

# 2023 IT Sales And Marketing Boot Camp Sponsor Prospectus



## **LIVE In Nashville**

**April 11–14, 2023**

Omni Hotel, Nashville, TN

For More Details And Information, Contact Our Big Red Media Team At:  
(844) 999-0555 ✉ [Partners@BigRedMedia.com](mailto:Partners@BigRedMedia.com) 🌐 [www.RobinsBigSeminar.com/sponsor](http://www.RobinsBigSeminar.com/sponsor)



# Table Of Contents

Who Is Robin Robins? ..... 3

What Is The IT Sales And Marketing Boot Camp?..... 4

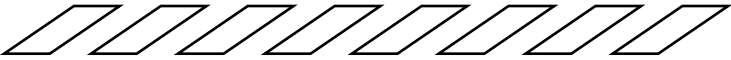
Attendee Profiles ..... 6-7

What Our Vendor Partners Have To Say.....9-10

2023 Boot Camp Sponsor Opportunities ..... 11-19

Vendor Hall ..... 20

Special Thanks To Our 2022 Boot Camp Sponsors..... 21







## Join Us And Other Leading Experts

Technology Marketing Toolkit invites you to join us in Nashville, TN, April 11–14, 2023, at the Omni Hotel, for our 16<sup>th</sup> Annual IT Sales And Marketing Boot Camp – the only event focused on teaching MSPs, MSSPs, VARs and IT consultants how to grow their business through sales and marketing.

There is no industry conference that matches the caliber, content or value available in four days. No boring speakers or subjects at this event: everything is staged to educate, motivate and equip IT business owners to make 2023 their best year ever and continue to grow their business.

Our live event typically attracts about 1,100 attendees and an additional 2,000+ will attend the virtual event. The attendees are the owner/CEOs of IT service firms and firms that sell outsourced IT services and support, phone systems, computer hardware, cloud computing, cyber security solutions and managed services. The audience is made up of our clients who have enrolled in the Technology Marketing Toolkit program and are members of our high-performing Mastermind group. What makes these partners unique is their willingness to invest time and money in marketing, sales and GROWTH.



### Who Is Robin Robins?

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Blueprint. To date, over 10,000 IT business owners from all over the US and in 23 different countries have learned and implemented the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business.

## Robin Robins

Founder And Author,  
Technology Marketing Toolkit, Inc.





# How To Gain Access To Our Clients

## 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 in and another 2,000+ will watch online via our Big Red Virtual events platform, 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 will have paid up to \$2,297 to be there and 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.

## Who Should Sponsor This Event?

- ✓ IT channel companies who want to get in front of HUNDREDS of quality prospects! Last year's event attracted over 3,000 attendees (in-person + virtual platform), and we anticipate even more this year! 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.

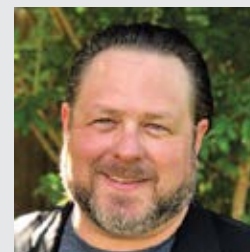


### **"Boot Camp Is A Terrific Opportunity And A Great Lead Source"**

"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 Always Add More Partners At Each Event We Sponsor"**

"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 Robin's Roadshow 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**

# 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 one of our VP Level 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.

## "Sponsoring Robin's Events Is An Opportunity To Get In Front Of The People Who Are Making Decisions"

"We've been sponsoring Robin's events since our inception in the channel and keep coming back because nearly every attendee is the decision maker. They're either the owner or they've got the capability of purchasing new products and really driving that for their organization. A lot of other shows will attract the techs, or the lower-level employees, so they have to bring everything back home to the owner or the president. At Robin's events, we always have meaningful conversations with quick ROI right there at the event."

