



## ANGELBEAT 2014 LEAD GENERATION PROGRAMS

"Speaking at Angelbeat is like having 50 appointments at once. There is NO better use of my time", says a sponsor. Angelbeat generates leads for IT vendors and integrators through their participation in two initiatives.

1. **Multi-subject, comprehensive seminars, now in its 15<sup>th</sup> year, reaching 87 cities**, covering these increasingly related topics in a one-day program:
  - a. Cloud/virtualization/SDN/infrastructure
  - b. Storage/Backup/DR/Data Warehousing
  - c. Security/compliance/malware
  - d. Network/Wireless/Mobility/VoIP
  - e. Big Data/BI/Hadoop/Data Analytics
2. **Online programs** promoted to Angelbeat's database of 300,000 senior, end user, IT Decision-Makers from the Fortune 2000, enterprise/commercial, healthcare and SLED/Federal markets:
  - a. Email Blasts, for white paper downloads, new product announcements, etc.
  - b. Webinars, possibly produced/moderated by Angelbeat
  - c. Social Media Campaigns (#angelbeat) across LinkedIn, Twitter, Facebook, YouTube, Instagram, and Tumblr
  - d. Interviews/Commentary in CEO Ron Gerber's blog

Read below and go to [www.angelbeat.com](http://www.angelbeat.com) for more information, reply to [sponsor@angelbeat.com](mailto:sponsor@angelbeat.com) or call 516-277-2057 to discuss sponsorship options. You can participate in one, a few, many, if not all of these programs.

Click <http://youtu.be/fAnzyIEZwYs> to watch Gerber describe the Angelbeat experience and <http://youtu.be/aV2m-VqIc-c> to hear his mid-year 2014 review for sponsors. Join the Angelbeat linkedin group <https://www.linkedin.com/groups/Angelbeat-970047/about> to read public testimonials by past attendees.

2014 enhancements, plus how Angelbeat differs from other events, include:

1. All speakers address a **captive audience**; there are no competing presentation tracks occurring in multiple theaters at the same time
2. **Complementary and limited number of speakers/sponsors**
3. **Angelbeat telemarketing staff to personally call/invite your top prospects**, at no additional charge, helping you generate net new business
4. **Detailed and customized pre-event attendee questionnaire**, allowing each sponsor to know in advance the purchasing timeframe and technology interests of every attendee
5. **Expanded videotaping and livestreaming of presentations**, plus post-event, on-demand viewing
6. Angelbeat staff can plan/promote/manage your own events, marketed under your corporate brand.



## **2014 Multi-Subject Nationwide Seminar Tour**

**The 15<sup>th</sup> annual, multi-subject nationwide seminar tour** reaches Eighty Seven (87) cities in 2014. Sixty (60) highly successful events have been held through August, with Twenty Seven (27) more through year-end. A limited number of ~15 sponsors deliver concise, non-overlapping and technical talks of ~20 minutes each, as outlined below. There are ~3-5 shows per week in adjacent cities, to minimize T&E costs:

- a. 75-90 minutes on security/compliance (4-5 speakers)
- b. 110-130 minutes on cloud/storage/virtualization/infrastructure (6-7 speakers)
- c. 60-75 minutes on wireless/network/video/communications (3-4 speakers).
- d. 45 minute mid-morning break for product demonstrations, plus peer networking over meals/registration

**To justify your sponsorship investment, the relevant comparison is not setting up a vendor table at a traditional tradeshow and getting post-event names. It is comparing the cost of setting up and holding meetings with pre-qualified prospects from 40-50-60 different organizations.**

The sponsorship fees for a 20-minute presentation start at \$3,500/city; with multi-city commitments, prices drop to \$2,000/city for nationwide participation, plus further discounts are listed below. Fees cover all charges including a featured speaking spot, full contact information for registrants post-event in an excel spreadsheet, free passes, breakfast and lunch for staff & customers, logo on event website, customized html invitations, sponsor description in program booklet, electricity, wifi/internet, exhibit table, etc. One price covers everything. A manufacturer/OEM and a local reseller/integrator can jointly sponsor an event.

