



presents

TechServe Alliance Executive Summit

The Premier Event for IT & Engineering Staffing Leaders



November 7 – 9, 2022



Palm Springs, CA



Mark Roberts
CEO
TechServe Alliance

Industry Suppliers Are Critical to the Success of Technology Staffing Firms

After the tremendous success of last year's inaugural Executive Summit, we will again bring together owners and executives of IT & Engineering Staffing and Solutions firms for our 2022 TechServe Alliance Executive Summit. Like last year's event, we are partnering with Society for Information Management (SIM) which will provide unparalleled networking opportunities with CIOs, CTOs and senior IT leaders. The Executive Summit will be a unique opportunity for a select group of suppliers to showcase their products and services to decision-makers within the technology staffing industry.

With programming and networking opportunities exclusively designed for management teams, the 2022 Executive Summit will be held at the exclusive La Quinta Resort & Club in Palm Springs, California. Against the picturesque backdrop of the Santa Rosa Mountains, it is the perfect setting to forge new relationships with prospects and reengage with existing clients.

In order to maintain the executive-level nature of the event and facilitate networking, we are limiting supplier community attendance to a select group of sponsors. To secure one of these limited sponsorship opportunities, please reach out to the TechServe team today. I look forward to seeing you in Palm Springs.

Mark Roberts

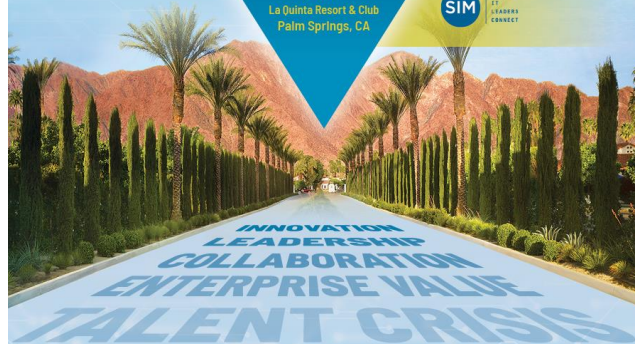
YOU'RE INVITED TO THE
Premier Event for
IT & Engineering Staffing Leaders
November 7 - 9, 2022

SAVE THE DATE

TechServe Alliance
**EXECUTIVE
SUMMIT**
An exclusive event for
technology staffing leaders

November 7-9
2022
La Quinta Resort & Club
Palm Springs, CA

In Partnership with
SIM
WHERE
IT LEADERS
CONNECT



TechServe Alliance presents **an exclusive event for IT & Engineering Staffing Executives** where suppliers of products and services will engage with top tier clients, build pipelines, and kickstart 2023 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. 7

- TechServe Workshops
- Joint TechServe & SIM Opening Networking Reception



Nov. 8

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



Nov. 9

- General Sessions (2)
- Roundtable discussions
- **Sponsor Showcase – New Opportunity for Sponsors**
- Executive Breakout Sessions
- Emerging Leaders Forum
- Networking Lunches
- Closing Reception

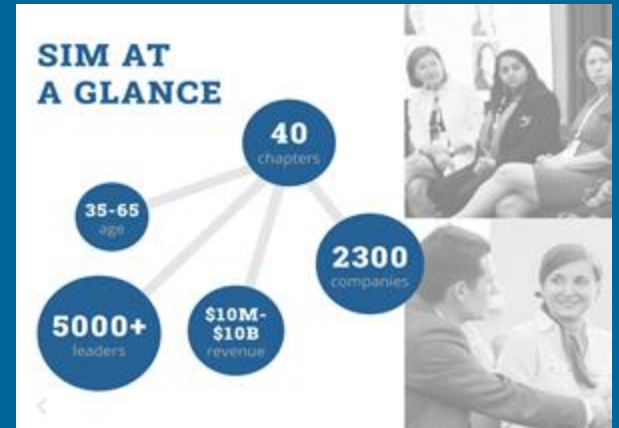
Detailed Agenda in Development

IT & Engineering Talent Forum

A Joint Initiative of SIM & TechServe Alliance

On November 8, 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 Executives

The **TechServe Executive Summit** brings together in person 300+ C-suite executives from IT & Engineering Staffing and Solutions firms looking for solutions to drive growth and profitability of their businesses. Approximately 200 unique firms will participate in the Summit. PLUS **TechServe marketing channels** reach over 2000 unique technology staffing executives.



