



Cyber Security Marketing Roadshow



How To Get Your Products And Services Promoted To **Over 750 CEOs** Of **Fast-Growth IT Services Firms**





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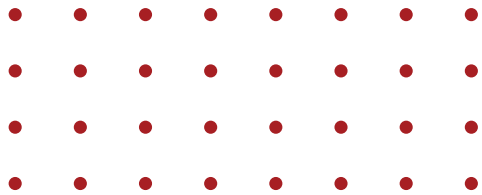
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What Is The Cyber Security Marketing Roadshow?

Each fall, we will be conducting a 3-city tour focused on bringing in 750+ of our clients (MSPs, MSSPs, VARs, solution providers, cloud integrators, etc.) for a 2 day deep dive to reveal Robin's blueprint on cyber security marketing, sales processes and business development.

Our clients believe that a big part of business growth is finding the RIGHT vendors to partner with to drive new sales, improve margins, deliver operational efficiency for growth and create more opportunities in the marketplace.

To that end, we are looking for event sponsors who want to gain exposure to these market-driven resellers and help us fulfill our mission for this event.

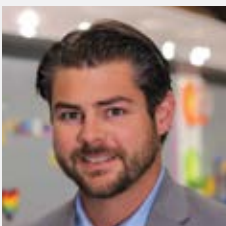


Rob Rae, SVP of Business Development of Datto, Inc.,
Platinum Sponsor – 2022 Roadshow



“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*

Who is Robin Robins?



- ▶ Robin has more documented client success stories than any other marketing consultant in this industry, period.
- ▶ She has spent over a decade researching, developing, testing and refining marketing campaigns for MSPs and IT services companies.
- ▶ She has over 10,000 clients that span the globe and are made up of brand-new start-ups, multimillion-dollar IT firms and everything in between.
- ▶ She has developed at least a dozen marketing campaigns and systems directly responsible for generating over a MILLION dollars in IT services revenue for her clients.

Cyber Security Marketing Roadshow 2023 Dates And Locations



August 29–30, 2023

**Hilton Chicago/ Oak Brook Hills
Resort & Conference Center**

3500 Midwest Rd, Oak Brook, IL 60523



September 13–14, 2023

Newark Liberty Int. Airport Marriott

1 Hotel Rd, Newark, NJ 07114



September 28–29, 2023

Four Seasons Hotel Las Vegas

3960 S Las Vegas Blvd, Las Vegas, NV 89119

**“Roadshow Is
Definitely One Of
The Best Events
That We Do”**

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 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

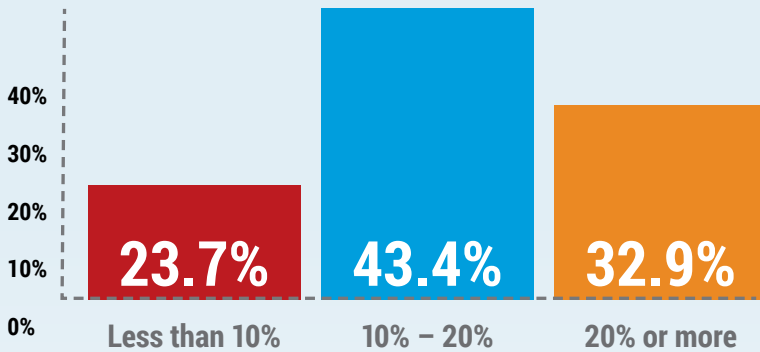


Why Partner With Our Clients?

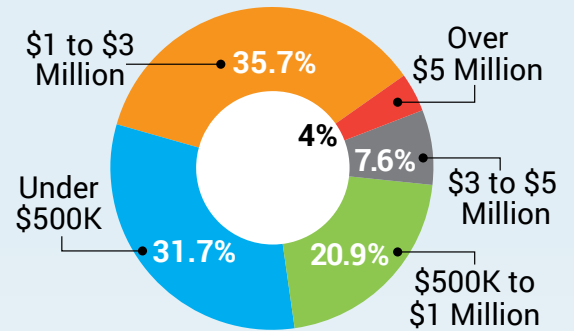
Our Clients Are: Managed IT services providers, VARs, systems integrators and IT solutions providers who deliver outsourced IT services and support to other small and medium businesses.