Number of Events	Price/event
1	\$3,500
2-3	\$3,400
4-5	\$3,300
5-6	\$3,200
7-8	\$3,100
9-10	\$3,000
11-13	\$2,900
13-15	\$2,800
16-19	\$2,700
20-24	\$2,600
25-40	\$2,500
41-50	\$2,400
51-60	\$2,300
61-70	\$2,200
71+/nationwide	\$2,000

## **2014 Multi-Subject Nationwide Seminar Tour and Single-Topic Workshop (continued)**

### **Further sponsorship fee adjustments/enhancements/discounts and branding opportunities include:**

1. \$250/city discount if you want to present for only 15 minutes
2. \$500/city discount if you can jointly present with an end user CIO
3. \$250/city addition to guarantee an early presentation slot in the session before the first morning break.
4. \$250/city addition to feature corporate logo on every attendee badge
5. \$250/city addition for bag sponsorship, vendor to supply the bag, distributed at registration table
6. \$250/city addition for full page b/w advertisement included in the event program booklet (sponsor can also supply a full page color advertisement to Angelbeat, for inclusion in the booklet, at the same \$250/city fee)
7. \$100/city addition for special vendor download link featured on all pre and post event emails to attendees
8. \$1,000/city addition for guaranteed exclusivity in a specified and clearly-identified IT category, which precludes direct competitors from either speaking or exhibiting in a city.

Depending on space availability a maximum of 2 vendors may exhibit-only at the show, without a speaking role, for a fee of \$1,000/show. Remember that Angelbeat is not a traditional tradeshow; the program is designed for Sponsors who want to speak.

Here are pictures of the presentation and exhibit areas from the comprehensive, multi-subject seminars. Generally there is one large room, with presentations in the front of the room and exhibitors/food in the back of the same room. The placement of breakfast and coffee break food & drink in the center of the exhibitor area drives interaction between attendees and sponsors during breakfast, the lengthy mid-morning break and after lunch.



## **Multi-Subject Seminar Schedule Through 2014 Year-End**

The dates and cities for the remaining Twenty Seven (27) multi-subject, comprehensive seminars planned through year-end 2014 are listed below. Please be aware that slight changes may occur to this schedule so please re-confirm with Angelbeat staff.

September 16 El Paso  
September 17 Albuquerque  
September 18 Las Vegas

September 16 Portland, ME  
September 17 Manchester, NH

October 27 Washington, DC  
October 28 Pittsburgh, PA  
October 29 Charleston, WV  
October 30 Houston

November 17 Miami  
November 18 Charleston, SC  
November 19 Columbia, SC  
November 20 Charlotte  
November 21 Raleigh

November 18 Philadelphia  
November 19 Jersey City, NJ  
November 20 Brooklyn, NY

November 24 Atlanta  
November 24 Dallas/Richardson/Plano  
November 25 Fort Worth

December 8 Memphis  
December 9 Nashville  
December 10 Chattanooga  
December 11 Knoxville

December 15 Los Angeles/Culver City/Long Beach  
December 16 Denver  
December 17 Salt Lake City

## **Completed Multi-Subject, Comprehensive Seminars Through June 2014**

Here is a listing of the Sixty (60) seminars already held in 2014. 2015 seminars in these cities will occur at approximately the same time next year.

Jan 21 Little Rock	Feb 11 Tucson	April 22 San Francisco/SFO
Jan 22 Atlanta	Feb 12 Phoenix	April 23 Anaheim
Jan 23 Birmingham	Feb 13 San Diego	April 24 Los Angeles
Jan 28 Wichita	Mar 4 Boston	April 29: Honolulu
Jan 29 Tulsa	Mar 5 Providence	
Jan 30 Oklahoma City	Mar 6 Baltimore	April 29 Houston
Jan 31 Dallas		April 30 Nashville
	Mar 11 Pittsburgh	May 1 Memphis
Jan 28 Hartford	Mar 12 Columbus, OH	
		June 3 Cincinnati
Feb 4 Chicago O'Hare	Mar 18 Denver	June 4 Louisville
	Mar 20 Salt Lake	June 5 Indianapolis
Feb 4 Jacksonville		June 6 St. Louis
Feb 5 Orlando	Mar 24 Philadelphia	
Feb 6 Tampa	Mar 25 Morristown, NJ	June 9 Des Moines
Feb 7 Fort Lauderdale	Mar 26 Stamford, CT	June 10 Omaha
	Mar 27 New York City	June 11 Sioux Falls, SD
Feb 11 Richmond	Mar 28 Long Island, NY	
Feb 12 Northern VA		
July 14 Chicago Downtown	August 11 Fargo	
July 15 Milwaukee	August 12 Minneapolis	
July 16 Cleveland	August 13 Boise	
July 17 Detroit	August 14 Seattle	
July 18 Kansas City	August 15 Portland	
July 22 San Antonio	August 19 Rochester, NY	
July 23 Austin	August 19 Jackson, MS	
	August 20 Baton Rouge	
	August 21 New Orleans	

## **Online Campaigns: Email, Webinar and Social Media**

Vendors can leverage the 300,000 contact database for online lead generation through email blasts, Angelbeat-hosted and/or third-party webinars, plus social media campaigns on LinkedIn, Twitter, Facebook, Instagram and Tumblr.

