

Exhibitor Prospectus



"I received a tremendous amount of information in a relatively short amount of time."

—Robert Perry, PC/Network Administrator, Monterey Credit Union

"Good technical information and friendly people. Great!"

—Karuana Gatimu, IT Project Manager & SharePoint Architect, Skechers USA

**SharePoint
Comes Back to
SAN FRANCISCO!**

Exhibit at

 **SPTechCon**
The SharePoint
Technology Conference

Feb. 10-12, 2010 → San Francisco

Feb. 10-12, 2010

Hyatt Regency
San Francisco Airport

"Excellent technical foundation on SharePoint. I intend to send colleagues to this conference in the future!"

—Waleed Sarwani, Consultant, Sarwani Systems

PRODUCED BY

BZ Media

SYSTEMS MANAGEMENT
FOR IT MANAGERS & BUSINESS MANAGERS NEWS

SDTimes
The Business Magazine for Software Development Managers



www.sptechcon.com



Feb. 10-12, 2010
 Hyatt Regency
 San Francisco Airport
 San Francisco, CA
sptechcon.com

Who Will Be Attending The SharePoint Technology Conference?

SharePoint Administrators

Information Architects

Software Developers

Enterprise Content Managers

Systems Analysts

IT Pros

Enterprise Search Administrators

SharePoint Designers

Software Development Project Managers

VPs of Software Development

VPs of Systems Administration

Project Managers

Database Managers

Line-of-Business Analysts

Unofficial Company SharePoint Gurus

Disaster Recovery Planners

Portal Administrators

Microsoft MVPs

“Had topics for everyone. Able to dive deep in some topics and get real-world advice and suggestions from others.”

—Lisa Elliott, Info Sys Tech Specialist,
 Missouri Dept of Transportation

Compliance Officers

User Authentication Managers

Business Analysis Directors

Directors of IT Security

Check Out This List of Sample Classes:

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

SharePoint Integration and Migration

Advanced Search Configuration

Working With Workflow and Content Types

User Management, Audiences and Profiles

Inside SharePoint Services 3.0

Enterprise Content Management With SharePoint Server

Professional SharePoint Server Administration

SharePoint Planning and Governance

Developing SharePoint Workflow Templates With Visual Studio

Core Technologies in SharePoint Server

Developers' Guide to Windows SharePoint Services

SharePoint List Concepts

SharePoint Pages and Web Parts

Document Management Solutions

The SharePoint Business Intelligence Tool Set

Design Patterns for Collaborative Applications

Social Networking, User Profiles for Business

Branding SharePoint: Create Your Own Look and Feel

Using SharePoint Designer

Using Information Rights Management

SharePoint Security

Data Protection Management

Creating Business Data Catalog Solutions

Line-of-Business Application Development

Enterprise Risk and Compliance Management

SharePoint Scalability

Starting SharePoint Development

Understanding SharePoint Administration Toolkit

Integrating SharePoint Into Lotus Notes

Server-Side Controls and Data Binding

Building Team Solutions With

Microsoft Office SharePoint Server

Business Users' Guide to SharePoint Server

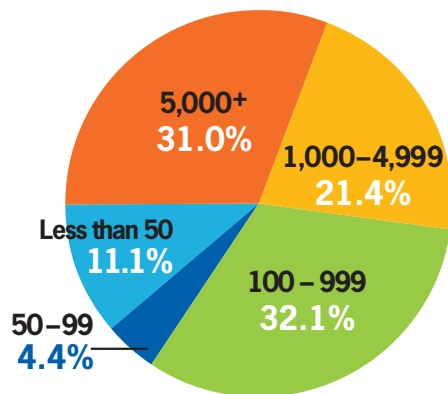
SharePoint Best Practices and Governance