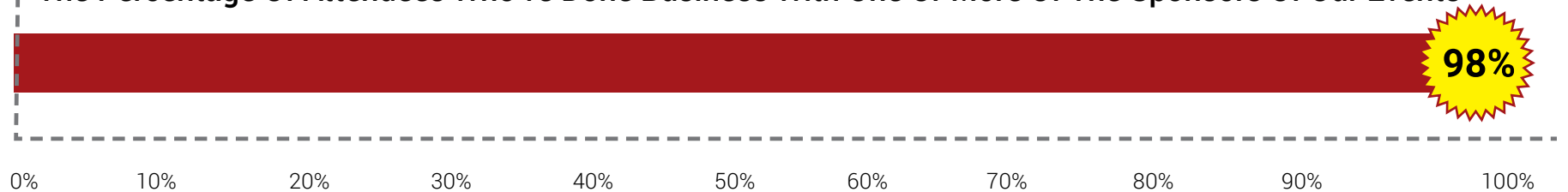


– Natasha Boyko, Nerdio

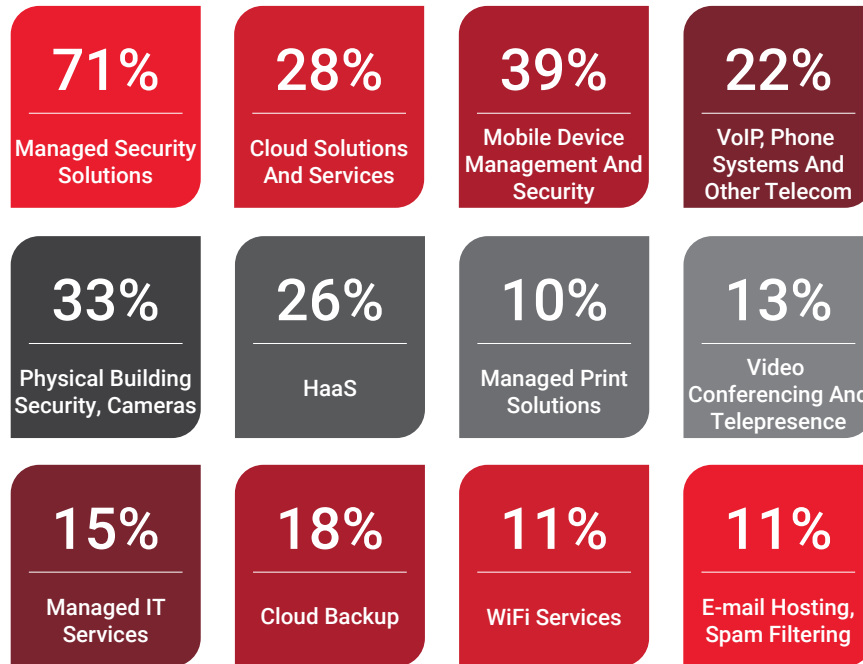


## Boot Camp Attendee Profile

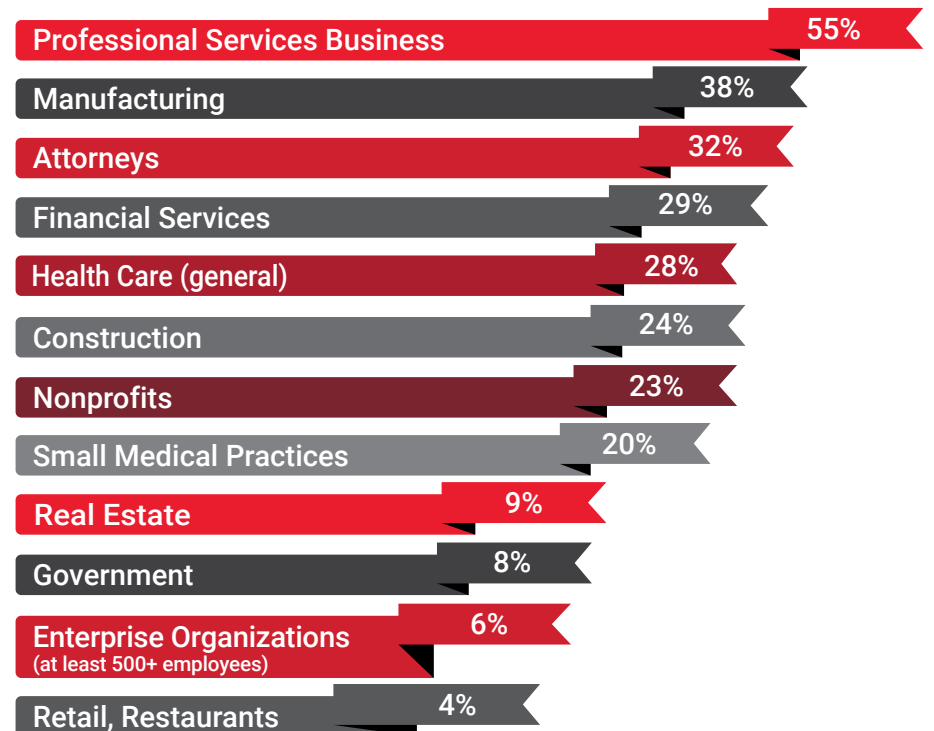
The Percentage Of Attendees Who've Done Business With One Or More Of The Sponsors Of Our Events