Our email blasts are ideal for white paper downloads, new product announcements, webinar announcements, etc. The Angelbeat contact database consistently outperforms other lists, generating less than 2-3% bouncebacks while achieving open rates well above 15% and clickthrough's in the 8-10% range. Exact results will be dependent on many factors, most importantly content but also including participants, speaker biography, etc. The fee for an email campaign start at \$300/M; discounted packages are offered based on an organization's marketing objectives, number of blasts and their overall relationship with Angelbeat (discounts for live event sponsors).

Webinars are a great way to cover a single topic from the comfort of your office. The webinar fee is \$15,000, which covers all costs including webinar production, on-line attendee registration and followup, post-webinar archiving for on-demand viewing, promotion of the webinar content/sponsor info through social media and emails blasts to at least 150,000 people, with CEO Ron Gerber serving as emcee. Discounts are available if you participate in live events and/or commit to multiple webinars.

Please click on <https://plan.seek.intel.com/US.EN.Channel.RetailReseller.Registration-Webinar.809654.html> to hear an informative Angelbeat-led webinar, featuring Microsoft, Intel and Toshiba, on "Microsoft's Mobile Computing Initiatives to Compete Against Apple & Google".

Angelbeat is active on all the major social media platforms – with the common hashtag #angelbeat - plus CEO Ron Gerber has broad influence within the enterprise IT community through the following platforms

- LinkedIn [www.linkedin.com/groups/Angelbeat-970047/about](http://www.linkedin.com/groups/Angelbeat-970047/about)
- Facebook [www.facebook.com/angelbeat](http://www.facebook.com/angelbeat)
- YouTube [www.youtube.com/angelbeat](http://www.youtube.com/angelbeat)
- Instagram [www.instagram.com/angelbeat](http://www.instagram.com/angelbeat)
- Twitter [www.twitter.com/angelbeat](http://www.twitter.com/angelbeat)
- Tumblr [angelbeat.tumblr.com](http://angelbeat.tumblr.com)

Each of these outlets provide an opportunity for IT vendors to reach their customers and prospects, by being a featured linkedin group discussion, highlighted in one of Gerber's tweets or blog postings, etc.

Angelbeat.com gets approximately 7,500 unique and highly-qualified visitors monthly, with traffic growing each month. Your 360 x 90 pixel ad can appear at the top of every page within angelbeat.com for \$2,500/month. Featured/sponsored links (one or two sentence descriptions) can appear at the bottom of every page for \$500/month.

## Attendee Demographics, Audience Size, 300,000 Contact Database

Angelbeat has built a proprietary 300,000 contact database through outbound telemarketing efforts that invite people to attend a live event. This database is pro-actively updated at least twice annually through calls to the entire list and is a major reason behind the success of Angelbeat.

The typical contact within this database is a pre-qualified, senior end user IT professional and/or technical decision-maker who specializes in or has interest in security/compliance, network/wireless/telecom, storage/virtualization/cloud and related issues, i.e. the products and services offered by Angelbeat sponsors.

Probably the most common job title is “Senior Enterprise/Infrastructure Architect”, e.g. a person given responsibility by the CIO to ensure that everything within their IT infrastructure fits together in a secure, complementary and cost-effective way.

The Angelbeat multi-subject seminar and single-topic workshop are horizontal programs, drawing individuals who work across all industries within a region - retailing, manufacturing, professional services, finance/insurance, transportation/logistics, healthcare, universities, government – who can directly buy (and/or influence the purchase of) products and complementary services provided by sponsors/speakers. There is some “natural” segmentation, i.e. Detroit is more heavily automotive/manufacturing, New York more financial, DC federal, Boston educational/medical, etc.

In general, attendees come from the Fortune 2000, Enterprise, Commercial, Healthcare and SLED/Federal markets. Historical demographic and attendee job title information for the multi-subject seminar is shown below.

Angelbeat drives attendance through highly focused email campaigns and telemarketing campaigns. Our staff starts with the largest employer and then goes through every single one, personally reaching hundreds and sometimes thousands of organizations in the larger cities. Attendance at the multi-subject seminars tends to fall between 50 and 100 people.

