

# TechServe ALLIANCE

PRESENTS



## TechServe Alliance Executive Summit

*The Premier Event for  
IT & Engineering Staffing & Solutions  
Leaders*



**Scottsdale, Arizona**



**November 18-20, 2024**





**Mark Roberts**  
CEO  
TechServe Alliance

## Join us at the 2024 TechServe Alliance Executive Summit: A once-a-year opportunity to engage with more than 300 IT and Engineering staffing & solutions executives who buy products and services

The 2024 TechServe Alliance Executive Summit will be held at the picturesque Fairmont Scottsdale Princess in Scottsdale, Arizona from November 18th-20th.

With over **300+ owners and executives from IT & Engineering staffing firms in attendance**, the Executive Summit provides an unrivaled setting for those who are looking to elevate their brand and market their products and services to IT and Engineering staffing and solutions firms.

From pre-conference marketing through multiple channels reaching over 2,000 industry executives to directly engaging with decision-makers in Scottsdale, the opportunities for exposure are unparalleled. CIOs, CTOs, senior IT leaders, and Procurement Professionals from major U.S. corporations—the prospective clients of our attendees—will also join us thanks to our ongoing collaboration with the **Society for Information Management (SIM)**.

To preserve the exclusive executive-level atmosphere and to foster meaningful connections, many of the sponsorship opportunities are limited. To secure a sponsorship or for additional information, please contact Tommy Poulin at [poulin@techservealliance.org](mailto:poulin@techservealliance.org) or Marie Fredlake at [fredlake@techservealliance.org](mailto:fredlake@techservealliance.org).

I look forward to seeing you in Scottsdale as we bring together the IT & Engineering Staffing and client communities.

*Mark Roberts*

**YOU'RE INVITED TO THE**  
**Premier Event for**  
**IT & Engineering Staffing & Solutions**  
**Leaders**  
**November 18-20, 2024**

Fairmont Princess Scottsdale

  
TechServe Alliance  
**EXECUTIVE**  
**SUMMIT**

 | **TechExec**



*TechServe Alliance hosts **an exclusive event for Technology Staffing & Solutions Executives** providing suppliers of products and services an opportunity to engage with clients & prospects, build pipelines and accelerate 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 – Exceptional Sponsorship Opportunities!



**Nov. 18**

- SIM Invitational Golf Experience (*exclusive opportunities*)
- TechServe Workshops
- Opening Speed Networking Event
- TechServe Opening Network Reception



**Nov. 19**

- General Sessions (2)
- Supplier Showcase
- Large Firm Forum
- Executive Breakout Sessions
- Networking Lunches
- Executive Women's Lunch
- Networking Reception – *the best social event of the year!*



**Nov. 20**

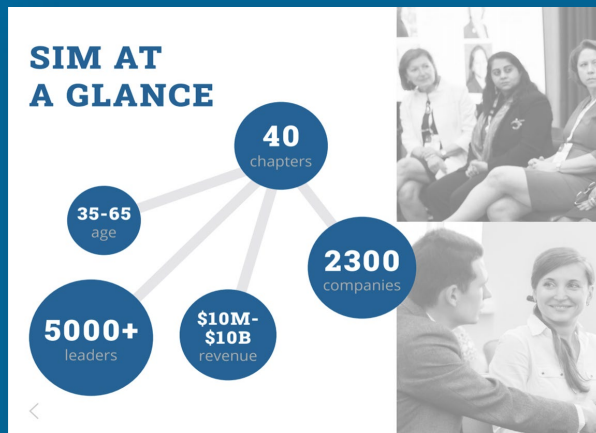
- General Sessions (2)
- Roundtable discussions
- Executive Breakout Sessions
- Networking Lunches
- Closing Reception

## SIM TechExec 2024

A joint initiative of TechServe Alliance & SIM

SIM TechExec 2024 is the Society for Information Management (SIM)'s executive technology leadership conference. It brings together CIOs, CTOs and other technology leaders and Senior Procurement Professionals from some of the largest U.S. companies.

TechExec 2024 will be hosted in partnership with TechServe Alliance at the Executive Summit offering unparalleled opportunities for IT & Engineering Staffing Firms to network, market and brand their company with buyers of IT staffing services.



Detailed Agenda in Development  
and subject to change.

# 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 over 300 executives from more than **200 unique staffing companies**.



