor Hubs and Vendor spaces.

TechTrade Live is all about **creating meeting points** to start new relationships, to grow and support existing ones, talk business, do deals, or simply take the time out that nobody seems to have these days to catch up over a coffee and chat. Contact our team to learn more about being involved this year.



PAUL BYRNE
Sales Director,
Mediateam



What they say about TechTrade (Source 2014 Exit Poll)

EXHIBITORS

RATE YOUR PARTICIPATION:

Very worthwhile 59%
Worthwhile 41%
Not worthwhile 0%

VISITORS

WILL YOU DEVELOP NEW
PARTNERSHIPS FROM
ATTENDING?
YES! 85%



The TechTrade show is an important event for the Channel market in Ireland as it gives everyone the opportunity to showcase their latest products and solutions. For Cloudstrong, it's an absolute MUST that we be there. We had pre-arranged a number of meetings for the day and met new potential clients we hope to add to our Partner network.

CloudStrong



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



All the top vendors, distributors and resellers under one roof for the day



No end-users, just a targeted, trade-only audience of channel professionals who are there to do business



A vital check-in for the products, solutions and services that are generating margin



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



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



Inclusive participation options tailored to today's market



new

PASSPORT TO PRIZES A new feature this year, designed to give visitors a further reason to call to your stand. Your prize giveaway will be promoted pre-show across all of our digital and print channels, as well as beside your entry in the Event Guide handed to all attendees as they arrive. The better your prize, the better the hook!



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 providers

Retailers

Web/App Developers

The ability to get to meet so many different resellers in one location on the same day is a rare opportunity with the busy business lives we lead. The cost to our business in setting up 50 business meetings around the country is more than covered by attending TechTrade.

Epson



WHY DID YOU ATTEND?

Meet new vendor & distributor partners **72%**
Meet existing vendor & distributor partners **68%**
See a particular vendor/distributor **35%**
See a particular product/service **30%**

It is important to have an annual IT event in Ireland, it gave us the opportunity to meet with existing and potential new customers, it also allowed us swap notes with others in the industry.

Arrow ECS



HOW WILL YOU INCREASE YOUR REVENUES?
New vendor relationships **52%**
Diversifying **47%**

This busy one-day format offers options to suit your goals and budget. **Latest updates: www.techtradelive.ie**

BOOKING OPTIONS

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



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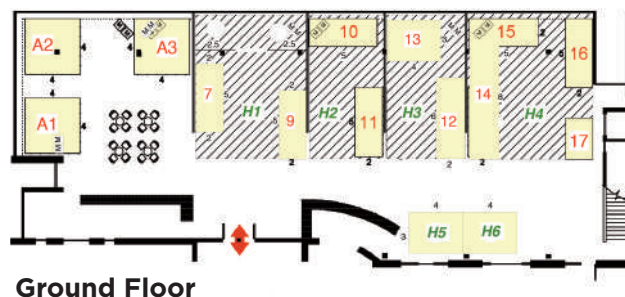


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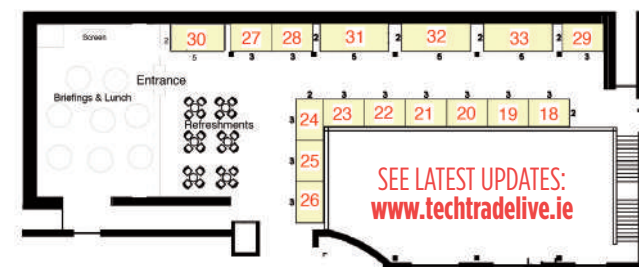
MEMBER IRISH
EXHIBITION
ORGANISERS
ASSOCIATION



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



Ground Floor



First Floor

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

BALCONY VISIBILITY

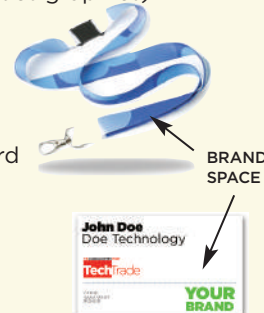
Reach new heights with your promotion: Display your promotional banner where all can see it! Every single visitor will see your branding message running across the mezzanine balcony and along the stairs to the upper floor. This promotional option offers exclusivity and high impact visibility, reaching 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



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
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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).



WI-FI SPONSOR

Get noticed on login: Featuring your branding pre- and post-event as the exclusive Wi-Fi provider at TechTrade 2015. 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**