

# IT Roadmap Roundtables

## Engage your most important customers and prospects, face-to-face.

Face-to-face events are the number one source for peer learning and networking. They are also an invaluable environment for creating and fostering relationships with your high-value customers, and educating and engaging them in dialogue on how your solutions can match their enterprise IT needs. With a Luncheon Roundtable at an IT Roadmap Conference & Expo, you are able to get the best of two event formats: educating the large attendee base at the conference; and continuing that conversation in more details within the more intimate Roundtable environment. Roundtables during the one-day ITR conference offer everything from determining customer objectives, topic development that will resonate with your target, and audience generation to create an event to meet your marketing and sales needs.

### Program Benefits

- Leveraging/extending IT Roundtable sponsorship
- Turnkey private event solution
- One hour private luncheon away from the bustle of the conference
- Singular share of voice during roundtable discussion
- Executive relationship building with 15-20 ITR attendees matching your desired profile
- Moderated discussion by ITR industry expert

### Program Overview

Network World's IT Roadmaps are unique, close-to-home, highly focused, content rich events designed by and for IT professionals who lead busy lives in demanding enterprises. These one day events travel to ten metropolitan areas and attract 350-500 hard to reach senior IT professionals and qualified buyers searching for technology solutions.

Leverage the power of IT Roadmap by hosting your very own custom roundtable co-located with IT Roadmap in a cost effective luncheon program. Our turnkey roundtable will help you expand your exposure with your customers and prospects during a special lunch discussion hosted by you and moderated by an ITR expert.

### Program Details

#### Content Development

Our expert content team will work with you to determine objectives and shape an interactive discussion that will resonate with your target participants.

- Full service topic selection and content development
- Discussion moderated by IT Roadmap industry expert of your choice and sponsor executives
- Transcript of roundtable discussion available (additional cost)



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## Audience Development

The ITR audience profile is mid- to large-Enterprise, with purchase power in multiple technologies categories. Job function/titles include IT Management and Corporate Management.

- Sponsor host provides Network World with a desired attendee profile prior to the start of recruitment
- Network World recruits up to 50 registrants; with 15-20 IT Roadmap attendees per city at your private roundtable luncheon during IT Roadmap
- Sponsor receives contact and registration information for all event and roundtable attendees
- Recruitment includes telemarketing and electronic marketing, facilitated entirely by Network World

## Event Logistics

Roundtables at ITR are completely turnkey events including on-site presence and project management

- One hour luncheon held in private meeting room with food & beverage provided
- Room is set up with skirted round tables & chairs, conducive to relaxed conversation and interaction

## Investment

\$29,500 per city (includes a gold-level ITR sponsorship)

Platinum-level speaking opportunity available with sponsorship upgrade

Multi-city Incentive – Sponsor 2 or more and receive a 5% reduction per city

## ITR Cities

### February 10, 2009

New York, NY

### March 10, 2009

Denver, CO

### April 2, 2009

Chicago, IL

### May 6, 2009

Boston, MA

### June 24, 2009

Atlanta, GA

### July 14, 2009

Philadelphia, PA

### September 2, 2009

Dallas, TX

### October 13, 2009

Seattle, WA

### October 27, 2009

Washington, DC

### December 10, 2009

San Francisco, CA

For more information about IT Roadmap Luncheon Roundtables, or any Network World event sponsorship opportunities, contact your Network World sales executive ([www.networkworld.com/media/salesContacts.html](http://www.networkworld.com/media/salesContacts.html)) or Andrea D'Amato, VP Event Sales at 508.766.5455 or [adamato@nww.com](mailto:adamato@nww.com).