Our priority is quality and not necessarily quantity, though this is obviously important. To illustrate this concept here is a September email from Varonis, who participated in the small (in terms of number of attendees) March event in Stamford, CT: **“Closed a deal today with a prospect (\$500 million manufacturer) I met at Angelbeat Stamford. Thanks for all you do!”**

**Strategically Angelbeat devotes maximum efforts to attract those organizations that represent a majority of the available, total IT spend in a given metropolitan area** (excluding IT vendors who are sponsors). So in Austin, TX we make sure that many representatives from different departments within the University of Texas and State of Texas definitely attend. When you exclude Austin-based Dell and IBM’s large presence, these two organizations probably represent ~50-60%, if not more, of the IT spend in the greater Austin region. In Seattle, we exclude Microsoft and Amazon and concentrate on Seattle-based firms like Costco, Paccar, Weyerhaeuser, Nordstrom, Starbucks and many others. In Northern California, we exclude Cisco, Juniper, HP, Intel and other similar tech firms, and focus our recruiting efforts on the Gap, Williams-Sonoma, Stanford, City of San Francisco and many more non-tech employers. This same approach is used in every city.

## **Attendee Demographics, Audience Size, 300,000 Contact Database (continued)**

Attendee recruitment efforts are laser focused on high-quality, pre-qualified attendees only, no one else. Results do vary across cities and within the same city year-to-year. There is ~40-50% repeat attendance on an individual city basis each year so there is always a “fresh” crowd at Angelbeat. At many if not all organizations, past attendees encourage their peers to attend if they can’t make it.

Sponsors can influence the size/composition of a seminar by inviting their customers/prospects to attend. For example, one sponsor has a listing of the top 50 organizations in each city that use competitors’ products, none of whom will agree to an onsite sales call. They provide this list to Angelbeat; our staff in turn places greater emphasis on getting these high-priority prospects to attend Angelbeat. The sponsor then gets to personally meet some if not many of these prospects, giving them a highly-prized, face-to-face opportunity to generate net new business.

<u>Job Title</u>	<u>Percentage</u>
CISO, Director of Architecture, NOC/DC Head/IT Director	54%
Network Manager, Sys Admin, Head of Desktop Standards	33%
Systems Analyst/Technical Specialist	9%

<u>Vertical Market/Industry</u>	<u>Percentage</u>
Manufacturing	11%
Education	14%
Government	14%
Professional Services: Legal, Accounting, Marketing, Engineering	13%
Finance	11%
Healthcare/Pharmaceuticals	11%
Distribution/Transportation/Logistics	9%
Retailing	6%
Small Business (<100 employees)	6%
Other	5%



## Testimonials

Here are testimonials from attendees and vendors at Angelbeat's multi-subject seminar tour.

Presentations in Providence were great. Those of us that attended from the Naval War College had a fantastic time. It was a very well put together event, and the venue (and food) were top notch. Thanks for the opportunity to attend! *CISO, Naval War College*

It was my first time at Louisville and I hope to be able to attend another and another! It was a great event, good speakers and good format keeping the presentations short and having a generous break. The venue was good and so was the food. My hat is off to you and Angelbeat for the event. *IT Director, Humana*

Congratulations, it was an excellent forum in Fort Lauderdale. It is nice to hear from the main players how they foresee developments that will affect my company. *Vice-President Technology Management Services, MasTec North America*

The San Francisco conference was very informative and well done. It provided some education while also providing solutions to our wireless needs. I've already scheduled a meeting with one of the presenters to get more details from them. *IT Manager, Williams-Sonoma*

Thanks for another great Angelbeat DC conference! I really enjoy your "speed-dating" format since it gets me good information on products and services in the market and because it's rare that I can get through a full day conference without getting called away by the main office to resolve some urgent issue. Keep up the good work! – I look forward to the next Angelbeat conference...*Deputy CISO, Interior*

Thank you so much for such an exciting Baltimore event. All the presentations were excellent and helped me get a sense of the path technology is taking. We are currently looking at data center options and Microsoft Azure will definitely be one of the choices I research further. I look forward to the next one. *IT Operations Director, Georgetown*

Ron, what a wonderful experience I had today in Birmingham! I love the format, the venue was perfect, and I learned so much today! Thank you again for the opportunity to learn and to network with my peers. *IT Infrastructure, VA*

Thanks Ron for another great Boston event, the timing was great for several of the vendors I was able to reach out to. I'm planning to meet with SilverPeak, Microsoft, and Dell for our data center migration project... BitDefender's hypervisor malware defense seems like a good fit. *Enterprise Architect, BJ's Wholesale*

