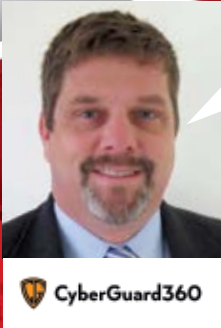


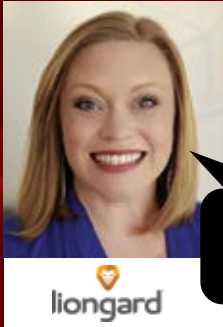
Promote Your Products, Services And Brand To The Most Market-Driven IT Services CEOs In The World



*"Every Time We Sponsor Robin's Events,
We Walk Away With Having Driven More
Revenue Than The Expense Of Being There"*



*"People Were Saying Boot Camp Was
The Best Event They've EVER Been to"*



*"We Closed 20 New Partners
So Far At This Event!"*

*"Robins Events Continue
To Be A Strong ROI Driver"*



*"We Keep Adding New Partners Each
Time We Sponsor A Robin Robins Event"*



*"Within Robin's Group Alone, We've Seen
About 400% Growth In The Last Two Years."*

For More Information On Sponsorship Opportunities, Contact Us:

 (844) 999-0555  Partners@BigRedMedia.com

 www.BigRedMedia.com

Top 5 Reasons Why You'll Want To Partner With Big Red Media

1

You'll gain access to a UNIQUE and influential group of IT services CEOs (MSSPs, VARs, IT consultants). They are the MOST INFLUENTIAL resellers of IT services, hardware, software and communication systems, acting as the IT departments for hundreds of thousands of small to midsize businesses from around the world. If your company sells any kind of technology solution to small-medium businesses (SMBs), you need to work with our members!

2

You'll get the HIGHEST ROI from our events and services over any other company in the MSP industry. That's because our IT services CEO members are serious about growth and have invested serious time and money into marketing, sales and expanding the IT services offerings to their clients. They are ALWAYS eager to discover new tools, software and technology solutions they can resell and recommend to their clients.

3

You will be assisted by our senior sponsorship consultants who are dedicated to your success and who will offer strategies to maximize your sponsorship investment, build brand recognition and generate a solid return on your marketing investment.

4

We will work with you to customize the perfect sponsor opportunity to fit your specific goals and brand-building ideas. Yes, we have standard sponsorship packages that work, but we can also offer any combination of speaking engagements, in-person events, virtual events, digital marketing services, our virtual event software platform, plus a wide variety of unique "experiences" that will build name recognition and engagement, and drive sales.

5

We consistently deliver the highest quality and quantity of attendees at our events, workshops, webinars and websites. Our numbers always reflect a true and accurate representation of the audience we attract.

"We Closed 20 New Partners So Far At This Event!"

"We've been to a lot of other shows, and you never have as much booth time as at Robin Robins' Boot Camp. We have more time to spend with the attendees so we can show off our product, talk and start to build that relationship. The people attending this show are looking for tools to build their business, so when they come out to talk to the vendors, they're not ignoring us. In fact, we found them to be very focused and ready to buy because they are looking to grow their MSP. I anticipate we'll sell a lot after the show as well, based on the conversations we had here. It's been a great experience for us and we can't wait to come back."



– Cynthia Schreiner, Liongard





Who We Are

Technology Marketing Toolkit (Big Red Media's parent company) is by far the IT industry's leading provider of sales and marketing strategies, tools, templates and training. We run the largest C-level peer group in the IT services industry and have over 4,600 active members, 12,800+ active clients and our database includes over 52,000 MSPs, VARs and IT services companies. Our events range from small, highly focused workshops of 30 CEOs to our annual event with over 2,000 attendees. Our events attract C-level executives of small to midsize IT services organizations with honest ambition to grow their companies, and who are willing to invest in marketing, sales, leadership and operational excellence.

What Makes Our Community Unique

Unlike other events and communities that want to appeal to the masses to sell advertising, we seek to attract and retain only the top 20% of the industry that is genuinely interested in growth, fueling sales and actively marketing their business. We also seek to engage only the C-level executives of our community, not the technical staff, and not all IT managers at any company or organization. Our clients are the owners/operators of MSPs, VARs, MSSPs and IT services companies that deliver outsourced IT services and support to other companies.

Who Is Robin Robins?