Jump-start Your SharePoint Strategy

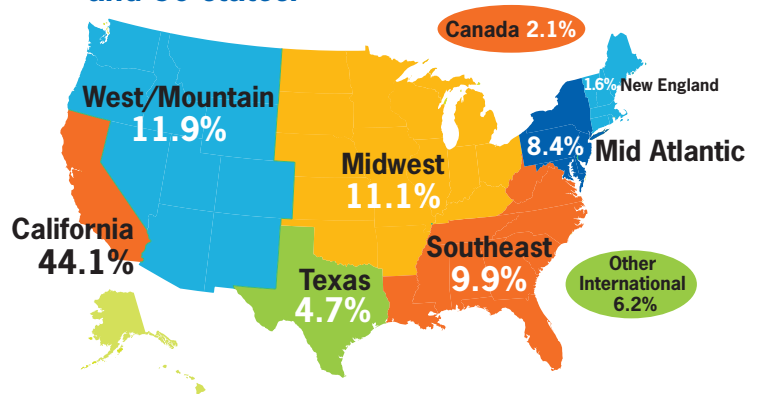
Who Came to SPTechCon San Francisco in 2009?

Size of company

(number of employees)



Attendees came from 18 countries and 36 states!



What is this company's primary business activity?

- 21.0 % Government/Defense
- 13.9 % Finance/Accounting/Insurance/Legal
- 13.5 % Healthcare/Medical Equipment/Services
- 10.7 % Independent Software Vendor (ISV)
- 10.3 % Mining/Utilities/Construction/Energy
- 9.9 % Consulting
- 8.3 % Education/Multimedia
- 7.1 % Other
- 6.7 % Manufacturing (not computer)
- 4.0 % Communications
- 2.8 % Manufacturing (computer)
- 2.4 % Transportation/Engineering
- 1.6 % Media/Marketing/Entertainment

What kind of hardware and software are they involved in purchasing (recommending, selecting, authorizing)?

- 55.6 % SharePoint Tools
- 50.9 % Collaboration Tools
- 47.7 % Data Backup and Recovery
- 44.9 % Storage Systems/Management
- 44.4 % Dashboard Systems/Portals
- 43.0 % Software Development Tools
- 39.7 % Content Management Systems/Tools
- 39.3 % SharePoint Books
- 38.6 % Project Management Software
- 38.3 % Document Management Systems/Tools
- 38.2 % Sys Admin Tools
- 37.9 % Network Management/Monitoring
- 36.9 % Database Management Tools
- 34.1 % Network Security Hardware (Firewalls, etc.)
- 33.2 % Security Management Tools
- 31.8 % Search/Enterprise Search/Indexing Tools
- 26.2 % Business Process Management (BPM) Tools
- 22.9 % Identity Access Management Tools
- 21.0 % Scanning and Imaging Tools
- 19.6 % SharePoint Components

**"Go! You will gather knowledge
and find great new tips you didn't
know existed!"**

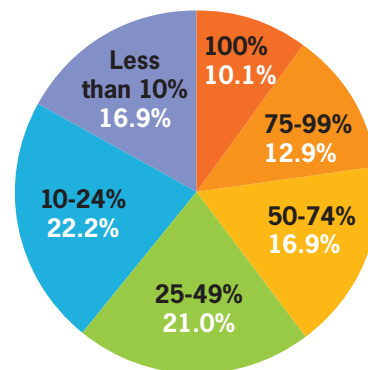
—Tom Ficker, Specialist, Portland General Electric

Who Came to SPTechCon San Francisco in 2009?

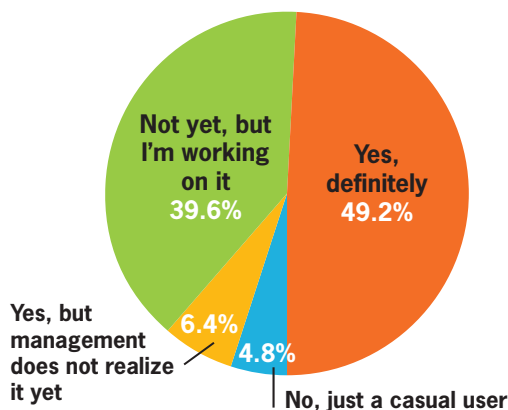
What best describes their job function?