ATTENDEE & Customer PROFILE:

- IT & Engineering Staffing and solutions Management Teams
- Owners, CEO, Presidents, Managers, & Senior Sales and Recruiting Leadership
- U.S.-based firms doing business in all 50 states and globally
- Strategic leaders who will gather at the TechServe Summit to connect, learn, grow their business, and strategize for the future

Visit [TechServe Directory](#) to learn more about the TechServe Alliance members

Community at a Glance:



68%
**EXECUTIVE
LEVEL**

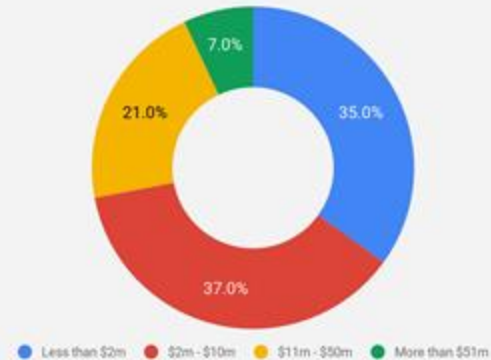


19%
**DIRECTOR,
RECRUITING**



11%
**DIRECTOR/
VP, SALES**

Member Annual Revenue





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



EXPERTISE & ATTENTION

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



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.

<p>MAIN STAGE PRESENCE</p>	<ul style="list-style-type: none"> ▪ Highly visible incorporation of organization logo displayed in General Session Ballroom ▪ Acknowledgement of organization's support from main stage ▪ Logo prominently displayed on General Session Screens ▪ Sponsorship and ability to introduce speaker or TechServe leader during a General Session (limited opportunities) ▪ Ability to play a 30-second promotional video during sponsored General Session
<p>BRANDING</p>	<ul style="list-style-type: none"> ▪ Sponsor Lounge – Exclusive Opportunity for Gold Sponsors. Dedicated lounge area in pre-function space with branding. ▪ Attendee Branded Giveaway (supplied by sponsor) ▪ Logo on Summit notepad ▪ Mobile App – Logo and push notification to all attendees ▪ Recognition by level on Summit signage ▪ Logo Promotion on Summit website ▪ Logo and link on TechServe Alliance website ▪ Logo placement on TechServe Summit Emails
<p>MARKETING</p>	<ul style="list-style-type: none"> ▪ Full Supplier Profile on Mobile App and Summit website ▪ Dedicated Sponsor Emails (1 pre & 1 post) ▪ Social Media Posts on TechServe platforms ▪ Supplier Spotlight interview
<p>EDUCATION</p>	<ul style="list-style-type: none"> ▪ Opportunity to Host Roundtable Discussion ▪ Participation in Breakout Session – Sponsor representative included in panel session. Content developed in collaboration with TechServe. ▪ NEW – Supplier Showcase – Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.
<p>VIP BENEFITS</p>	<ul style="list-style-type: none"> ▪ (3) Invitations to Board of Directors dinner ▪ (2) Invitations to Large Firm Forum Reception ▪ (5) Executive Summit Registrations

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"> ▪ Highly visible incorporation of organization logo in General Session Ballroom ▪ Acknowledgement of organization's support from main stage ▪ Logo prominently displayed on General Session Screens ▪ Ability to play a 30-second promotional video during sponsored General Session
EDUCATION	<ul style="list-style-type: none"> ▪ Opportunity to Host Roundtable Discussion ▪ Participation in Breakout Session - Sponsor representative included in panel session. Content developed in collaboration with TechServe. ▪ NEW - Supplier Showcase - Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.
MARKETING	<ul style="list-style-type: none"> ▪ Full Supplier Profile on Mobile App and Summit website ▪ Dedicated Sponsor Emails (1 pre) <i>Sent by TechServe on Sponsor's behalf to conference attendees</i> ▪ Social Media Posts on TechServe platforms
BRANDING	<ul style="list-style-type: none"> ▪ Attendee Branded Giveaway (supplied by Sponsor) ▪ Logo on Summit notepad ▪ Mobile App - Logo and push notification to all attendees ▪ Recognition by level on Summit signage ▪ Logo Promotion on Summit website ▪ Logo and link on TechServe Alliance website ▪ Logo placement on TechServe Summit Emails
VIP BENEFITS	<ul style="list-style-type: none"> ▪ (2) Invitations to Board of Directors dinner ▪ (3) Executive Summit Registrations

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.