There is no question about it: Robin Robins has guided more MSPs, VARs and IT business owners to greater profits, success and growth than any other person in the IT channel, period. Robin has been voted a #1 speaker at many industry events, such as ChannelCon (formerly known as BreakAway), System Builder Summit and VARVision, ASCII Success Summits (formerly known as ASCII boot camps), CT Summit and SMB Nation. She is Editor & Chief of our MSP Success Magazine (www.MSPSuccessMagazine.com), has been published in VARBusiness, eChannelLine.com, Sales and Marketing Magazine, Selling Power and SMB Partner Community Magazine.

In addition to her extensive experience with IT services firms, Robin has developed marketing strategies for over 1,200 businesses in 14 different industries across North America, Australia and Europe. This includes both online and offline marketing strategies for computer training schools and universities, franchise organizations, software companies (Novell, SurfControl, AVG antivirus and Microsoft), financial services, seminars and events, member organizations and a variety of consumer products and services. This vast experience has given Robin a broad knowledge of hundreds of marketing and sales tactics used by some of the most successful, sales-driven organizations in the world.

About Our Clients

Our clients are the CEOs/owners of IT services companies (managed IT services, VARs, MSSPs, systems integrators and IT solution providers) that deliver outsourced IT services and support to other small and medium as well as small enterprise businesses. The services our clients recommend, sell and support include (but are not limited to):

- Fully outsourced IT services and support
- Help-desk services
- Backup solutions
- IT security solutions and monitoring
- E-mail and collaboration tools
- Cloud computing
- Computer hardware and devices
- Software
- Phone systems, VoIP
- Printers and office equipment
- Fiber-optic cable, ISP services
- Cybersecurity solutions
- IT compliance services (HIPAA, PCI, etc.)
- Co-Managed IT



General Numbers About Our Members

- Over 10,000 clients in 23 different countries
- Over 1,200 active coaching members
- Over 650 MSPs in our Mastermind groups, making ours the largest C-level peer group in the industry
- Database of over 34,200 IT business owner subscribers to our e-zine who have requested more information on marketing and increasing sales in their business

What Our Recommended Vendors And Sponsors Say About Working With Us

“People were saying Boot Camp was the best event they’ve EVER been to.”

“Thank YOU, Robin, the Boot Camp event you put on, which was the first physical event since Covid, was AWESOME! We had a whole army of people there, and it was such a morale booster. The event was done first class, and everyone was psyched to be there. People were saying Boot Camp was the best event they’ve EVER been to. I think you did a lot for the community by putting on that event; you have been a voice during the whole pandemic that more people should listen to. It took a lot of guts to do the things you said and did and my team and I support you. You gave a breath of life back into a lot of people, at least my company and my customers, who were sick and tired of being home.”

Fred Voccola, CEO | Kaseya



“We Had 20 To 30 Sales Demos At The Virtual Event, Which Far Exceeded Our Expectations”

“We loved sponsoring this event and got great exposure, having anywhere between 12 and 30 attendees visiting the booth every hour. What also made the show so great was that our whole team was able to be engaged at a show, where we would otherwise not have that ability at a live event.”

David Converse | UCXmarket



“Boot Camp Is A Terrific Opportunity And A Great Lead Source”

“We have been coming to Robin Robins’ events for a few years now; they are a terrific opportunity for us to talk with MSPs, and they are a great lead source. Her events are attended by a very cohesive and passionate group of MSPs who are very willing to help. As a result, the sponsoring is always great for Beachhead and Simply Secure.”

Cam Roberson | Beachhead Solutions



“Within Robin’s Group Alone, We’ve Seen About 400% Growth In The Last 2 Years”

We spend the time and money that we do in sponsoring Robin’s programs and events because we found that the partners who come from Robin are more successful than those who don’t and are growing faster than your average MSP. We have seen significant growth in the number of partners we have been able to recruit from Robin’s group, and the success with those actual partners has been phenomenal. Through her events alone, we’ve seen about 400% growth in the last two years in the number of customers we’ve been able to acquire, and a number of MSPs have become partners; and those partners who are trained on marketing by Robin deliver a 200% higher sales rate than our ‘average’ partner acquired somewhere else. So if you’re a vendor and you’re actually interested in looking at a place to spend your money, you can’t go wrong by sponsoring one of Robin’s events. It’s been one of our highest ROIs, often paying for itself in new partners and contracts before I leave the event.