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



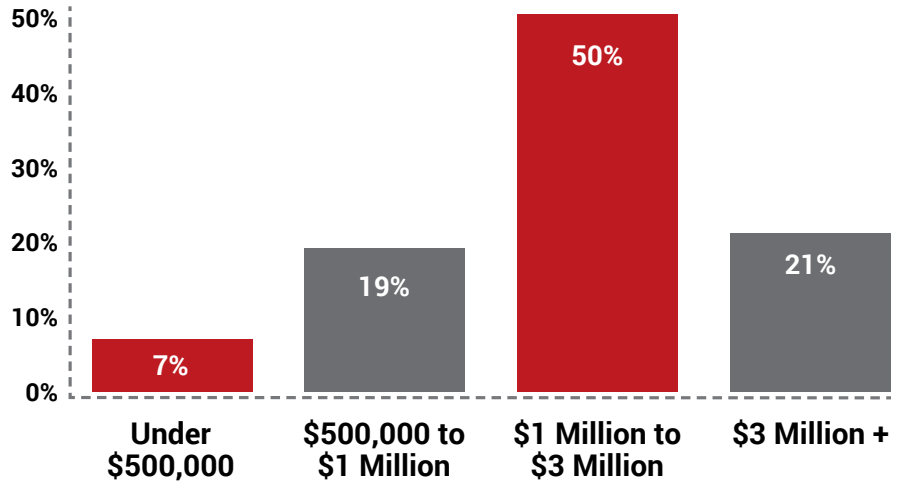
These Are The Vertical Markets Our Clients Sell To:



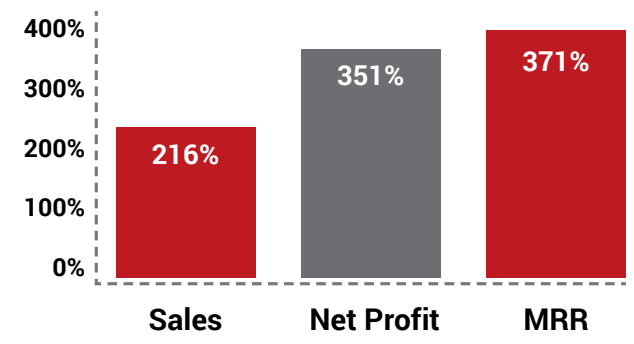


# Client Profiles

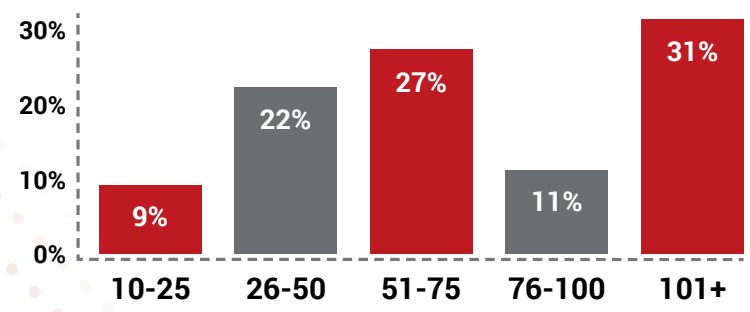
Range of Annual Revenue



3-Year Average Growth Rate



Average Total Clients Per Member: 116





# 2023 Boot Camp Sponsor Opportunities At-A-Glance

Descriptions	Diamond 1 available	Platinum OPTION 1 3 available	Platinum OPTION 2 4 available	Gold OPTION 1 6 available	Gold OPTION 2 4 available	Silver 12 available	Bronze 24 available	Virtual Only	First Time Exhibitor* 15 available
Speaking Spot – Main Stage on Opening Night	15 Minutes								<b>Exhibit Space:</b> <ul style="list-style-type: none"> <li>• 6' x 6' Space with Pipe and Drape</li> <li>• (1) 36" Round / 42" Tall Highboy Cocktail Table</li> <li>• (2) Barstools</li> <li>• (1) 24" Tabletop Monitor</li> <li>• Exhibit Displayed in NewVendor Section of Vendor Hall</li> <li>• Electrical Included</li> </ul> <b>Additional Items:</b> <ul style="list-style-type: none"> <li>• (2) Employee Passes, Including Meals and Entertainment</li> <li>• Logo and URL Included on Boot Camp Website</li> <li>• Logo and Listing Included on Mobile App</li> <li>• Logo and URL included on New Vendor page of Big Red Virtual platform</li> </ul>
Breakout Session	75 Minutes (Wednesday)	30 Minutes (Wednesday)	30 Minutes (Tuesday)	30 Minutes (Wednesday)	30 Minutes (Tuesday)	30 Minutes (Thursday)	30 Minutes (Tuesday)		
Quick Fire Main Stage	30 Seconds		30 Seconds						
Premium Booth Location and Premium Exhibit Space	•	•	•						
Virtual Trade Show Booth for Hybrid Event on Big Red Virtual	•	•	•	•	•	•	•		
Employee Passes, Including Meals and Entertainment	10	8	8	6	6	4	3		
VIP Boot Camp Tickets For Your Top Clients or Prospects (not for staff)	10	6	6						
Logo and URL Included on Boot Camp Website	•	•	•	•	•	•	•		
Logo and Listing Included on Mobile App	•	•	•	•	•	•	•		
Logo Featured on Rolling PowerPoint	•	•	•	•	•	•	•		
Cvent Lead Retrieval Devices	4	3	3	2	2	1			
Co-Branded Main Stage and Second Main Stage with Logo	•								
Members Only VIP Party Sponsor	•								
Party Promo Package	•								
Participation in Pub Crawl	•								
Private Meeting Room	•								
Conference Bag Insert	•				•				
Banner Ad on Mobile App	•		•		•				
Full Slide in Rolling PowerPoint	•				•				
30-Second Video Commercial Played During Breaks	•								
Opening Welcome Reception Sponsor			•						
Logo on Lanyard			•						
Main Room Seat Drop			•						
Conference Workbook Ad	Full Page Color			Half Page B&W					
Banner Ad on Big Red Virtual					•				
Push Notification From Mobile App					•				

\* The First Time Exhibitor Sponsorship ONLY applies to those who have never sponsored our events and only includes what appears in this specific column.



