



# TechServe Alliance Executive Summit

*The Premier Event for  
Technology Staffing & Solutions Leaders*



Amelia Island, FL



November 14 – 16, 2023



**Mark Roberts**  
CEO  
TechServe Alliance

## The Executive Summit: Showcase your product or services before decisionmakers at the Only Event Exclusively Focused on IT & Engineering Staffing and Solutions Firms

Following the success of the Executive Summit the past two years, we will again host the **2023 TechServe Alliance Executive Summit at the Ritz Carlton, Amelia Island, Florida, November 14th – 16th**. In addition to industry specific education sessions, we will also hold joint keynotes and networking events with the client community of CIOs, CTOs and senior IT leaders through our partnership with the Society for Information Management (SIM).

As the only event that brings together **300+ owners, C-suite technology staffing executives and their prospective clients**, the Executive Summit presents an unparalleled opportunity for those who market products and services to IT & Engineering Staffing and Solutions firms. The opportunity to showcase your product or service to our community begins with pre-conference marketing to over **2000 industry executives** and culminates with in-person conversations with decision-makers.

In order to maintain the executive-level nature of the event and facilitate networking, we are limiting supplier community participation to a select group of sponsors. To secure one of these limited sponsorship opportunities, please reach out to Susan Donohoe at [susan@techservealliance.org](mailto:susan@techservealliance.org) or Marie Fredlake at [fredlake@techservealliance.org](mailto:fredlake@techservealliance.org).

I look forward to seeing you in Amelia Island.

*Mark Roberts*

**YOU'RE INVITED TO THE  
Premier Event for  
Technology Staffing & Solutions Leaders  
November 14-16, 2023**



  
TechServe Alliance  
**EXECUTIVE  
SUMMIT**  
An Exclusive Event for Technology  
Staffing & Solutions Leaders.

**SAVE** | **November**  
THE DATE | **14-16, 2023**  
The Ritz-Carlton, Amelia Island, Florida

*TechServe Alliance presents **an exclusive event for Technology Staffing & Solutions Executives** where suppliers of products and services will engage with top-tier clients, build pipelines and kickstart 2024 sales.*

## Event at a Glance

The TechServe Alliance Executive Summit is exclusively designed for IT and engineering staffing leaders. Executives will have the opportunity to engage in peer-to-peer networking and knowledge-sharing and learn from industry thought leaders on the strategies to seize opportunities and respond to the challenges of the IT & Engineering Staffing and Solutions Industry

### The Executive Summit Agenda – Sponsors are Invited to Summit Activities



**Nov. 14**

- TechServe Workshops
- Opening Speed Networking Event
- **Supplier Showcase –**  
*Networking opportunity for Sponsors*
- TechServe Opening Network Reception



**Nov. 15**

- **IT & Engineering Talent Forum** in partnership with SIM
- General Sessions (2)
- **Supplier Showcase –**  
*Networking opportunity for Sponsors*
- Large Firm Forum
- Executive Breakout Sessions
- Networking Lunches
- Executive Women's Lunch
- Networking Reception



**Nov. 16**

- General Sessions (2)
- Roundtable discussions
- Executive Breakout Sessions
- Networking Lunches
- Closing Reception

*Detailed Agenda in Development  
 and subject to change.*

## IT & Engineering Talent Forum

*A Joint Initiative of SIM & TechServe Alliance*

TechServe Alliance and Society for Information Management (SIM) will co-host the IT & Engineering Talent Forum, a collaborative deep-dive exploration of the challenges and solutions for recruiting, retaining and developing IT & Engineering talent. SIM is a national organization that brings together CIOs, CTOs and other technology leaders.

Sponsors of the **TechServe Executive Summit** are eligible to attend the Talent Forum—a unique opportunity to interact with technology staffing leaders and their clients.



## Our Audience of IT & Engineering Staffing Executives

The **TechServe Alliance Executive Summit** brings together **300+ executives** from **IT & Engineering Staffing and Solutions firms**. In addition to educational and networking opportunities, these executives use the event to **identify products and services** that drive growth and profitability of their businesses.