Rob Rae | Datto



“If You Are Looking To Get In Front Of, Have A Conversation With, And Ultimately Sell Your Product To MSPs, This Is The One Organization You Do Not Want To Overlook”

“Last year alone we worked 37 different live events with just about 3% of people actually interested enough to have a follow up. This is the first time we’ve worked with Robin and her team as a vendor and not only did her team work around the clock to make sure we were well prepared for the virtual event, but we ended up with 72 booked first time appointments and 300 plus leads. Money well spent!”

Bruce McCully | Galactic Advisors



“We Look Forward To Continuing Our Strong Partnership With Robin”

“The Robin Robins Roadshow was a great sponsorship opportunity for Microsoft to meet with both existing and new partners. We were given lots of opportunities to connect with partners throughout the 1½ days, and the logistics were incredibly simple and well-managed. The partners in attendance were keen to chat and learn more about Microsoft cloud solutions. We look forward to continuing our strong partnership with Robin and team.”

Ginny Hoban | Microsoft



What Our Recommended Vendors And Sponsors Say About Working With Us

“Robins Events Continue To Be A Strong ROI Driver”

“The virtual event provided highly engaging conversations at the booth and during our live presentations, it gave us an opportunity to share multiple pieces of educational content and connect with more attendees than we normally would at a physical event. As a vendor, you feel well taken care of by the Robin Robins team!”

Katie Schlatter | Huntress



“Sponsoring Producers Club Along With The Focus Group Opportunity, Connected Us Directly With The Highest Quality, Most Motivated Partners In The Industry!”

“Sponsoring Producers Club enabled us to have in-depth meaningful conversations with qualified prospective partners. In addition, the feedback from the Focus Group while at the event, proved invaluable to my team and I. The focus group was instrumental in helping our Product Development Team prioritise which features to build and opened our eyes to features and issues we hadn’t yet thought of. That opportunity alone enabled us to fast track our new product to market sooner; if it hadn’t been for the Focus Group, our product launch would have been delayed.”

Paul Rosenthal | Appstractor



“We Keep Adding New Partners Each Time We Sponsor A Robin Robins Event”

“Boot Camp is a *must-have*. Robin’s members care about their business. They’re investing in marketing and sales, which is exactly the type of partner we want to work with. They know they need marketing and the products that will help grow the business. I love the engagement that’s built into Boot Camp.”

Art Gross | Secure Now!



“We’ve Never Had A Bad Show With Robin, And Our ROI Is Always Astounding”

“Robin Robins’ events are our favorite events time and time again. The quality of the leads here is terrific, and the people Robin puts us in front of are precisely the kind of people we want to partner with. The attendees at Robin’s events are extremely serious about growing their business and invest copious amounts of time and energy to be here. Technology Marketing Toolkit events are designed to let the attendees meet and speak with the sponsors, and many spend quite a bit of time talking with us and about us. This group is a great referral source. We’ve never had a bad show with Robin, and our ROI is always astounding. Since starting with Robin, we’ve grown to almost triple our original size.”

Mark Winter | RapidFire Tools



“If Robin Robin’s Team Calls You, RETURN THE CALL!”

“I wish we would have made the decision to sponsor this event two years ago! Never before have we had this much success or such an immediate, positive response to our offer. This was our first event with Technology Marketing Toolkit and it delivered FAR more than we expected.”

Ryan Goodman | ConnectBooster



“Every Time We Sponsor Robin’s Events, We Walk Away With Having Driven More Revenue Than The Expense Of Being There”

“We’ve done several of Robin’s events so far and we keep coming back because her members are VERY serious about their business and the suite of offerings they deliver to their clients. They are right in our target market and exactly who we are looking to bring on as partners.

The majority of attendees at Robin’s events are the business owners, so we find they are much more engaged and highly invested in delivering more value and new solutions to their clients, while everybody else is busy delivering the services they delivered yesterday.”

Al Alper | CyberGuard360



What Our Recommended Vendors And Sponsors Say About Working With Us

“We Received More Active Leads And Higher Conversion Rates From The Virtual Event Than If We Were At A Traditional Trade Show”

“I was apprehensive about sponsoring a virtual event, but the team from Technology Marketing Toolkit did a great job transitioning the live event to a virtual platform. The training Robin’s team provided helped make it go very smoothly, and we found it very easy to navigate through the virtual trade-show floor.”