The Services Our Clients Sell, Support And Outsource Are: • IT support • Cyber security • Help desk • Backup solutions • IT security solutions and monitoring • E-mail and collaboration tools • Cloud computing • Hardware • Software • Phone systems • Printers and office equipment • VoIP • Internet • Fiber-optic cable • Co-managed IT services and compliance solutions • And all things that touch the network.

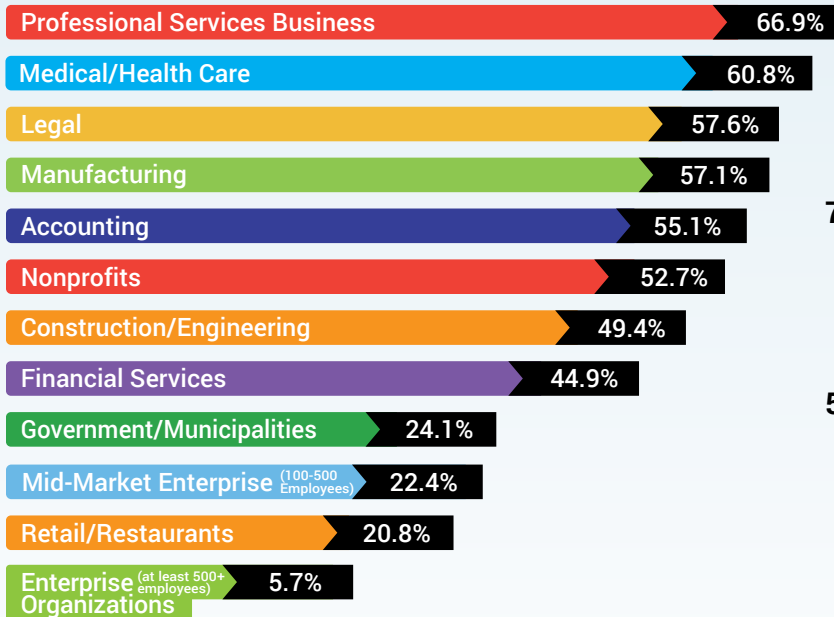
Our Clients' Anticipated Revenue Growth Over The Next Year:



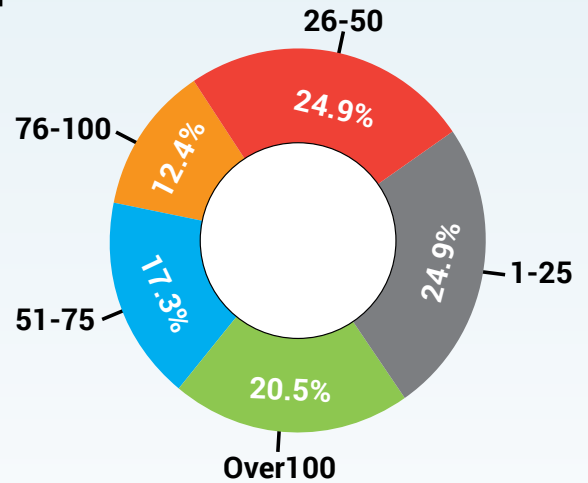
Annual Revenues



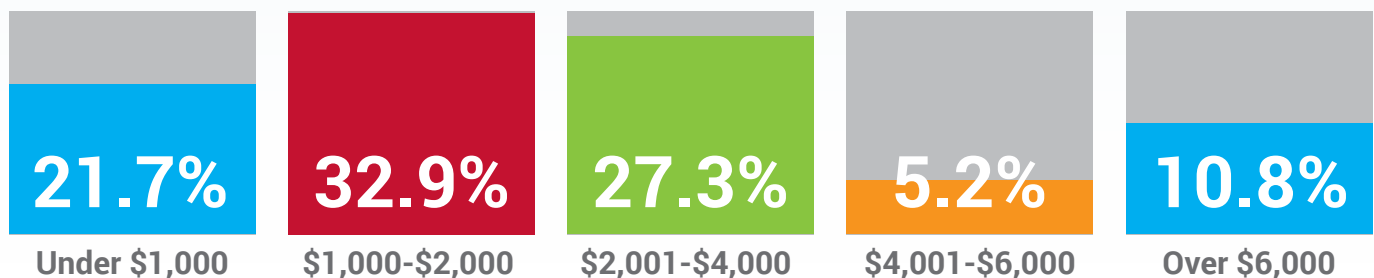
These Are The Vertical Markets Our Clients Sell To:



The Number Of Clients Our Members Have:



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



There are a limited number of tables and sponsorship spots at each meeting, and premium spots fill FAST.