# 2023 Boot Camp Sponsor Opportunities

## DIAMOND (1 Available)

### Speaking Spots:

- (15) Minutes Main Stage on Opening Night
- (75) Minute Breakout on Wednesday\*  
\*(30) Minutes for Breakout  
and (45) Minutes for Workshop

### Exhibit Space

- Premium Booth Location
- (2) 6 Foot Tables, (4) Chairs Electrical
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

(10) Employee Passes Includes Meals and Entertainment

(10) VIP Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(4) Cvent Lead Retrieval Devices

Co-Branded Main Stage

Second Main Stage with Logo

Members Only VIP Party Sponsor

Participation in Pub Crawl

Party Promo Package

Private Meeting Room

Conference Bag Insert

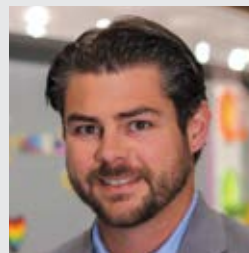
Conference Workbook Ad (Full Page, Color)

Banner Ad on Mobile App

Full Slide in Rolling PowerPoint



Mike DePalma, Vice President of Business Development, N. America, Datto – A Kaseya Company, Diamond Sponsor 2022



### “Some Of The Strongest Relationships I Have With Partners Started At A TMT Event”

“I love attending TMT events because of the engagement we get with the audience. The MSPs that attend are always looking to grow. so the conversations tend to be more business focused as opposed to the typical product ‘speeds and feeds’ discussions we have at other events. For vendors, the attendees at a TMT event are the exact type of MSP that you’d like to engage with. These are folks that have a growth plan and understand that strong partnerships with their vendors is a key component to achieving their goals. Some of the strongest relationships I have with partners started at a TMT event.”

– Mike DePalma, Datto – A Kaseya Company

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## PLATINUM (7 Available)

### OPTION 1 (3 Available)

**Speaking Spots:**

- (30) Minute Breakout Session on Wednesday
- 30 Second Quick Fire Main Stage

**Exhibit Space**

- (2) 6 Foot Tables, (4) Chairs
- Premium Booth Location
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

(8) Employee Passes Includes Meals and Entertainment

(6) VIP Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(3) Cvent Lead Retrieval Devices

- 30-Second Video Commercial Played During Breaks

### OPTION 2 (4 Available)

**Speaking Spots:**

- (30) Minute Breakout Session on Tuesday
- 30 Second Quick Fire Main Stage

**Exhibit Space**

- (2) 6 Foot Tables, (4) Chairs
- Premium Booth Location
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

(8) Employee Passes Includes Meals and Entertainment

(6) VIP Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(3) Cvent Lead Retrieval Devices

(30) Minute Breakout Session (ON TUESDAY)

Opening Welcome Reception Sponsor

Logo on Lanyard

Main Room Seat Drop

Banner Ad on Mobile App



Danny Jenkins,  
CEO, ThreatLocker,  
Platinum Sponsor 2022

## GOLD (10 Available)

### OPTION 1 (6 Available)

**Speaking Spot:**

- (30) Minute Breakout Session on Wednesday

**Exhibit Space:**

- (1) 6 Foot Table, (2) Chairs
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

(6) Employee Passes Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Listing Included in Mobile App

Logo Featured on Rolling PowerPoint

(2) Cvent Lead Retrieval Devices

Conference Workbook Ad (Half Page)

### OPTION 2 (4 Available)

**Speaking Spot:**

- (30) Minute Breakout Session on Tuesday

**Exhibit Space:**

- (1) 6 Foot Table, (2) Chairs
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

(6) Employee Passes Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Listing Included in Mobile App

Logo Featured on Rolling PowerPoint

(2) Cvent Lead Retrieval Devices

Full Slide in Rolling PowerPoint

Banner Ad on Big Red Virtual

Conference Bag Insert

Push Notification From Mobile App

# 2023 Boot Camp Sponsor Opportunities

## SILVER (12 Available)

### Speaking Spot

- (30) Minute Breakout on Thursday

### Exhibit Space:

- (1) 6 Foot Table, (2) Chairs
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

- (4) Employee Passes Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(1) Cvent Lead Retrieval Device