- 22.4 % SharePoint Manager/Administrator
- 15.2 % CIO/CTO/Senior VP/VP IT
- 10.3 % IT Enterprise/Systems/Network/Software/Architect
- 9.7% Senior Developer/Programmer
- 8.5 % Internet/Database/Content/Document Manager
- 8.1 % Systems/Business Analyst
- 6.9 % IT Project/Team Leader
- 5.7 % Software/Applications Development Manager
- 5.3 % Sys Admin Manager/IT Operations Manager
- 5.1 % Non-IT Business/Department Manager/Worker
- 2.8 % Other IT Professional

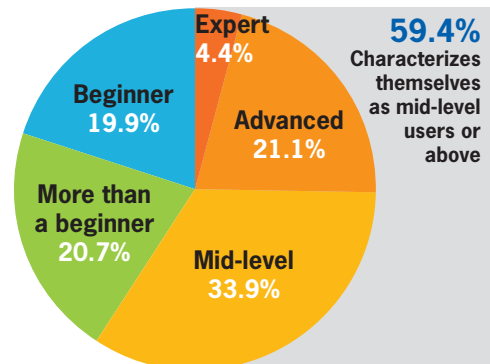
What percent of their jobs revolve around using or managing Sharepoint?



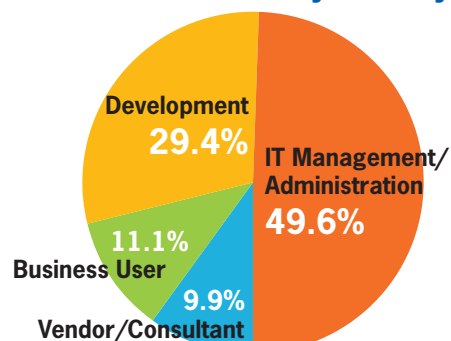
Are they considered one of their organization's SharePoint experts?



How do attendees categorize their knowledge/proficiency with SharePoint?



Which of the following roles did the attendees most closely identify with?



"I think the event was great—not only did I enjoy it, I really do feel like it helped us 'discover' many tactics, possibilities, and uses of SharePoint that we probably wouldn't have hit otherwise."

—Jon Oien, Sr. Software Engineer, eREI

Who's Coming to the SharePoint Technology Conference!

Show off your SharePoint solutions at the largest independent SharePoint show in the U.S. In its first year, SPTechCon San Francisco drew more than 600 registrants. In 2010 we are projecting 750 – 1,000 SharePoint admins, developers and power business users to come to SPTechCon, the first big event to follow Microsoft's unveiling of SharePoint 2010. SharePoint buyers will flock to the show, eager to find products and solutions that can help them master the power of SharePoint 2010 for their organizations.

Sample list of companies sending attendees to the first SPTechCon in 2009:

Army & Air Force Exchange Service	Chanel Inc	Hoosier Energy	SAC International Steel, Inc.
ACI Corp	Christian Broadcasting Network	Horizon Food Group, Inc.	SAIC/US Army
Alameda County Water District	Cisco	HP	San Diego Gas & Electric
ADP	CITGO Petroleum	Intel	San Francisco State University
AECOM	Citrix Systems	Kaiser Permanente	San Jose Water Company
AEGIS.net, Inc.	City of San Leandro	LA County	San Mateo Credit Union
Agilent Technologies	City of Santa Clara	Marvell Semiconductor	Sandia National Labs
Allergan	Cleveland Bridge & Engineering	Maryland Auto Insurance Fund	Santa Clara Valley Transportation Authority
Akron Children's Hospital	Clorox	Marymount University	SAS Institute
Alameda County	College of the Sequoias	Microsoft	Schlumberger
AMAX Global Services	Contra Costa County Fire	Missile Defense Agency	Skechers USA Inc.
American Energy Systems	County of Los Angeles	Missouri State University	Southern California Edison
Ames Research	County of San Mateo	Mo Dept of Transportation	State of California, Dept of Technology Services
Amstar Group	County of Santa Clara	Monterey Credit Union	Sybase Inc.
AskSoft Inc.	County of Santa Clara	Monterey Peninsula Water District	Taylor Petroleum Companies
Associated Grocers	Cox Communications	Mortgage Resource Center, Inc.	TD Williamson
Autodesk	CSE Insurance	Metropolitan Water District of LA	Team One Networking
Autonomy	Department of Military Affairs	NASA	Technology Crossover Ventures
Baker Hughes Inc	Department of Technology Services	NAVAIRWD	The MITRE Corporation
Ball Aerospace	Department of Veterans Affairs	Neighborhood Credit Union	The Univ of Texas at El Paso
Bank of America	Dept. Env. Science and Policy	New Mexico State University	TOSHIBA Solutions
Bayview Financial	District Dept of Transportation	News Corp.	US Geological Survey
Blackstone Technology Group	Depository Trust & Clearing Corp.	National Institute of Environmental Health Services	USPFO for Michigan
Booz Allen Hamilton	Edmonton Airports	NOAA Coastal Services Center	Valley Transportation Authority
Brocade	ehealth	Northwestern Mutual	Visa, Inc
CA Department of Public Health	Electric Power Research Institute	OpenTable	W.K. Kellogg Foundation
CACI	Electronic Arts	Pacific Gas & Electric Co	Washington Univ. St. Louis
California National Guard	EMC Consulting	Physicians Plus Insurance	Wells Fargo
California Polytechnic State Univ	Equitable Resources	Planned Parenthood Fed. of America	Wilson Sonsini Goodrich Rosati
City College of San Francisco	FHLBanks	Portland General Electric	
CDW	Franklin Templeton	Puget Sound Blood Center	
CenterPoint Energy	Fujitsu	Rackspace Hosting	
Colorada Foundation for Medical Care	Garmin International	Rotary International	
CGI Group, Inc.	Global Equities Research		
	Healthtrust Purchasing Group		

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 750 – 1,000 SharePoint buyers across the spectrum of developers, IT managers and information workers.
3. SPTechCon is the first major event following Microsoft's release of SharePoint 2010!
4. Attendees will learn from the brightest minds in the SharePoint universe! 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 as well as our extensive network of media partners 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 Bay Area.
7. Our concentrated attendance of 750+ 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 4,400,000 marketing impressions will build awareness of your company and create interest in your products before the show.



“No matter whether you are a beginner, intermediate or advanced SharePoint user/developer/admin there is something here for everyone.”

—Deborah Ferguson, Information Specialist,
San Francisco State University



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 San Francisco Airport
 San Francisco, CA

sptechcon.com

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 page print ads in SD Times and other industry publications will run August through January
- Direct mail postcard campaigns
- Targeted telemarketing to our best handpicked SharePoint prospects
- Multiple e-newsletter sponsorships, including the SharePoint Technology Report and SD Times' News on Monday
- 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
- Extensive Google Adwords program generating more than 4 million impressions.

**OVER
 4.4 million
 marketing
 impressions
 to be made!**

Exhibitors at the first two SP TechCons in San Francisco and Boston included:

- | | |
|----------------------|---|
| Adaptive Corporation | Knowledgelake |
| Atalasoftware | MetaVis Technologies |
| Atlassian | Mimosa Systems |
| AvePoint | NewsGator |
| Axceler | Nintex |
| BA-InSight | Novell |
| Bamboo Solutions | Quest Software |
| BlueThread | RSSBus |
| BZ Media | San Francisco Bay Area SharePoint Users Group |
| Citrix Systems | SharePoint911 |
| Colligo Networks | SoftArtisans |
| CommVault | SoftwareFX |
| ComponentOne | TechTarget |
| Dynatrace | TrendMicro |
| Epok | Vaultus Mobile |
| Fpweb.net | Tsunami Inc. |
| GoScan | Wicksoft Corp. |
| Idera | |
| JackBe | |

Media Sponsors



What You Get!