## Community at a Glance

### Executive Summit Attendees



**76%**  
**OWNERS/  
C-SUITE**



**12%**  
**VP/DIRECTOR  
RECRUITING**



**12%**  
**VP/DIRECTOR  
SALES & MARKETING**

## TechServe Alliance & Executive Summit Firm Profile



Attendees at the Executive Summit include executives from more than **200 unique companies**.



IT & Engineering Staffing and Solutions Companies represented include growing **entrepreneurial firms** to large **multi-billion dollar enterprises**.



Our community spends **hundreds of millions** of dollars annually on products and services.



TechServe Alliance marketing channels reach over **2000 technology staffing executives**.



## High Impact Sponsorship Opportunities

*Getting your company in front of our executive-level audience*



Promote Brand Awareness



Be Recognized as the Exclusive Sponsor of a Breakfast, Lunch or Reception



Contribute to Thought Leadership



Supplier Showcase  
*Dedicated time for attendees to network with Suppliers*



Face-to-Face Opportunities to Engage with Prospects and Clients



Access to TechServe Leadership

# The Benefits of Sponsorship



## AUDIENCE REACH

TechServe reaches a senior level executive audience in the IT & engineering staffing and solutions market.



## TARGETED AUDIENCE

We exclusively serve the IT & engineering staffing and solution firms and their owners, executives, directors and managers.



## AUDIENCE INFLUENCE

Our executive management-level attendees rely on TechServe resources to make purchasing decisions.



## EXPERTISE & ATTENTION

Our influential and passionate team provides our market expertise to ensure the highest ROI from your investment with TechServe.



## NEW WAYS TO CONNECT

This year, our team has launched a series of new opportunities designed to bring buyers and sellers together at the Executive Summit

*The excitement and energy toward our industry is invigorating and the new technologies are amazing.*

Mainz Brady

”

# GOLD SPONSORSHIP SNAPSHOT

As a Gold Sponsor of the TechServe Alliance Executive Summit, your company and your brand will be positioned for success in 2023. Gold Sponsorship is our top-tier offering, attendees will have multi-faceted exposure to your organization. At the gold sponsorship level, you will have access to the Summit attendees and receive special VIP invites to the Board of Directors dinner and Large Firm Reception. We will also arrange for a Sponsor Lounge.

Investment:  
**\$50,000**

*Must be a TechServe Supplier in Good Standing to attend the Summit.*

*Not a TechServe Supplier? Join now to attend The Summit.*

<b>MAIN STAGE PRESENCE</b>	<ul style="list-style-type: none"> <li>▪ Highly visible incorporation of organization logo displayed in General Session Ballroom</li> <li>▪ Acknowledgement of organization's support from main stage</li> <li>▪ Logo prominently displayed on General Session Screens</li> <li>▪ Sponsor invited to main stage to introduce speaker or TechServe leader during a General Session (limited opportunities)</li> <li>▪ Ability to play a 30-second promotional video during sponsored General Session</li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>▪ Sponsor Lounge – Exclusive Opportunity for Gold Sponsors. Dedicated lounge area in high traffic pre-function space with branding.</li> <li>▪ Attendee Branded Giveaway (supplied by sponsor)</li> <li>▪ Logo on Summit notepad</li> <li>▪ Mobile App – Logo and push notification to all attendees</li> <li>▪ Recognition by level on Summit signage</li> <li>▪ Logo Promotion on Summit website</li> <li>▪ Logo and link on TechServe Alliance website</li> <li>▪ Logo placement on TechServe Summit Emails</li> </ul>
<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Full Supplier Profile on Mobile App and Summit website</li> <li>▪ Quarterly submission in Supplier News and Insight (as part of your supplier membership)</li> <li>▪ Dedicated Sponsor Emails (1 pre &amp; 1 post)</li> <li>▪ Social Media Posts (Twitter/Facebook/LinkedIn) – <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i></li> </ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>▪ Participation in Breakout Session – Sponsor representative included in panel session. Content developed in collaboration with TechServe.</li> <li>▪ Opportunity to Host Roundtable Discussion</li> <li>▪ Supplier Showcase – Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.</li> <li>▪ <b>NEW</b> – Participation in kick off speed dating session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
<b>VIP BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ (3) Invitations to Board of Directors dinner</li> <li>▪ (2) Invitations to Large Firm Forum Reception</li> <li>▪ (5) Executive Summit Registrations</li> <li>▪ Private Meeting Room – exclusively available to Sponsor and their guests</li> </ul>



# SILVER SPONSORSHIP SNAPSHOT

With a Silver Sponsorship, your company will enjoy an array of benefits to elevate your brand with our audience of executive decision makers. At the Silver level, your executives will have the opportunity to attend both the Executive Summit and Board of Directors dinner.