IT & Engineering Staffing and Solutions Companies represented include growing **entrepreneurial firms** to large **multibillion-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

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*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 without all the expense of exhibit booths!*



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 experienced team provides decades-long market expertise ensuring you a high ROI 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

*TechServe Alliance, you knocked it out of the park with another successful Executive Summit. We are energized by the great networking and educational sessions. Scale Funding is proud to be a sponsor!*

Sheri Tischer  
VP, Business Development– Staffing Practice  
Scale Funding



# GOLD SPONSORSHIP SNAPSHOT

As a Gold Sponsor of the TechServe Alliance Executive Summit, your company and your brand will be positioned for success. Gold Sponsorship is our top-tier offering, providing your company with multi-faceted exposure. As a gold sponsor, you will have exceptional access to the Summit attendees and receive a special invitation to the Board of Directors dinner and Large Firm Reception. You will also be able to host clients and prospects at your branded 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.*

<h2>MAIN STAGE PRESENCE</h2>	<ul style="list-style-type: none"> <li>▪ Highly visibility of your logo displayed in the 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>
<h2>BRANDING</h2>	<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>▪ 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> </ul>
<h2>MARKETING</h2>	<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>▪ Announcement in Industry Update the month that you sign up</li> <li>▪ Dedicated Sponsor Emails (1 pre &amp; 1 post)</li> <li>▪ Social Media Posts (X/Facebook/LinkedIn) – <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i></li> </ul>
<h2>EDUCATION</h2>	<ul style="list-style-type: none"> <li>▪ Participation in <b>Breakout Session</b> – Sponsor representative included in panel session. Content developed in collaboration with TechServe.</li> <li>▪ Opportunity to 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>▪ Participation in kick off <b>speed networking session</b>. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
<h2>VIP BENEFITS</h2>	<ul style="list-style-type: none"> <li>▪ (3) Invitations to Board of Directors dinner (Nov. 17)</li> <li>▪ (2) Invitations to SIM Invitational Golf Experience (Nov. 18)</li> <li>▪ (2) Invitations to Large Firm Forum Reception (Nov. 19)</li> <li>▪ (5) Executive Summit Registrations</li> <li>▪ Private Meeting Room – exclusively available to Sponsor and their guests</li> </ul>

# SILVER SPONSORSHIP SNAPSHOT

As a Silver Sponsor, your company will enjoy an array of benefits to elevate your brand with our audience of executive decision makers. In addition to three registrations to the Executive Summit, two of your executives will receive a special invitation to the Board of Directors dinner. **PLUS an opportunity for one of your executives to be a speaker on a breakout session panel and host a roundtable – showcase your firm as an industry thought leader!**

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.*

<p><b>MAIN STAGE PRESENCE</b></p>	<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>
<p><b>EDUCATION</b></p>	<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>▪ Participation in kick off <b>speed networking session</b>. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
<p><b>MARKETING</b></p>	<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>▪ Announcement in Industry Update the month that you sign up</li> <li>▪ Quarterly submission in Supplier News and Insight (as part of your supplier membership)</li> <li>▪ Social Media Posts (X/Facebook/LinkedIn) – <i>TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</i></li> </ul>
<p><b>BRANDING</b></p>	<ul style="list-style-type: none"> <li>▪ Attendee Branded Giveaway (supplied by Sponsor)</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> </ul>
<p><b>VIP BENEFITS</b></p>	<ul style="list-style-type: none"> <li>▪ (2) Invitations to Board of Directors dinner</li> <li>▪ (3) Executive Summit Registrations</li> <li>▪ (1) Invitation to SIM Invitational Golf Experience (Nov. 18)</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>▪ Participation in kick off <b>speed networking session</b>. 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 Update the month that you sign up</li> <li>▪ Quarterly submission in Supplier News and Insight (as part of your supplier membership)</li> <li>▪ Social Media Post (X/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> </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 the Executive Summit – an unrivaled opportunity to network with IT & Engineering Staffing firm executives., This package also includes marketing and branding opportunities.

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.*

<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>▪ Participation in kick off <b>speed networking session</b>. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
<b>BRANDING</b>	<ul style="list-style-type: none"> <li>▪ Logo Promotion on Summit website</li> </ul>
<b>VIP BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ (1) General Registration</li> </ul>