	(Exclusive) Diamond	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	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Listing
Description of Your Company	200 words	150 words	100 words	75 words	50 words
Conference Pass (worth \$1,595)	2x	x	x	x	x
Prize Patrol Eligibility	x	x	x	x	x
Passport Game Eligibility	x	x	x	x	
Premium Booth Position on Floor	x	x	x	x	
Logo on Entrance Unit to Expo Floor	x	x	x	x	
Direct Mail List, All Attendees	x	x	x	x	
Attendee Bag Insert	x	x	x	x	
Rotating Sponsor Logo on Pre-Keynote Slides	x	x	x	x	
E-mail List of Attendees	x	x	x		
Reception Sponsors	x	x	x		
Full-Page Ad in Show Guide	Back Cover	x	x		
Speaker in "Tell Me Something I Don't Know (About SharePoint)"		x	x		
Inclusion in Pre-show E-mail to Registrants	x	x			
Attendee Bag Logo	x	x			
Full-Page Tabloid Ad in SD Times	x	x			
Coffee Break Sponsor		x			
Logo on Reception Napkins	x				
Lunch Sponsor and Speaker	x				
Lanyard Sponsor	x				
Exclusive Sponsor	x				

"Tell Me Something I Don't Know (About SharePoint)"
Platinum and Gold Sponsors will have 10 minutes to describe how to get the most out of SharePoint with their product, prodded by SharePoint Tech Report Editor, David Rubinstein.

RATES/DATES	Diamond	Platinum	Gold	Silver	Booth Only
Charter Sponsor: by August 21, 2009	\$19,995	\$9,045	\$6,495	\$4,595	\$2,795
Premier Sponsor: by September 25, 2009	\$20,995	\$10,895	\$6,895	\$4,895	\$2,895
Super Early Bird: by October 30, 2009	\$21,995	\$11,895	\$7,295	\$5,295	\$2,995
Early Bird: by December 18, 2009	\$22,995	\$12,495	\$7,645	\$5,495	\$3,095
Pre-Show: by January 16, 2010	\$23,995	\$12,995	\$7,995	\$5,795	\$3,155
After January 16, 2010	\$24,995	\$13,455	\$8,565	\$6,095	\$3,295

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

TUESDAY, FEBRUARY 9

4:00 pm – 7:00 pm Registration Open

WEDNESDAY, FEBRUARY 10

7:30 am – 7:30 pm Registration Open
 7:30 am – 8:30 am Continental Breakfast
 8:30 am – 10:00 am Morning Workshop
 10:00 am – 10:30 am Coffee Break
 10:30 am – 12:00 pm Morning Workshop (continued)
 12:00 pm – 1:00 pm Lunch Break
 1:00 pm – 2:30 pm Afternoon Workshop
2:30 pm – 8:00 pm Exhibit Hall Open
 2:30 pm – 3:00 pm Coffee Break in Exhibit Hall
 3:00 pm – 4:30 pm Afternoon Workshop (continued)
4:30 pm – 6:00 pm “Tell Me Something I Don’t Know” (about SharePoint)
6:00 pm – 8:00 pm Attendee Reception in Exhibit Hall