Investment:  
**\$25,000**

*Must be a TechServe Supplier in Good Standing to attend the Summit.*

*Not a TechServe Supplier? Join now to attend The Summit.*

MAIN STAGE PRESENCE	<ul style="list-style-type: none"> <li>▪ Highly visible incorporation of organization logo in General Session Ballroom</li> <li>▪ Acknowledgement of organization's support from main stage</li> <li>▪ Logo prominently displayed on General Session Screens</li> <li>▪ Ability to play a 30-second promotional video during opening of General Session</li> </ul>
EDUCATION	<ul style="list-style-type: none"> <li>▪ Opportunity to Host Roundtable Discussion</li> <li>▪ Participation in Breakout Session - Sponsor representative included in panel session. Content developed in collaboration with TechServe.</li> <li>▪ <b>Supplier Showcase</b> - Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.</li> <li>▪ <b>NEW</b> - Participation in kick off speed dating session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
MARKETING	<ul style="list-style-type: none"> <li>▪ Full Supplier Profile on Mobile App and Summit website</li> <li>▪ Dedicated Sponsor Emails (1 pre) <i>Sent by TechServe on Sponsor's behalf to conference attendees</i></li> <li>▪ Quarterly submission in Supplier News and Insight (as part of your supplier membership)</li> <li>▪ Social Media Posts (Twitter/Facebook/LinkedIn) - <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i></li> </ul>
BRANDING	<ul style="list-style-type: none"> <li>▪ Attendee Branded Giveaway (supplied by Sponsor)</li> <li>▪ Logo on Summit notepad</li> <li>▪ Mobile App - Logo and push notification to all attendees</li> <li>▪ Recognition by level on Summit signage</li> <li>▪ Logo Promotion on Summit website</li> <li>▪ Logo and link on TechServe Alliance website</li> <li>▪ Logo placement on TechServe Summit Emails</li> </ul>
VIP BENEFITS	<ul style="list-style-type: none"> <li>▪ (2) Invitations to Board of Directors dinner</li> <li>▪ (3) Executive Summit Registrations</li> </ul>



# BRONZE SPONSORSHIP SNAPSHOT

As a Bronze Sponsor, your company will be able to participate in our Supplier Showcase, lead a roundtable discussion, along with other marketing and branding opportunities. Includes two Executive Summit Registrations

Investment:  
**\$10,000**

*Must be a TechServe Supplier in Good Standing to attend the Summit.*

*Not a TechServe Supplier? Join now to attend The Summit.*

<b>MAIN STAGE PRESENCE</b>	<ul style="list-style-type: none"> <li>Logo acknowledgement on General Session projection screens</li> </ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>Host Roundtable Discussion</li> <li><b>Supplier Showcase</b> - Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.</li> <li><b>NEW</b> - Participation in kick off speed dating session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session.</li> </ul>
<b>MARKETING</b>	<ul style="list-style-type: none"> <li>Full Supplier Profile on Mobile App and Summit website</li> <li>Announcement in Industry</li> <li>Quarterly submission in Supplier News and Insight (as part of your supplier membership)</li> <li>Social Media Post (Twitter/Facebook/LinkedIn) - <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i></li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>Attendee Branded Giveaway</li> <li>Recognition by level on Summit signage</li> <li>Logo Promotion on Summit website</li> <li>Logo placement on TechServe Summit Emails</li> </ul>
<b>VIP BENEFITS</b>	<ul style="list-style-type: none"> <li>(2) Executive Summit Registrations</li> </ul>

# SUPPORTING SPONSORSHIP SNAPSHOT

As a Supporting Sponsor, one executive can attend and networking with senior IT & Engineering Staffing firm decision-makers. This package also includes marketing and branding exposure.