Tori Burl | Ruby Receptionist

“Every Time We Sponsor Robin’s Events, We Walk Away With Having Driven More Revenue Than The Expense Of Being There”

We sponsor the Robin Robins events for the community that she’s built up over the years. These MSPs really care about growing their business. It’s clear they have developed successful sales & marketing plans as a result of working with Robin. When we speak to them at the events, they are engaged and eager to find new partnerships to build their business. We also sponsor Robins Boot Camp and Producers Club meetings because her members become more familiar with us, and we always add more partners at each event we sponsor.



Ryan Denning
Blackpoint Cyber



“Can’t Wait To Come Back Next Year”

“The quality of the partners here at the Robin Robins events is great, and the response to Auvik’s network infrastructure RMM has been amazing. We’ve been having so many excellent conversations and can’t wait to come back next year.”



Jacqui Murphy | Auvik

“Working With Robin Robins Has Really Grown Our Presence In The MSP Community”

“We have been doing Robin Robins’ Producers Club and Boot Camps for about two years now, and of all the shows we do, and we do a ton of shows every year, they are by far our favorites. They give us a chance to talk to a lot of MSP partners who are very, very serious about growing their businesses and the technologies they use to manage their practices. This has really allowed us to grow our presence since we have become involved with Robin Robins. For anyone looking to grow their customer base in that market, Robin Robins is someone I would highly recommend working with.”

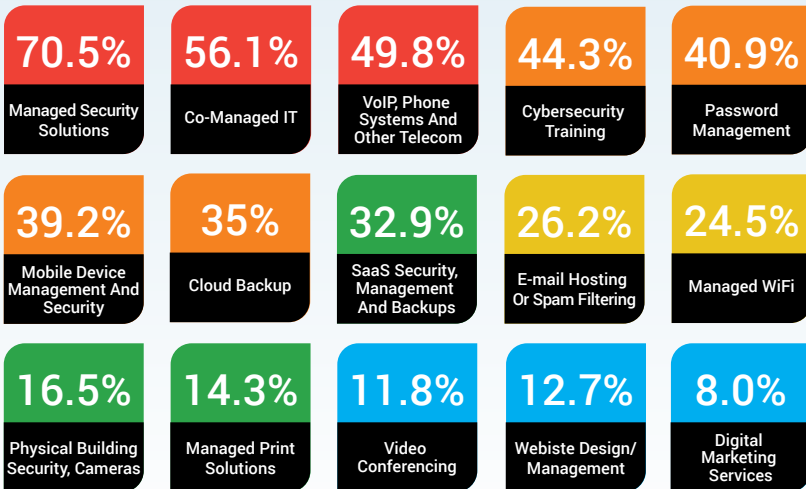


Gary Owen | Webroot

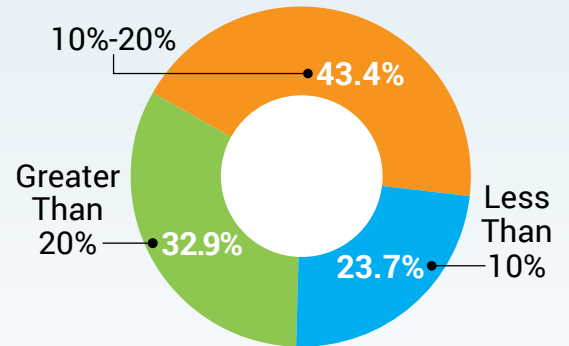


General Client Profile

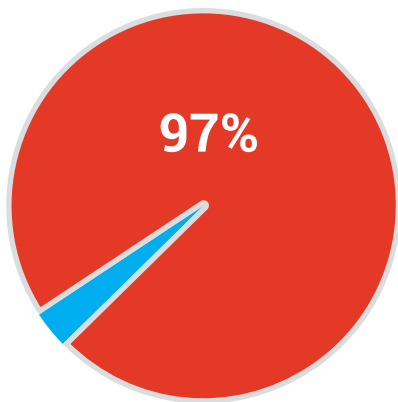
According To A Recent Poll, These Are The Services Our Clients Are Going To ADD To Their Service Offerings:



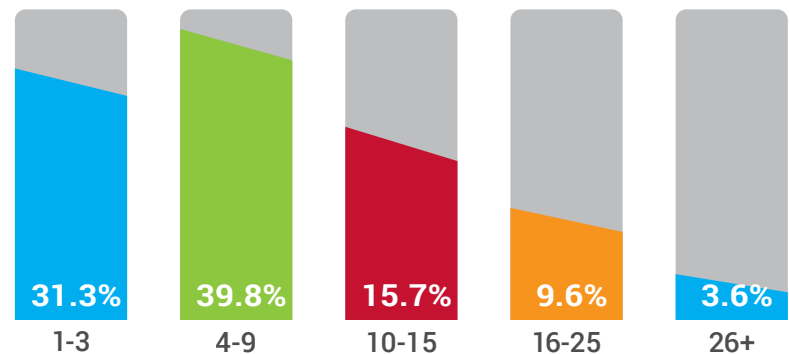
Anticipated Annual Revenue Growth For 2021 Compared to 2020



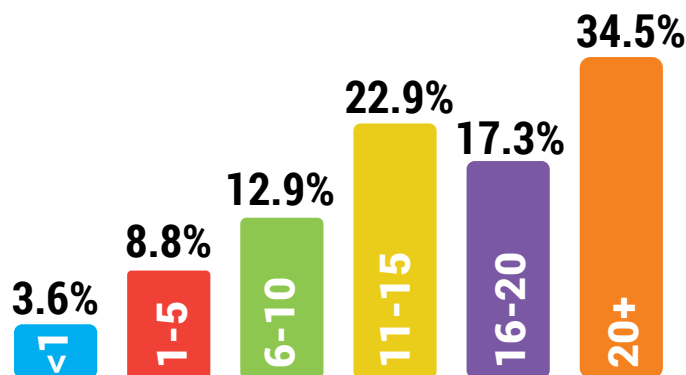
Percentage Of Attendees Who've Formed New Partnerships With One Or More Our Sponsors They Met At Our Events



Range of Number of Employees



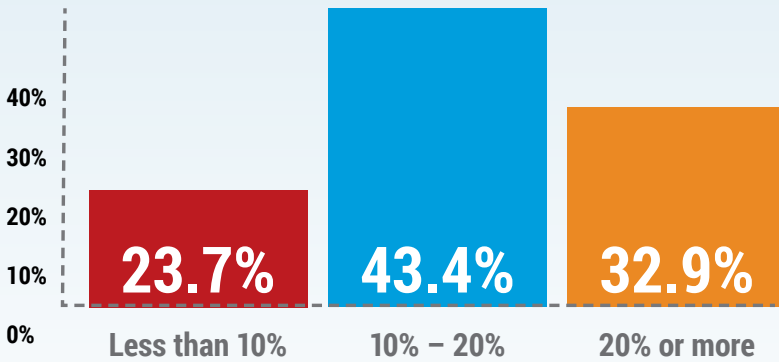
Years in Business (range)



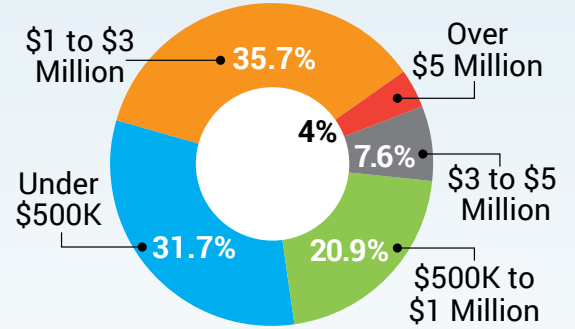
Please note: This describes our GENERAL client profile. The profile and demographics of our Producers Club and Accelerators Club members WILL be different than what you see here.