This was the first time I attended this Chicago meeting and I look forward to the next. The information was not just a sales pitch; it was insightful touching on new trends and technologies that are appearing in the market to address the changes on the horizon. I will be reaching out to the Varonis; we already use their product but after the presentation yesterday, we may be expanding. I will also be contacting Arista and am setting up a meeting to discuss internally. *Information Technology Service Management, Northern Trust*

I enjoyed Austin and will definitely be attending next year. Thanks for putting this together." *CISO University Federal Credit Union*

Great job at the Cleveland Angelbeat Seminar! I loved the format and number of different topics covered. I will definitely recommend it to my colleagues. They were all very good presentations, but if I had to rank my top three it would be Pure Storage, iScanOnline and Kaspersky. *Manager IT Programs, Eaton*

I enjoyed the Denver seminar and the format in which it was conducted. *Sr. Manager, Windows Server Infrastructure, CoBank*

Thank you for yet another great Detroit event. I look forward to the Angelbeat seminar every year and this one was, true to form, another incredible offering. I not only enjoy the content of the presentations but I get the chance to talk to peers from other industries to find out about how their challenges differ from, or are similar to, my own. Thanks again and I eagerly look forward to next year's event. *DEP IT Operations, Ford*

Thank you for a professional set of interesting presentations in El Paso. You have your hands full herding a gaggle of geese that normally only want to talk sales but can provide some interesting information when managed by an expert like yourself. I am looking forward to your next event. *Manager, IT Implementation, UTEP*

Ron – another great Hartford event. Thank you for putting on this program, and I look forward to it next year. I got to catch up with a couple of former co-workers and see some technology that was new. *Enterprise Solution Architect, MassMutual*

I found the variety and timeliness of the topics to be very informative. I have attended numerous Angelbeat Honolulu presentations and always found it time well spent. *PACAF/A6CS - Cyber Surety, US Air Force Pearl Harbor*

The Houston event was very informative. My specific focus was on BYOD and I gained some good insight on MDM tools which is something we hadn't even considered. Format of the event, the venue and time were all perfect for me. I would definitely attend this event again. *Senior IT Analyst, GDF Suez Energy North America*

I enjoyed meeting you and attending the event in Jacksonville. There was some good, relevant information presented. I look forward to attending next year. *SVP, Chief Engineer, Operations/Shared Services, Bank of America*

I would like to take a moment and Thank you and Angelbeat for an outstanding Knoxville seminar. The speakers were informative and the seminar was very professional, did not waste any time, got right to what we wanted. Going to this seminar really did help us in many ways, with new contacts and speaking one-on-one with the different companies. The seminar was handled very well, much better than many other seminars that I have been to in my 20 years of IT work. *Director of Campus Information Technology, Tennessee Wesleyan College*

It was truly an excellent event in LA. I am utilizing one of the vendors for a quote on a wireless project I am heading at one of our sites. The technology available is remarkable. *Director, Wireless Technology, Los Angeles County Sheriff*

I enjoyed the Wichita event... From the people I spoke with (attendees), all were glad it was available and the information shared was valuable. *Network Systems Administrator, Spirit AeroSystems*

Thank you for including me in your New York seminar, I found the day very informative and useful. *Manager Network Services & Infrastructure, New York Power Authority*

Fast paced, to the point, great content by talented presenters in Seattle. I was particularly interested in the continuing evolution of network infrastructure virtualization. *CIO, BDA*

The San Antonio seminar was my first Angelbeat function, and I was very impressed with the quality of the presentations and the pace of the meeting. The topics and companies represented were extremely relevant and the level of information was good. *Technology Services Manager, Labatt Food Service*

Thank you for hosting this local Las Vegas event. There are a few presentations I'd like to share internally. *Lead Architect, Strategic Engineering, Caesars Entertainment*

First time Milwaukee attendee and I must say this event was put together and coordinated very well. Brief presentation formats with a great deal of information with the right mix of vendors. *Latin America CIO, Abbott*

I had heard good things about Angelbeat Nashville from others at Vanderbilt and I was not disappointed. *Senior LAN Manager, Vanderbilt*

Thanks, Ron, for a great Omaha seminar! I especially liked the Citrix ShareFile talk and am working with my team to bring that in for an eval. *Lead Systems and Network Analyst, Conagra Foods*

Thanks for hosting a very informative meeting with vendors that tied in well... to create a complete infrastructure solution for the workplace. *Director of Infrastructure & Technology, New York Power Authority*

I enjoyed the Angelbeat seminar in Pittsburgh yesterday. It provided brief presentations and discussion on what is trending and recommendations to handle it. Ron always gets the topics most current. *Desktop Manager, Carnegie Mellon University*