Nov. 18-20



Fairmont Princess  
Scottsdale, AZ

# 2024 TechServe Alliance Executive Summit – Sponsorship By Investment Level

BENEFITS		GOLD	SILVER	BRONZE	SUPPORTER
Tech Serve Sponsorship 2023	<b>INVESTMENT LEVEL</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$4,000</b>
	<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. An opportunity to for Sponsor to display marketing materials and distribute giveaways</i>	✓			
	<b>SIM Invitational Golf Experience</b>	2	1		
	<b>Invitation to Large Firm Forum Reception</b>	2	1		
	<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
INVESTMENT LEVEL		\$50,000	\$25,000	\$10,000	\$4,000
General Session & Thought Leadership Exposure	<b>Thought Leadership – Participation in Breakout Session</b> <i>Gold Sponsor representative hosts 50-minute breakout session. Content developed in collaboration with TechServe. Limited Opportunities available.</i>	✓			
	<b>Participation in 50-minute Panel session</b> <i>Sponsor representative included in panel session. Content developed in collaboration with TechServe.</i>		✓		
	<b>Highly visible display of organization logo in General Session Ballroom</b>	✓	✓		
	<b>Acknowledgement of organization from main stage.</b>	✓	✓		
	<b>Sponsor is Invited onstage and thanked by TechServe leader</b>	✓			
	<b>(1) 30 second video played</b> <i>on projection screens in General Session</i>	✓	✓		
	<b>Logo displayed 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
		INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
Participant Access & Thought Leadership & Product Exposure	<b>Supplier Showcase</b> <i>Dedicated time for attendees to network with Suppliers. Showcase will be held once during the Summit to allow attendees time to network specifically with Suppliers. Branded Signage/table for supplier provided by TechServe. Eliminates booth expenses!</i>	✓	✓	✓		
	<b>Host a roundtable discussion</b> <i>Small group format discussion: topic provided by sponsor subject to TechServe's approval</i>  <i>Sponsor briefly presents the topic and leads the discussion with the group. Date/Time subject to agenda</i>	✓	✓	✓		
	<b>Attendee Swag Bar Giveaway</b> <i>Items displayed at the TechServe Swag Bar. Branded items to be supplied by sponsor. While attendees check in they will visit the swag bar and help themselves to your swag. 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 and approved by TechServe – all expenses and planning are managed by sponsor)	✓	✓	✓		

		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>Mobile app push notification</b> <i>(welcome from sponsor, where to find sponsor, and general advertisement)</i>		✓ - 3	✓ - 2	✓ - 1	
	<b>Sponsorship Level Displayed on Summit signage throughout the event space</b>		✓	✓	✓	
	<b>Recognition in Industry Update &amp; TechServe Social Media Posts</b> <i>at time of signing sponsor logo and/or name will be announced and linked to website.</i>		Logo/Link	Logo/Link	Logo/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>TechServe Sponsor Welcome Email</b>		LOGO	LOGO	LOGO	
	<b>Attendee email featuring all sponsors and links to their profiles</b>					
	<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 \$100 million+ in annual revenues. The Forum attracts 25-35 executives each year from the largest firms in the industry, providing unparalleled networking opportunities. 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

3 Available

**\$20,000**

Whether it is an elegant poolside reception, western hoedown at sunset or a creative themed party, the Networking Reception is designed to provide exceptional networking opportunities for attendees. While varying in theme, attendees enjoy entertainment, specialty drinks, and food. Sponsor will receive recognition online and on all printed materials.

## TechServe Coffee Shop

2 Available

**\$10,000**

Hosted during morning and afternoon breaks, TechServe will provide coffee shop environment branded with the sponsor's logo on coffee sleeves, napkins, charging devices, and signage. Sponsor will be able to place marketing collateral around the coffee shop. (Non-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 Tote

**\$10,000**

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

## Charge Up

**\$5,000**

The Charging Station branded with sponsor's logo – the spot all attendees will visit!

## Branded Summit Giveaways

**\$10,000**

Your logo will be displayed on Summit Giveaways . Popular ideas include a notepad w/pen, beach towel and/or flip flops.

## Summit Journal and Pen

**\$7,000**

Your logo will appear on the pen and logo/ad on the Journal distributed to all Summit attendees.

## Summit Attendee Lanyard

**\$5,000**

Your logo on badge lanyard distributed to all Summit attendees.

## Summit Name Badge

**\$5,000**

Include your ad and logo on the back of name badge

*These add-on opportunities are only available to Executive Summit Sponsors. Options open until Aug 1*



# 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 through our members only sections of the TechServe Alliance website.
- Promote latest news of your product or service in the **Supplier News**.
- Opportunity to list your TechServe Associate Logo on your own website.
- Suppliers can attend TechServe webinars at no additional cost to keep 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 supplier 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 due at the time you enter into the sponsorship agreement.*



# About the Venue

**Fairmont Scottsdale Princess**, an iconic Scottsdale luxury hotel, welcomes you home to 333 days of sunshine every year. Explore lushly landscaped grounds of the Sonoran Desert filled with lagoons, blooms, and wildlife. Celebrating almost three decades as a AAA Five Diamond hotel, this luxury resort offers adventures worth repeating with sparkling pools and world-class golf.



7575 East Princess Drive,  
Scottsdale - Arizona 85255  
[+1 480 585 4848](tel:+14805854848) | [scottsdale@fairmont.com](mailto:scottsdale@fairmont.com)

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

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**Tommy Poulin**

Sponsorship Account Executive

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