A limited number of Supporting Sponsorships are available to maintain a high attendee-to-supplier ratio.

Investment:  
**\$4,000**

*Must be a TechServe Supplier in Good Standing to attend the Summit.*

*Not a TechServe Supplier? Join now to attend The Summit.*

## MARKETING

- Full Supplier Profile on Mobile App and Summit website
- Quarterly submission in Supplier News and Insight (as part of your supplier membership)
- **NEW** – Participation in kick off speed dating session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session

## BRANDING

- Logo Promotion on Summit website
- Logo placement on TechServe Summit Emails

## VIP BENEFITS

- (1) General Registration



Nov. 14-16



Ritz Carlton  
Amelia Island, FL

# 2023 TechServe Alliance Executive Summit – Sponsorship By Investment Level

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
Tech Serve Sponsorship 2022	<b>General registration passes</b> <i>Includes access to all education, networking, and attendee receptions.</i>	5	3	2	1
	<b>Sponsor Lounge</b> <i>Dedicated lounge with branding in pre-function space. Sponsor distribute giveaways and display marketing materials</i>	✓			
	<b>Invitation to Large Firm Forum Reception</b>	2			
	<b>Invitation to Board of Director Dinner</b>	3	2		
	<b>Sponsor Thanked by TechServe Leadership; Sponsor Eligible to Introduce a General Session Speaker</b> <i>Limited. Four Available</i>	✓			

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
General Session & Thought Leadership Exposure	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	<b>Participation in content for Main Stage Programming or 50-minute breakout Session</b> <i>Gold Sponsor representative included in panel session. Content developed in collaboration with TechServe. Limited Opportunities available.</i>	✓			
	<b>50-minute education session or workshop</b> <i>Sponsor representative included in panel session. Content developed in collaboration with TechServe.</i>	✓	✓		
	<b>Highly visible incorporation of organization logo in General Session Ballroom</b>	✓	✓		
	<b>Live acknowledgement of organization from main stage.</b>	✓	✓		
	<b>Invited onstage for Thank you to sponsor</b>	✓			
	<b>(1) 30 second video played</b> <i>on projection screens in General Session</i>	✓	✓		
	<b>Logo acknowledgement on General Session projection screens</b>	✓	✓	✓	
	<b>Participation in kick off speed dating session</b> <i>Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</i>	✓	✓	✓	✓

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
Participant Access & Thought Leadership & Product Exposure	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	<b>Supplier Showcase</b> <i>Dedicated time for attendees to network with Suppliers. Showcase will be held twice during the Summit to allow attendees time to network specifically with Suppliers. Branded Signage/table for supplier provided by TechServe.</i>	✓	✓	✓	
	<b>Host a roundtable discussion</b> <i>Small group format discussion: topic provided by sponsor subject to TechServe approval</i>  <i>Sponsor role to briefly present the topic discussion and lead the discussion with the small group. Date/Time subject to agenda</i>	✓	✓	✓	
	<b>Attendee Branded Giveaway</b> <i>General Session chair drop, welcome gift at check in. First come, first option of branded choice - Branded items to be supplied by sponsor. Item to be pre-approved by TechServe.</i>	✓	✓	✓	
	<b>Opportunity to Host Private Reception</b> (must be scheduled so as not to conflict with TechServe events)	✓	✓	✓	