General Client Profile

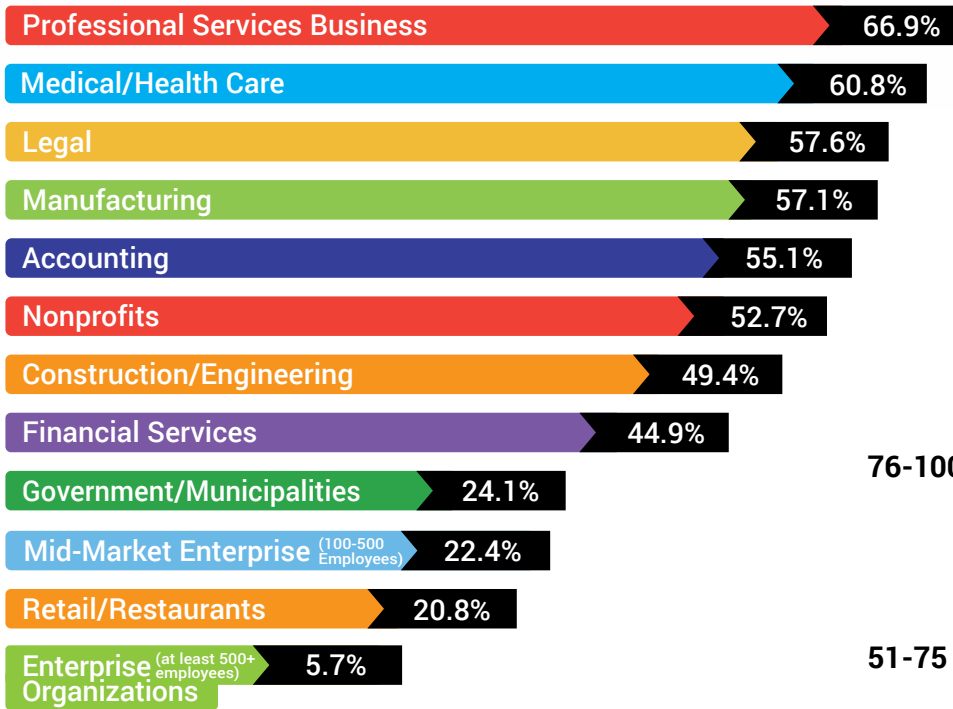
Our Clients' Anticipated Revenue Growth Over The Next Year:



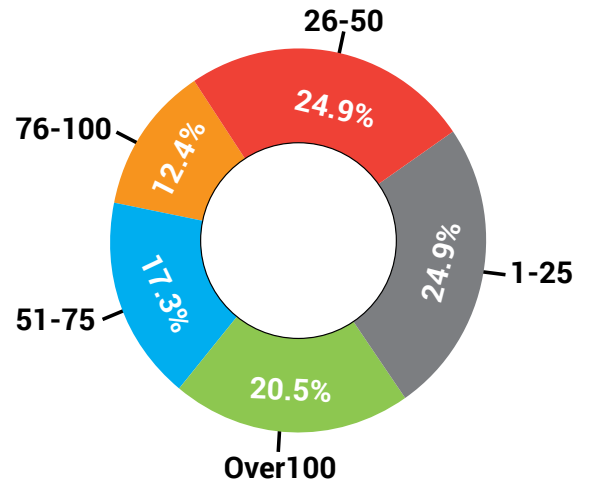
Annual Revenues



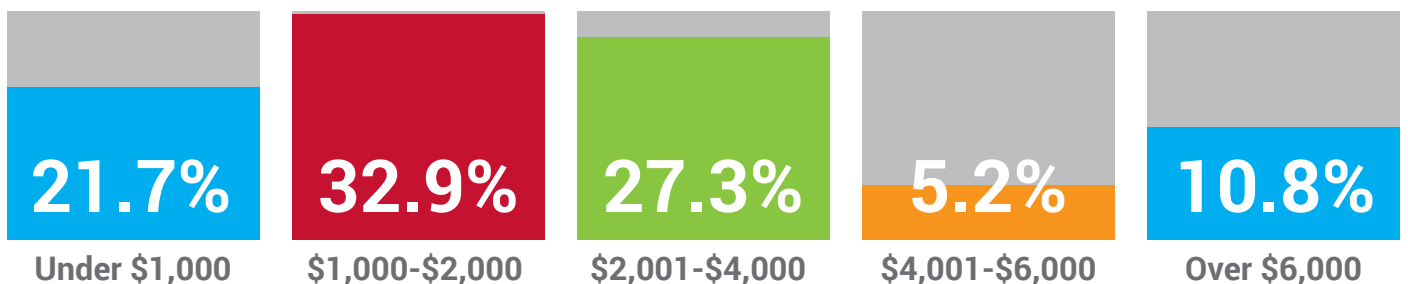
These Are The Vertical Markets Our Clients Sell To:



The Number Of Clients Our Members Have:



Our Members' Average MRR (Managed Recurring Revenue) Monthly Contract:



Social Media Stats

f FACEBOOK
18,523 people tracking this page ("Like")

t TWITTER
5,485 followers

in LINKEDIN
2,675 members in our
Technology Marketing Toolkit LinkedIn Group
14,878 connections