FAIR WARNING

2023 Cyber Security Marketing Roadshow Sponsor Opportunities At A Glance

	Platinum	Gold	Silver	Breakfast & Learn	Cocktail Reception	Bronze
(1) 6 ft. Table, (2) Chairs And Electrical	•	•	•	•	•	•
Main Stage Speaking Session At All 3 Cities	30 min. Day 1	20 min. Day 1	10 min. Day 2 (Prior To Lunch)	30 min. Day 2	5 min. Day 1	
Employee Passes Including Meals And Entertainment	5	4	3	3	3	2
Logo And URL Included On Roadshow Website	•	•	•	•	•	•
Ability To Invite Your Partners And Prospects At Discounted Pricing	•	•	•	•	•	
Logo And Listing Included On Mobile App	•	•	•	•	•	•
Logo Featured On Rolling PowerPoint	•	•	•	•	•	•
Premium Booth Placement	•	•				
Cvent Lead Retrieval Device	1	1				
Full Slide In Rolling PowerPoint	•	•				
Push Notification On Event Mobile App	•			•		
Banner Ad On Event Mobile App	•	•				
30-Second Video Commercial Played During Breaks	•					
Session Promoted On Roadshow Website And Event Mobile App	•	•	•	•		
Availability:	1	2	3	1	1	12

2023 Cyber Security Marketing Roadshow A La Carte Sponsor Opportunities

NETWORKING

Item	Description
Additional Sponsor Attendee	Add an additional sponsor attendee.

TRAFFIC DRIVERS AND MESSAGE DELIVERY

Item	Description
Main Room Seat Drop	Exclusive drop of one item (sponsor-provided) to be placed on each seat prior to General Session. Choose Day 1 or Day 2.
Pre- Or Post-Event Postcard Mailer To Attendees	Ability to send a postcard mailer to all of the Roadshow attendees prior to the event or after the event. (Printing and Postage not included)
Mobile App Push Notification	Supply a dedicated push notification to be sent out to conference attendees on the mobile app.

DIGITAL

Item	Description
Mobile App Sponsor	Includes co-branded launch screen, your logo featured on the main screen and a banner ad on the mobile app.
90-Second Video Commercial	90-second video played in the main room.
Banner Ad on Mobile App	See your banner ad in rotation on the mobile app, complete with a link to your company-provided website.



2023 Cyber Security Marketing Roadshow Sponsorship Opportunities



PLATINUM All 3 Cities (1 Available)

What's Included:

(30) Minutes Main Stage, Day 1

Session Promoted on Roadshow Website And Event Mobile App

(1) 6 Foot Table, (2) Chairs

Electrical Included

Premium Booth Placement

(5) Employee Passes Includes Meals And Entertainment

Logo and URL Included On Roadshow Website

Logo and Listing Included On Mobile App

Logo Featured On Rolling PowerPoint

Full Slide In Rolling PowerPoint

(1) Cvent Lead Retrieval Device

30 Second Video Commercial Played During Breaks

Banner Ad On Event Mobile App

Push Notification On Event Mobile App

Ability To Invite Your Partners And Prospects At Discounted Pricing

GOLD All 3 Cities (2 Available)

What's Included:

(20) Minutes Main Stage, Day 1

Session Promoted On Roadshow Website And Event Mobile App

(1) 6 Foot Table, (2) Chairs

Electrical Included

Premium Booth Placement

(4) Employee Passes Includes Meals And Entertainment

Logo and URL Included On Roadshow Website

Logo And Listing Included On Mobile App

Logo Featured On Rolling PowerPoint

Full Slide In Rolling PowerPoint

(1) Cvent Lead Retrieval Device

Banner Ad On Event Mobile App

Ability To Invite Your Partners And Prospects At Discounted Pricing

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

2023 Cyber Security Marketing Roadshow Sponsorship Opportunities



SILVER All 3 Cities (3 Available)

