



BigRedMedia
a Robin Robins company

Live Events Guide



For More Information On Sponsorship Opportunities, Contact Us:

 (844) 999-0555  Partners@BigRedMedia.com

 www.BigRedMedia.com

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What Is The Annual IT Sales And Marketing Boot Camp?

Over 1,100 of the most successful, fastest-growing IT business owners in the world will fly to Nashville, and will be streamed LIVE via our virtual platform, Big Red Virtual, to invest four days into learning how to become better marketers, grow their business, acquire more clients and substantially increase their bottom line. These decision makers are highly motivated to increase sales. Unlike other IT conferences, where all of the speakers are technicians, this conference features only business topics focused on helping our clients increase their personal wealth and business success.

Where Is This Event Held?

Our Annual IT Sales And Marketing Boot Camp is held in Nashville Tennessee. Full details for this event can be found at www.BigRedMedia.com/BootCamp.

Who Should Sponsor This Event?

Vendors who want to get in front of HUNDREDS of quality prospects! We regularly entertain over 1,000 attendees in person and 2,000+ online watching in virtually. That's a REAL number of prospects, not an inflated number made up of other sponsors, our staff and non-prospects.

Companies who want to engage with BETTER quality MSP and IT business owners who KNOW how to market and sell. Unlike the vast majority, who are whiners and complainers, our clients actually have invested a lot of time and effort into growing their business.

"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 too. 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 too. 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, Kaseya

Celebrity Guest Speakers



Sponsored Parties



Branding Opportunities



For A Complete Event Prospectus, Contact Our Senior Strategic Alliances Team:

✉ Partners@BigRedMedia.com ☎ 844-999-0555

What Is Producers Club?

Producers Club is a C-level peer group of our most marketing-savvy and successful MSPs and IT services clients. With over 270 active members, it's the IT industry's largest C-level peer group. Our members meet quarterly in 2 day events that are focused on business growth, marketing, sales, leadership, hiring and business development. Sponsors tell us repeatedly that Producers Club events are the MOST lucrative and productive events they sponsor.

Who Attends?

Producers Club members are, without a doubt, our most ambitious members. They are the CEO/owner of an IT services firm (MSP, MSSP, VAR, solution provider or systems integrator) and often attend these events with their business partner and sales and marketing leadership team. That makes this group a VERY lucrative audience for our sponsors because they are decision makers with true entrepreneurial ambition, focused on growth, marketing and improving every aspect of their service delivery and customer service. Because they invest \$20,000 to \$30,000 annually to be a member, they clearly will spend money on marketing, learning and organizational excellence, and are constantly looking for new products, new services and new vendors who can help them with that growth.

Where Are These Events Held?

Our 2022 events will be held in Austin, TX (January), Nashville (July) and High Point, NC (October). Please contact our Strategic Alliances team for more details and to find out how you can sponsor this event at Partners@BigRedMedia.com.



"This Is One Of Our Most Successful Events"

"I have to admit, I spend a lot of time doing trade shows and different events, and this is one of our most successful events. While I was on stage speaking, we actually had people e-mailing us directly, asking to subscribe to our services. I could not recommend any more highly the benefits of being here and actually being proactive and speaking live and really making use of what is the Robin Robins community. We find a lot of the folks are working together, they are sharing the benefits of what they are learning at these events and, ultimately, serving their end clients better. I highly recommend a sponsoring position or at least taking a booth."

- Marc Haskelson, Compliancy Group



Marc Haskelson, President & CEO, Compliancy Group, speaking at our Producers Club Event.



Guest speaker at 2021 Producers Club Meeting, Former Heavyweight Champion of the World, George Foreman

What Is The Rapid Implementation Workshop?

Our Rapid Implementation Workshops are intense, highly productive two-day seminars where Robin and her top consultants work with a small group of CEOs (25-50) on implementing a more productive, strategic marketing plan for their IT services business. Topics covered include selecting a lucrative target market, developing a USP (unique selling proposition), lead generation, website and online marketing, and client reviews, e-mail marketing, cross-sell strategies, marketing planning and much, much more.