THURSDAY, FEBRUARY 11

7:30 am – 7:00 pm Registration Open
 7:30 am – 8:15 am Continental Breakfast
8:15 am – 9:15 am Tom Rizzo Keynote
 9:30 am – 10:45 am Technical Classes 100
10:30 am – 4:00 pm Exhibit Hall Open
10:45 am – 11:30 am Coffee & Donuts in Exhibit Hall
 11:30 am – 12:45 pm Technical Classes 200
 12:45 pm – 1:45 pm Lunch Break
 1:45 pm – 3:00 pm Technical Classes 300
3:00 pm – 4:00 pm Coffee, Ice Cream & Prize Patrol in Exhibit Hall
 4:00 pm – 5:15 pm Technical Classes 400
5:30 pm – 6:30 pm Ted Pattison Keynote
6:30 pm – 8:00 pm Pizza and Answers
 8:00 pm – 10:00 pm BASPUG Meeting

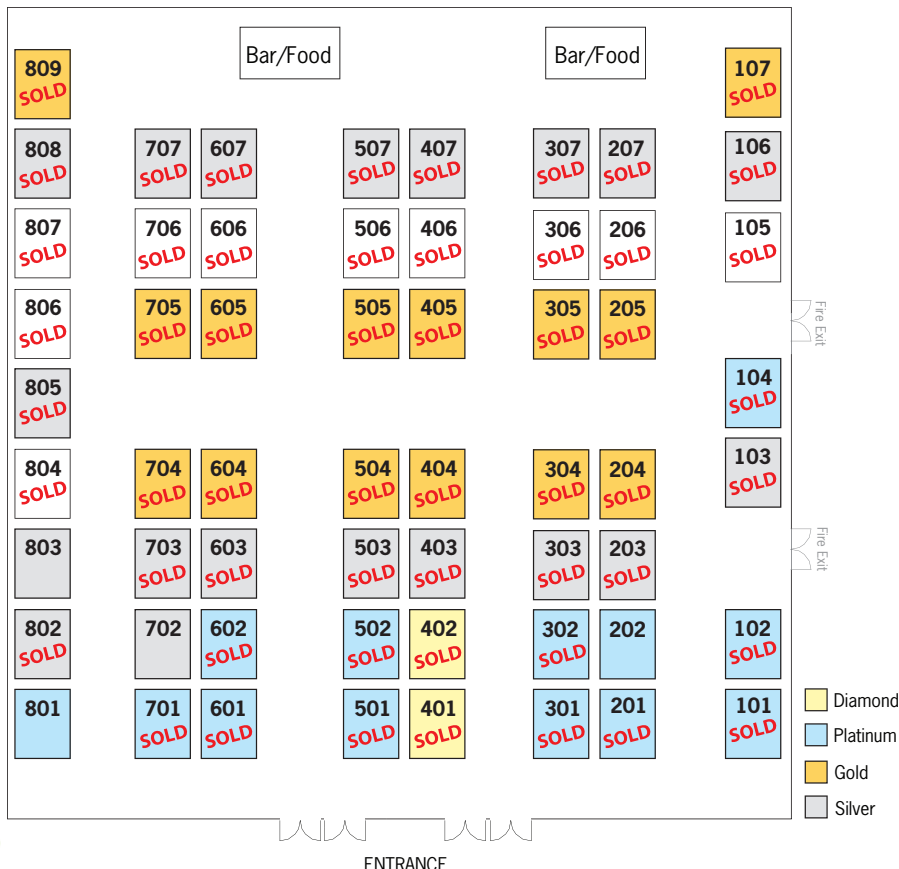
FRIDAY, FEBRUARY 12

7:30 am – 3:30 pm Registration Open
 7:30 am – 8:15 am Continental Breakfast
 8:15 am – 9:30 am Technical Classes 500
 9:45 am – 11:00 am Technical Classes 600
 11:00 am – 11:30 am Coffee Break
 11:30 am – 12:45 pm Technical Classes 700
 12:45 pm – 1:45 pm Lunch Break
 1:45 pm – 3:00 pm Technical Classes 800
 3:15 pm – 4:30 pm Technical Classes 900
 4:30 pm Conference Closes

NEW EXHIBIT HALL HOURS

2:30 pm – 8:00 pm Wednesday
10:30 am – 4:00 pm Thursday

Floor Plan



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