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
Marketing & Branding	<b>Dedicated Sponsor Email</b> <i>Email sent by TechServe on sponsors behalf to Summit attendees (pre and post Summit)</i> <i>** Sponsor provides content subject to TechServe approval</i>	(1) Pre & (1) Post	(1) Pre or Post		
	<b>(3) Mobile app push notification</b> <i>(welcome from sponsor, where to find sponsor, and general advertisement)</i>	✓	✓		
	<b>Recognition by level on Summit signage throughout the event space</b>	✓	✓	✓	
	<b>Recognition in Industry Update &amp; TechServe Social Media</b> <i>at time of signing sponsor logo and/or name will be announced and linked to website.</i>	Logo/Link	Logo/Link	Name/Link	
	<b>Social Media Posting (Twitter/Facebook/LinkedIn)</b> <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i>	3	2	1	
	<b>Logo on Summit notepad</b>	✓	✓	✓	
	<b>Company name or logo placement on select TechServe Summit emails</b>	LOGO	LOGO	LOGO	
	<b>Full supplier profile on mobile app</b> <i>Profile includes logo, description, links/handouts, contact information, and ability to have 1:1 discussion (video/chat) prior, during and after Summit</i>	✓	✓	✓	✓
	<b>Logo/Name and link TechServe website</b>	Logo/Link	Logo/Link	Logo/Link	Name/Link
	<b>Logo and link placement on TechServe Summit website</b>	Logo/Link	Logo/Link	Logo/Link	Logo/Link

# SPONSORSHIP Plus

Want extra exposure? Add on to your Gold, Silver, Bronze sponsorship these exclusive opportunities.



## Large Firm Forum Sponsorship

1 Available

**\$25,000**

The Large Firm Forum is a day-long program designed specifically for CEOs and other C-level executives of IT Services firms with \$50 million+ in annual revenues. The Forum attracts 25-35 executives each year from the largest firms in the industry, providing unparalleled networking opportunities with other senior executives. The sponsor will be recognized by the TechServe Alliance CEO during the event. The CEO or senior representative from the sponsoring company will be invited to the Large Firm Forum networking lunch. The sponsor also will be recognized on special printed materials distributed to Forum attendees. **Exclusive sponsorship opportunity for Gold or Silver sponsor only.**

## TechServe Networking Reception Sponsor

2 Available

**\$20,000**

Whether it is an elegant poolside reception, beach party at sunset or a creative themed party, the Networking Reception is designed to provide maximum networking and entertainment value to attendees. They are always a must attend and highlight of TechServe events. Summit Attendees will enjoy entertainment, activities, specialty drinks, and themed food. Sponsor will receive recognition in all printed and online material promoting event in addition to a special giveaway.

## TechServe Coffee Shop

2 Available

**\$10,000**

TechServe will provide branded coffee shop environment with sponsor logo coffee sleeves, napkins, charging devices, and signage. During AM/PM breaks Summit attendees will enjoy a coffee shop environment. Sponsor would be able to place marketing collateral around the coffee shop. This sponsorship is not exclusive.



# OTHER SPONSORSHIP OPPORTUNITIES

Didn't see anything that caught your eye?

Not to worry – TechServe has you covered with additional opportunities! We would be happy to customize a sponsorship to meet your branding and marketing goals.

*Must be a TechServe Supplier in Good Standing to attend the Summit.*

*Must be a Gold, Silver or Bronze sponsor to add on branding opportunities.*

*Not a TechServe Supplier? Join now to attend The Summit.*

## Hotel Key Card Sponsorship

**\$15,000**

Include your company's logo on hotel key cards at the Executive Summit.

## Summit Beach Tote

**\$15,000**

Include your company's logo on a high end beach tote bag

## Branded Summit Giveaways

**\$12,000**

Put your company logo on meaningful Summit welcome giveaway(s) throughout our event. Popular ideas include a notepad w/pen, beach towel and/or flip flops.

Includes cost of production  
- must be secured by  
August 1.

## Summit Attendee Lanyard

**\$7,000**

Include your company's logo on badge lanyard distributed to all Summit attendees.