Who Attends?

A small, exclusive group of IT services CEOs committed to and focused on rapid implementation of marketing in their IT services business. With a \$4,997 price tag to attend this workshop, the attendees are serious about implementing sales and marketing in their companies and have the money committed to ensure full implementation. This class is made up of companies from start-ups to \$20 million in annual revenues. The #1 commonality is a commitment to growth.

Why Sponsor The Rapid Implementation Workshop?

Companies that want to get focused access to a group of MSPs and IT services CEOs who are serious about rapidly growing their IT services business and are looking for products, services and solutions to make that happen. With very limited sponsorship opportunities in this small classroom setting, you are guaranteed to stand out in this crowd. Previous sponsors of the Rapid Implementation Workshop have stated that their best ROI has always been from these small workshops.



“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



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What Is The Cyber Security Marketing Roadshow?

This is a 2-day workshop delivered in six major metropolitan cities across the US in the fall time frame (September to November). This years Roadshow is extremely content-rich and will reveal Robin's blueprint on cyber security marketing, sales processes and business development.

Who Attends?

This event attracts 750-850 MSPs, MSSPs and IT services CEOs and leaders. Additionally, the virtual show attracts over 1,000 attendees. The majority of attendees are the CEO/owners of the business, who are eager to learn how to add strategic, results-based digital marketing strategies to their marketing programs. Our title sponsors are also permitted and encouraged to invite THEIR clients and prospects as VIP guests at a reduced rate, to make the event an excellent means of getting face-to-face with their clients and prospects as well.



“We Have Been Sponsoring Robin Robins For Years Now – Every Year We Increase Our Sponsorship Because Of The High-Quality Leads We Get”

“The leads we get are excellent. We are able to turn many of them into partners and we also meet lots of existing partners within this organization. These events are always extremely well run, with minimal wasted time. One of the things we really like is that all the vendors are presented on equal footing and everyone’s displays are the same size.”

– **Patrick Felicetta, 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**

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MULTI-EVENT TOURS: MSP Success Tour

MSP Success Tour

In partnership with MSP Success Magazine, we're heading out on the road for a 10-city tour this year. These 1½-day events specifically developed for both growing and well-established MSPs are focused on the development of a "success blueprint" for the best-in-class MSP. Based on years of industry research and a lineup of well-respected leaders within the MSP and small business success communities, these workshops will be highly interactive, attracting growth-focused MSPs looking to improve their businesses.

We anticipate between 75 and 100 MSP attendees per city and are making available limited speaking and exhibitor opportunities for key sponsor partners looking to join us for the entirety of this tour. As a sponsor at these events, you'll gain unfettered access to 750+ MSPs from coast to coast over the 10-city tour.



VIRTUAL ONLY EVENTS: Quarterly Virtual Events

Quarterly Virtual Events

Every quarter, we are hosting at least one live virtual conference on our proprietary Big Red Virtual event platform. Past events have included our 2020 and 2021 Cyber Security Livecasts (with nearly 2,000 attendees per event), the 2021 MSP Demo Day event, the Virtual Digital Marketing Roadshow, our virtual Boot Camp and more.

These events include speaking opportunities, a live interactive exhibitor booth experience, opportunities for lead generation guarantees and opportunities to obtain the entire registration list as a cohost of the event.

These one- to two-day virtual events are promoted out to our entire database of clients and prospects and are very well attended.



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What Our Event Sponsors Say About Our Events

“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



“One Event Generated Over \$83,000 In Revenue For One Of Our Partners”

“Robin truly has the ability to get IT services providers to take action and report results. She knows the channel and goes above and beyond to get results. The MSPs participating in the Mobility and Cloud Seminar program held live events, with one event generating over \$83,000 in revenue for one of our partners. Based on our experience with our first project, we will definitely continue working with Robin.”

Eric Townsend | Intel



“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



“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



“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



“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



What Our Event Sponsors Say About Our Events

“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



“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 | CrewHu



“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



“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!



Focus Groups



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