# TechServe ALLIANCE

### PRESENTS



# TechServe Alliance Executive Summit

The Premier Event for IT & Engineering Staffing & Solutions Leaders

2

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 or Marie Fredlake at 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

SIM 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!



- 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!



.

General Sessions (2)

Networking Lunches

Closing Reception

Roundtable discussions

Executive Breakout Sessions



#### 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**



### **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

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



Promote Brand Awareness



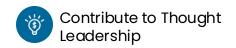
Supplier Showcase Dedicated time for attendees to network with Suppliers without all the expense of exhibit booths!



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

F C

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 managementlevel 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. 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

#### **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

### 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 toptier 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.

MAIN STAGE PRESENCE	<ul> <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>
BRANDING	<ul> <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>
MARKETING	<ul> <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) - TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</li> </ul>
EDUCATION	<ul> <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>Participation in kick off speed networking session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
VIP BENEFITS	<ul> <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.

MAIN STAGE PRESENCE	<ul> <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> <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>Supplier Showcase - Dedicated time for attendees to network with Suppliers: Branded tables will be provided for each sponsor.</li> <li>Participation in kick off speed networking session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
MARKETING	<ul> <li>Full Supplier Profile on Mobile App and Summit website</li> <li>Dedicated Sponsor Emails (1 pre) Sent by TechServe on Sponsor's behalf to conference attendees</li> <li>Annoucement 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) - TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</li> </ul>
BRANDING	<ul> <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>
VIP BENEFITS	<ul> <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.

MAIN STAGE PRESENCE	<ul> <li>Logo acknowledgement on General Session projection screens</li> </ul>
EDUCATION	<ul> <li>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>Participation in kick off speed networking session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session.</li> </ul>
MARKETING	<ul> <li>Full Supplier Profile on Mobile App and Summit website</li> <li>Annoucement 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) - TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.</li> </ul>
BRANDING	<ul> <li>Attendee Branded Giveaway</li> <li>Recognition by level on Summit signage</li> <li>Logo Promotion on Summit website</li> </ul>
VIP BENEFITS	<ul> <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-tosupplier 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> <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 speed networking session. Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session</li> </ul>
BRANDING	<ul> <li>Logo Promotion on Summit website</li> </ul>
VIP BENEFITS	(1) General Registration



TechServe

### 2024 TechServe Alliance Executive Summit – Sponsorship By Investment Level

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	<b>General registration passes</b> Includes access to all education, networking, and attendee receptions.	5	3	2	١
Sponsorship 2023	<b>Sponsor Lounge</b> Dedicated lounge with branding in pre-function space. An opportunity to for Sponsor to display marketing materials and distribute giveaways	J			
nsors	SIM Invitational Golf Experience	2	1		
Tech Serve Spor	Invitation to Large Firm Forum Reception	2	1		
	Invitation to Board of Director Dinner	3	2		
	Sponsor Thanked by Tech Serve Leadership; Sponsor Eligible to Introduce a General Session Speaker Limited: Four Available	V			



	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
	<b>Thought Leadership - Participation in Breakout Session</b> Gold Spons or representative hosts 50-minute breakout session. Content developed in collaboration with TechServe. Limited Opportunities available.	~			
	Participation in 50-minute Panel session Sponsor representative included in panel session. Content developed in collaboration with TechServe.		~		
	Highly visible display of organization logo in General Session Ballroom	¥	~		
	Acknowledgement of organization from main stage.	$\checkmark$	~		
	Sponsor is Invited onstage and thanked by TechServe leader	1			
	(1) 30 second video played on projection screens in General Session	✓	$\checkmark$		
	Logo displayed on General Session projection screens	1	V	$\checkmark$	
	<b>Participation in kick off speed dating session</b> Open to all staffing and supplier attendees to connect 1 on 1 during an interactive session	V	✓	$\checkmark$	V

TechServe

	BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
	INVESTMENT LEVEL	\$50,000	\$25,000	\$10,000	\$4,000
ip & Product	<b>Supplier Showcase</b> 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!	$\checkmark$	V	$\checkmark$	
& Thought Leadership Exposure	Host a roundtable discussion Small group format discussion: topic provided by sponsor subject to TechServe's approval Sponsor briefly presents the topic and leads the discussion with the group. Date/Time subject to agenda	~	~	$\checkmark$	
Participant Access & T Exp	Attendee Swag Bar Giveaway 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.	~	✓	$\checkmark$	
Partic	<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)	~	~	$\checkmark$	

TechServe

BENEFITS	GOLD	SILVER	BRONZE	SUPPORTER
<b>Dedicated Sponsor Email</b> Email sent by TechServe on sponsors behalf to Summit attendees (pre and post Summit) ** Sponsor provides content subject to TechServe approval	(1) Pre & (1) Post	(1) Pre or Post		
Mobile app push notification (welcome from sponsor, where to find sponsor, and general advertisement)	√-3	√-2	√-1	
Sponsorship Level Displayed on Summit signage throughout the event space	✓	~	$\checkmark$	
<b>Recognition in Industry Update &amp; Tech Serve Social Media Posts</b> at time of signing sponsor logo and/or name will be announced and linked to website.	Logo/Link	Logo/Link	Logo/Link	
Social Media Posting (Twitter/Facebook/LinkedIn) TechServe will post on their social media platforms recognizing your organization as a sponsor of the Summit.	3	2	1	
Tech Serve Sponsor Welcome Email Attendee email featuring all sponsors and links to their profiles	LOGO	LOGO	LOGO	
Full supplier profile on mobile app Profile includes logo, description, links/handouts, contact information, and ability to have 11 discussion (video/chat) prior, during and after Summit	v	1	~	V
Logo/Name and link Tech Serve 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

#### \$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**

#### \$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 \$10,000

2 Available

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).



3 Available

### 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 <u>Supplier News</u>.
- 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 | 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 202.631.1057

fredlake@techservealliance.org