## BRONZE (24 Available)

### Speaking Spot:

- 30-Minute Breakout Session on Tuesday

### Exhibit Space:

- (1) 6 Foot Table, (2) Chairs
- Electrical Included
- Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

- (3) Employee Passes Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo Featured on Rolling PowerPoint



Shawn Sailer,  
VP Managed Services Strategy,  
Liongard, Bronze Sponsor 2022



### “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, Community Manager & Marketing at Quickpass

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# 2023 Boot Camp Sponsor Opportunities

## FIRST TIME EXHIBITOR (15 Available)

### Exhibit Space:

- 6' x 6' Space with Pipe and Drape
- (1) 36" Round / 42" Tall Highboy Cocktail Table
- (2) Barstools
- (1) 24" Tabletop Monitor
- Exhibit Displayed in New Vendor Section of Vendor Hall
- Electrical Included

(2) Employee Passes, Including Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Listing Included on Mobile App

Logo and URL included on New Vendor page of Big Red Virtual platform

\*The First Time Exhibitor Sponsorship ONLY applies to those who have never sponsored our events.



# 2023 Boot Camp Sponsor A La Carte Sponsorship Opportunities



## NETWORKING

ITEM	DESCRIPTION	AVAILABLE
Focus Group	Onsite breakout room for 1 hour during the event to meet with at least 10 MSP members, recruited by TMT, that fit your criteria	2
Additional Sponsor Attendee	Add an additional sponsor attendee to ensure you have the staff to interact with attendees.	
VIP Lounge Sponsor Package	<ul style="list-style-type: none"> <li>• VIP Lounge Sponsor Package</li> <li>• Co-branded VIP Lounge area located within the exhibit hall, near sponsor booth</li> <li>• Includes signage, main stage mentions</li> <li>• Push Notification from Mobile App</li> <li>• Sponsor access to lounge</li> <li>• Sponsor logo included on the co-branded Conference Bag</li> <li>• One 3' x 3' Carpet Cling</li> <li>• Partner Testimonial Video - Company's AV team will film client with chosen partners onsite</li> <li>• Pub Crawl participation with bourbon bar</li> </ul>	4
Private Meeting Rooms	Private meeting room for the Day or entirety of event.	3

VIP Sponsor Lounge



Focus Group



## MESSAGE DELIVERY

ITEM	DESCRIPTION	AVAILABLE
Sponsor Spotlight	5-minute video interview with Robin Robins to be filmed during the event.	1
Pre-event Postcard Mailer to Attendees	Ability to send a pre-event postcard mailer to all Boot Camp attendees prior to event.	1
Post-event Postcard Mailer to Attendees	Ability to send a post-event postcard mailer to all Boot Camp attendees.	1
Guest Room Drop	One piece of collateral placed in guest rooms at conference hotel.	2

# 2023 Boot Camp Sponsor A La Carte Sponsorship Opportunities

## BRANDING

ITEM	DESCRIPTION	AVAILABLE
Guest Room Omni Mirror Cling	Display your brand on a custom cling for guest room mirrors at conference hotel.	1
WiFi Sponsorship	Customized password within Omni Meeting Network. Your company listed as exclusive WiFi sponsor on WiFi access signage and on mobile app.	1
Guest Room Hotel Key Card	Ability to brand attendees' hotel key cards at conference hotel.	1
Custom Gobo Display Pre-Function	Project your company logo in lights with a custom Gobo.	1
Custom Gobo Display Hotel Lobby	Project your company logo in lights with a custom Gobo.	1
Banner Above Escalator	Banner hung from a glass platform above the escalator leading into exhibit hall.	2

Call For Additional Branding Options

## TRAFFIC DRIVERS

ITEM	DESCRIPTION	AVAILABLE
Guest Speaker Book Sponsor	A sticker with your logo on the book cover of our guest speaker's book and the ability to provide a bookmark in each book. All books will be handed out at your exhibit space.	
Pub Crawl	Participation in Pub Crawl. A branded bar will be set up in close proximity to your booth. You'll be promoted as a Pub Crawl sponsor and included on signage and Pub Crawl cup.	3
VIP Celebrity Photo Sponsor	Exclusive sponsorship of photos with the celebrity speaker of the event with co-branded photo backdrop.	1
Push Notification	A dedicated push notification to be sent out to conference attendees on the mobile app.	3