## Summit Name Badge

**\$7,000**

Include your company's ad and logo on the back of name badge

*These add-on opportunities are only available to  
Executive Summit Sponsors*

# All Sponsors must be a TechServe Supplier in Good Standing to attend the Summit.

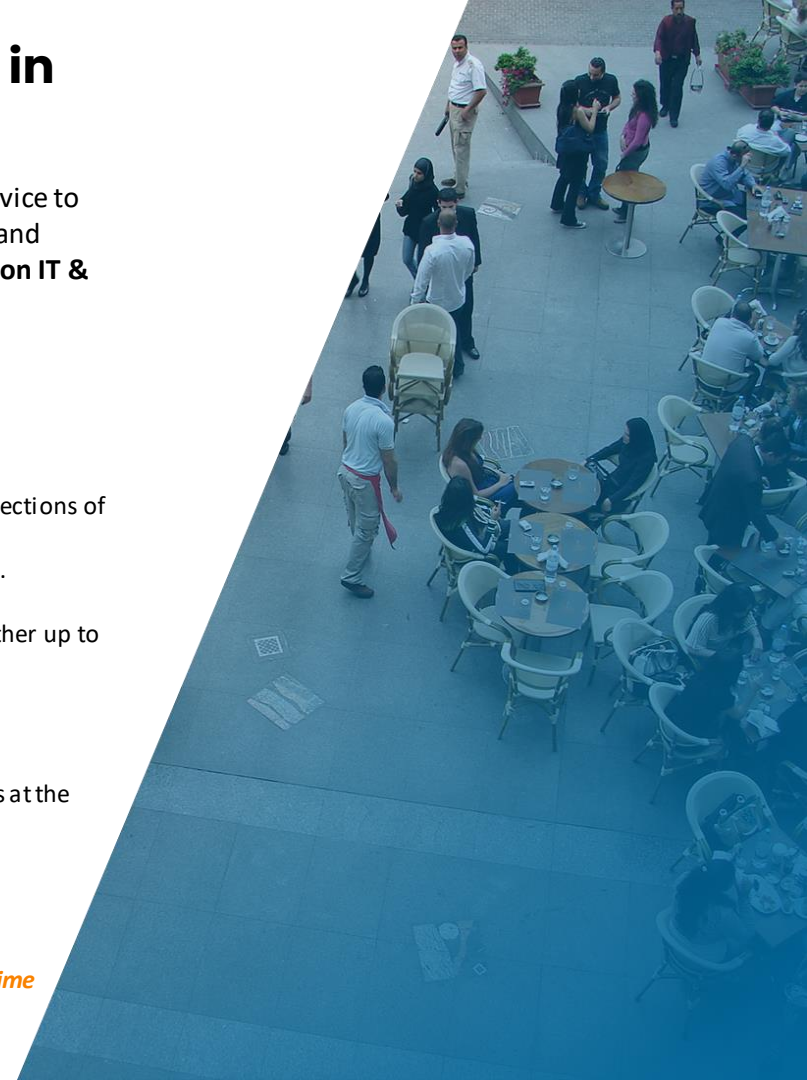
The Supplier program provides exclusive opportunities to showcase your product or service to the IT & Engineering staffing community year-round. TechServe marketing is targeted and focused - our communication channels reach over **2000 industry executives who focus on IT & Engineering staffing.**

Supplier member benefits:

- Your company name and logo listed in the TechServe Alliance On-Line Supplier Directory.
- Access to the full on-line TechServe member directory.
- Access to key industry information and business intelligence available on our members only sections of the TechServe Alliance website.
- Promote latest news of your product or service in the monthly "Industry Supplier" newsletter.
- Opportunity to list your TechServe Associate Logo on your own website.
- Suppliers can attend TechServe webinars for free to not only network with attendees but gather up to date industry data and information!
- First option to sponsor new strategic programs such as white papers, blogs, virtual/in person networking events and other lead generation programs.
- Suppliers must be a member to attend TechServe Alliance events and to be a sponsors.
- Opportunity to sponsor thought leadership content – through webinars or in person sessions at the TechServe Alliance Executive Summit.
- Supplier membership is annual and renewed on anniversary date.
- Dues levels are based on firm revenue.



*\* If a new Supplier, program dues are processed and paid at the time of sponsor contracting.*



Interested in a sponsorship?

**Reach out to us to secure your spot.**

**We look forward to your participation  
in the TechServe Executive Summit  
in November.**

**Marie Fredlake**

Supplier Program Consultant

202.631.1057

[fredlake@techservealliance.org](mailto:fredlake@techservealliance.org)

**Susan Donohoe**

Chief of Staff & Chief Program Officer

[susan@techservealliance.org](mailto:susan@techservealliance.org)