MAIN STAGE PRESENCE	<ul style="list-style-type: none"> Logo acknowledgement on General Session projection screens
EDUCATION	<ul style="list-style-type: none"> Host Roundtable Discussion NEW - Supplier Showcase - Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.
MARKETING	<ul style="list-style-type: none"> Full Supplier Profile on Mobile App and Summit website
BRANDING	<ul style="list-style-type: none"> Attendee Branded Giveaway Recognition by level on Summit signage Logo Promotion on Summit website Logo placement on TechServe Summit Emails
VIP BENEFITS	<ul style="list-style-type: none"> (2) Executive Summit Registrations

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	<ul style="list-style-type: none"> Full Supplier Profile on Mobile App and Summit website
BRANDING	<ul style="list-style-type: none"> Logo Promotion on Summit website Logo placement on TechServe Summit Emails
VIP BENEFITS	<ul style="list-style-type: none"> (1) General Registration



Nov. 7-9



La Quinta Resort, Palm Springs, CA

2022 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	General registration passes <i>Includes access to all education, networking, and attendee receptions.</i>	5	3	2	1
	Sponsor Lounge <i>Dedicated lounge with branding in pre-function space. Sponsor distribute giveaways and display marketing materials</i>	✓			
	Invitation to Large Firm Forum Reception <i>(November 7th)</i>	2			
	Invitation to Board of Director Dinner <i>(November 6th)</i>	3	2		
	Supplier Spotlight interview <i>Supplier interview posted to TechServe Executive Summit website</i>	✓	✓		

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
General Session & Thought Leadership Exposure	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	Sponsor Thanked by TechServe Leadership; Sponsor Eligible to Introduce a General Session Speaker <i>Limited: Four Available</i>	✓			
	Participation in content for Main Stage Programming or 50 minute breakout Session <i>Sponsor representative included in panel session. Content developed in collaboration with TechServe. Limited Opportunities available only to GOLD Sponsors</i>	✓			
	50-minute education session or workshop if not doing a Main Stage Session. <i>Main Stage Content is only for Gold Sponsors. Content developed in collaboration with TechServe.</i>	✓	✓		
	Highly visible incorporation of organization logo in General Session Ballroom	✓	✓		
	Live acknowledgement of organization from main stage.	✓	✓		
	Invited onstage for Thank you to sponsor	✓	✓		
	(1) 30 second video played <i>on projection screens in General Session</i>	✓	✓		
	Logo acknowledgement on General Session projection screens	✓	✓	✓	

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
Participant Access & Thought Leadership & Product Exposure	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	Supplier Showcase <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 high boy table for each supplier.</i>	✓	✓	✓	
	Host a roundtable discussion <i>Small group format discussion: topic provided by sponsor subject to TechServe approval Sponsor role to briefly present the topic discussion and lead the discussion with the small group. Date/Time subject to agenda</i>	✓	✓	✓	
	Attendee Branded Giveaway <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>	✓	✓	✓	
	Opportunity to Host Private Reception (must be scheduled so as not to conflict with TechServe events)	✓	✓	✓	

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
Marketing & Branding	Dedicated Sponsor Email <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		
	(3) Mobile app push notification <i>(welcome from sponsor, where to find sponsor, and general advertisement)</i>	✓	✓		
	Recognition by level on Summit signage throughout the event space	✓	✓	✓	
	Recognition in Industry Update & TechServe Social Media <i>at time of signing sponsor logo and/or name will be announced and linked to website.</i>	Logo/Link	Logo/Link	Name/Link	
	Social Media Reshare (Twitter/Facebook/LinkedIn) <i>After sponsor is announced TechServe will reshare posts/tweets by sponsor.</i>	3	2	1	
	Logo on Summit notepad	✓	✓	✓	
	Company name or logo placement on select TechServe Summit emails	LOGO	LOGO	LOGO	
	Full supplier profile on mobile app <i>Profile includes logo, description, links/handouts, contact information, and ability to have 1:1 discussion (video/chat) prior, during and after Summit</i>	✓	✓	✓	✓
	Logo/Name and link TechServe website	Logo/Link	Logo/Link	Logo/Link	Name/Link
	Logo and link placement on TechServe Summit website	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

\$20,000

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 Activity Sponsor

4 Available

\$5,000

Sponsor a give-away or activity such as a hat, cigar rolling, entertainment, specialty cocktail during a reception. Sponsor will receive an individual branding on the activity they sponsor. At past events, sponsors of cigar rolling were eligible to have their brand on the cigar wrap! This sponsorship is not exclusive.

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.

Interested in a sponsorship?

Reach out to us to secure your spot.

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

Susan Donohoe

Chief of Staff & Chief Program Officer
susan@techservealliance.org

Marie Fredlake

Supplier Program Consultant
202.631.1057
fredlake@techservealliance.org



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.

Branded Summit Giveaways

\$10,000

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

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

Summit Attendee Lanyard

\$5,500

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

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