### VIP Celebrity Photo Sponsor



### Pub Crawl



### Pre/Post Event Postcard Mailer





# 2023 Boot Camp Sponsor A La Carte Sponsorship Opportunities



## DIGITAL

ITEM	DESCRIPTION	AVAILABLE
Mobile App Sponsor	Includes co-branded launch screen, your logo featured on the main screen and a banner ad on the mobile app. You'll also be featured on mobile app signage.	1

## VIRTUAL

ITEM	DESCRIPTION	AVAILABLE
Virtual Booth (Only)	Customized Virtual Booth ONLY	
Commercial Interview	Pre recorded interview with virtual event host or client provided 5-7 minute video commercial to be played during the hybrid event.	3

## Mobile App Sponsorships



## Virtual Trade Show Booth



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# Vendor Hall

## High-Level Agenda

(Subject To Change)

Tuesday

APRIL  
11

Platinum, Gold, Bronze  
Breakout Sessions  
Welcome Reception  
Opening Night Keynote

Wednesday

APRIL  
12

All Day Main Attendee Sessions  
Diamond / Platinum / Gold  
Breakout Sessions  
All Attendee Pub Crawl

Thursday

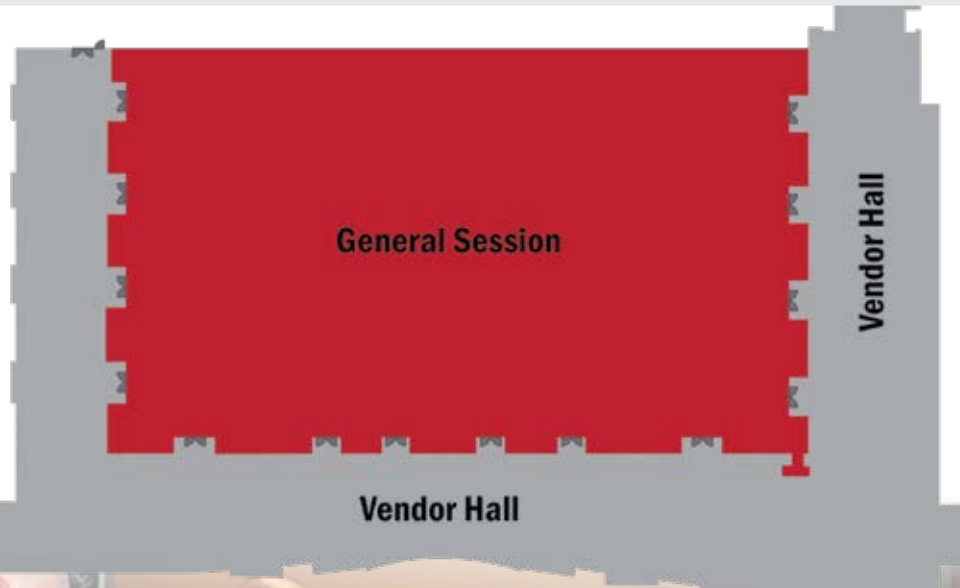
APRIL  
13

All Day Main Attendee Sessions  
Silver Breakout Sessions  
VIP Attendee Party

Friday

APRIL  
14

Half Day Main Attendee Sessions



Need One More Image for this spot (JC)

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# Special Thanks To Our 2022 Boot Camp Sponsors



## DIAMOND SPONSOR



## PLATINUM SPONSORS



## GOLD SPONSORS



## VIP Lounge Sponsor



## Better Your Best Sponsor



## Silver Sponsors



## Bronze Sponsors



## Exhibit Sponsors



## First Time Exhibitors



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