What's Included:

(10) Minutes Main Stage,
Day 2 Prior To Lunch

Session Promoted On Roadshow
Website And Event Mobile App

(1) 6 Foot Table, (2) Chairs

Electrical Included

(3) Employee Passes Includes
Meals And Entertainment

Logo And URL Included
On Roadshow Website

Logo And Listing Included On Mobile App

Logo Featured On Rolling PowerPoint

Ability To Invite Your Partners And
Prospects At Discounted Pricing

BREAKFAST & LEARN All 3 Cities (1 Available)

What's Included:

(1) Minute Main Stage Quick Fire, Day 1

Session Promoted On Roadshow
Website And Event Mobile App

(1) 6 Ft Table, (2) Chairs

Electrical Included

(3) Employee Passes Includes
Meals And Entertainment

Logo And URL Included
On Roadshow Website

Logo And Listing Included On Mobile App

Logo Featured On Rolling PowerPoint

Push Notification From Event Mobile
App Promoting Breakfast And Learn

Ability To Invite Your Partners And
Prospects At Discounted Pricing

Danny Jenkins,
CEO, ThreatLocker,
Silver Sponsor 2022

“Our Partnership With Big Red Media Has Proven To Be A VERY Strong ROI Driver”

The reason we continue to sponsor events by Big Red Media is because our partnership with them has consistently proven to be a VERY strong ROI driver. The Producers Club members are a community that sticks together. By breaking in, we were very quickly able to go from a small foothold to almost complete coverage. Robin Robins team makes the experience as a sponsor top notch and seamless. If you are looking to add more qualified partners, look no further then Big Red Media.

– Danny Jenkins, CEO & Co-Founder, ThreatLocker



2023 Cyber Security Marketing Roadshow Sponsorship Opportunities



COCKTAIL RECEPTION

All 3 Cities
(1 Available)

What's Included:

(5) Minutes Main Stage, Day 1

(1) 6 Foot Table, (2) Chairs

Electrical Included

Exclusive Cocktail Reception Sponsorship That Includes Signage On Bars, Branded Cocktail Napkins And Gobo Above Booth

(3) Employee Passes Includes Meals And Entertainment

Logo And URL Included On Roadshow Website

Logo And Listing Included On Mobile App

Logo Featured On Rolling PowerPoint

Ability To Invite Your Partners And Prospects At Discounted Pricing

BRONZE

Per City
(12 Available)

What's Included:

(1) 6 Foot Table, (2) Chairs

Electrical Included

(2) Employee Passes Includes Meals And Entertainment

Logo and URL Included On Roadshow Website

Logo And Listing Included On Mobile App

Logo Featured On Rolling PowerPoint



For More Information On Sponsorship Opportunities, Contact The Big Red Media Team At:
 📞 (844) 999-0555 ✉️ Partners@BigRedMedia.com 🌐 www.BigRedMedia.com/roadshow

What Our Event Sponsors Say About Working With Us

Mark Winter, RapidFire Tools



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 that Robin puts in front of us are precisely the kind of people we try to get in front of. 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.

Katie Schlatter, Huntress



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!

Eric Townsend, Intel



We Had A Great Turnout At This Event

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.

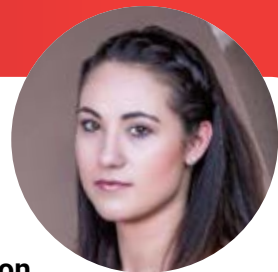
Ginny Hoban, Microsoft



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.

Tori Burl, Ruby Receptionist



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.

Special Thanks To Our 2022 Roadshow Sponsors

PLATINUM SPONSOR



SILVER SPONSORS



COCKTAIL RECEPTION SPONSOR



BREAKFAST SPONSOR



EXHIBITORS



For More Information On Sponsorship Opportunities,
Contact The Big Red Media Team At:

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

🌐 www.BigRedMedia.com/roadshow

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