▶ YOUTUBE
5,013 subscribers
593,334 video views

📡 BLOG POSTS
www.ToolKitLive.com/VideoBlog
monthly training videos delivered via a video blog
with over **11,516** monthly visits



Our Websites:

Average monthly site visits:



21,224

Average unique visitors per month:



12,848

Average monthly page views:



100,190

Average daily visits:



506

Featured Articles In:

- MSP Success Magazine
- eChannelLine
- Channel Pro
- Channel Partners Magazine
- VAR Insights
- MSPmentor Magazine

What Our Clients Say About Our Sponsors

“Interacting With The Vendors Is A Huge Plus”

“Coming to Robin’s events allows me to network with other professionals like me and walk away with a ton of useful information. Of course, the information learned about new products, services and vendors is also a huge plus.”

Christopher Bartosz
FVC Technologies, Inc.



“The Vendors Are Top-Notch!”

“When I come to events, I’ll bring my sales and marketing staff so we’re all onboard with the same great ideas. The content really helped me solidify how to sell my cyber security solution, and the vendors were top-notch, providing new ideas and new products for us to sell as well.”

Bill Ooms | Business
System Solutions, Inc.



“The Face Time With Vendors Is Valuable”

“Let’s be honest: we all dodge the vendors’ calls when in our office. Being at Robin’s events is a great opportunity to learn about their solutions and how they can help us deliver more value to our clients.”

Christopher Welty
Aragonite Technologies



“You’ll Meet Vendors That Can Solve A Big, Hairy Problem You’ve Got”

“I come to Robin Robins events for the content, but more important is the networking and group discussions about best practices that solve problems. Then you get to meet that dream vendor whose product or service will solve a big, hairy problem you’ve got. THAT’S why it’s worth every penny to come IN PERSON!”

Leia Shilobod
InTech Solutions



“It’s A Win-Win For The Vendors And The Partners!”

“I encourage anyone going to Robin’s events to talk to the vendors she brings, and I would also encourage MORE vendors to sponsor. It’s a win-win for the vendors and the partners. I’m far more likely to start using two or more of the vendors at her events BECAUSE they were there, giving me ample time to question them about their services and solutions. I wouldn’t have done that if I were back in my office busy with clients and running the business.”

Rick Rusch
Secure ERP, Inc.



“The Vendors You Bring To Us Alone Are Worth It”

“Being at Robin’s events with all of the vendors alone is worth it. You get to see new technologies and different vendors all at once. You can step outside the box and talk with others in your industry. I don’t get to talk this way to others in my area that I consider competition. It makes a big difference. Invest the money, because you’re investing in yourself!”

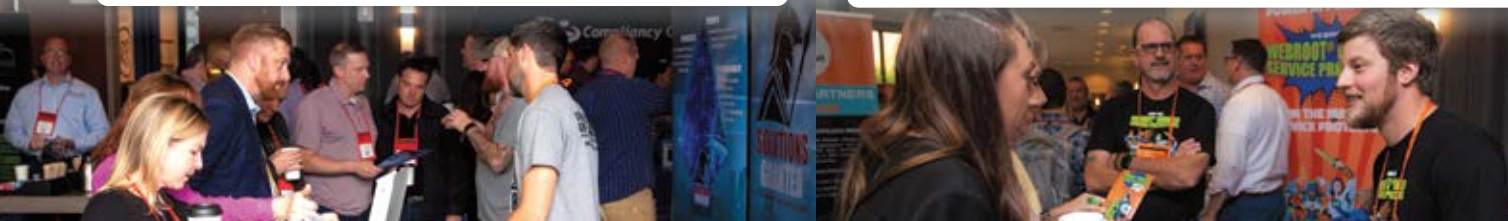
Ikram Massabini
MVP Networks



“The Peer And Vendor Interaction Is Extremely Valuable”

“We have made vendor connections that have helped us close more deals at higher margins, ultimately more than covering the time and expense. Actually, this is not an expense – it’s an investment in you and your company.”

Bob Michie | Metro MSP



Here Are Just A Few Of The Companies Who've Partnered With Us



For More Information On Sponsorship Opportunities, Contact Us:

(844) 999-0555

✉ Partners@BigRedMedia.com

🌐 www.BigRedMedia.com

