

ivanti[®] INTERCHANGE¹⁸

Dallas, Texas | May 14-17

Madrid, Spain | June 12-14

SPONSORSHIP GUIDE



Why Should You Become a Sponsor?

Interchange continues to grow and be an outstanding opportunity to reach thousands of key Ivanti customers who have significant influence on their organization's IT purchase decisions. Interchange offers many different ways to engage and influence these attendees in unique and intimate settings, where real connections can be made. We strive to host a conference that focuses on customer closeness and building loyalty to Ivanti. In addition, our audience is encouraged to network and connect with our top partners who provide trusted solutions.

Multiple Interchange Sponsorship Opportunities

ivanti[®] INTERCHANGE18 DALLAS

INTERCHANGE18 : DALLAS (MULTI-DAY EVENT)
MAY 14-17, 2018
HILTON ANATOLE

After many years in Las Vegas, we are excited to announce that our U.S.-based Interchange event will be moving to Dallas, Texas. We are anxious to provide a bigger and better event without all of the distractions.

ivanti[®] INTERCHANGE18 MADRID

INTERCHANGE18 MADRID (MULTI-DAY EVENT)
JUNE 12-14, 2018
MARRIOTT AUDITORIUM

To meet the needs of our global customers and partners, we are adding a multi-day Interchange event in Madrid, Spain. This conference will include daily keynotes, technical tracks, a strategic IT track, and hands-on labs for the ultimate training experience.

ivanti[®] INTERCHANGE18 UNPLUGGED

INTERCHANGE18 UNPLUGGED (ONE-DAY EVENTS)
Interchange Unplugged will be a series of one-day events at different locations around the globe. As locations are announced they will be added to our website. Visit: Interchange.ivanti.com/unplugged

What's New for Dallas in 2018?

In an effort to constantly improve the attendee experience and provide more value to customers, partners, and sponsors, we are implementing the following enhancements to the program:

EXPANDED CONTENT AND AUDIENCE

This year, we are expanding our content and networking opportunities to build upon the success of 2017 to provide relevant content to strategic IT management and executives, as well as our former Landesk, Shavlik, AppSense, Heat, and RES customer base.

VALUE-ADDED SPONSORSHIP OPTIONS

We've created more supplemental marketing opportunities to provide a wider variety of branding and facetime possibilities, as well as maintaining the base sponsorship-level pricing.

PRIME EXPO HALL LOCATION & HOURS

The Expo Hall is in a prime location at the center of all the action, and the sole location where attendees will grab meals and attend some evening functions – allowing for better networking opportunities that don't overlap with core sessions and labs.

EARLY SIGN-UP INCENTIVES

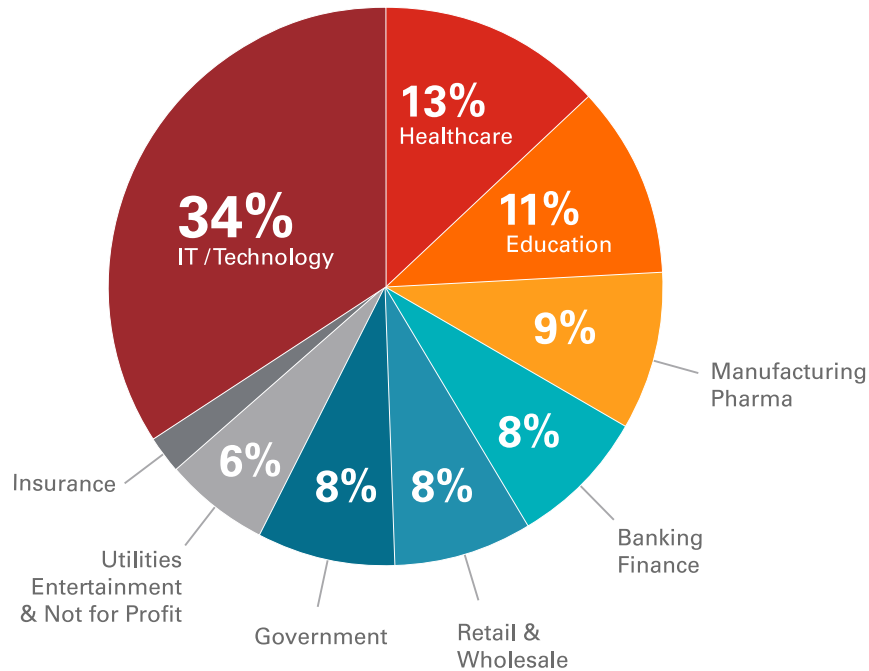
In addition to locking in your opportunities and location early, sponsors who contract by December 31, 2017 receive an extra full conference pass and a complimentary lead scanner!



US Audience Profile

Ivanti Interchange sets the stage for technical IT professionals to network as they increase their expertise of solutions provided by Ivanti and our strategic partners. Nearly 1,000 attendees (enterprise customers and partners) participated in our 2017 Las Vegas Interchange. The following data represents the demographics of our audience.

INDUSTRY:



COMPANY SIZE:
(# of employees)

Over 10,000:	24%
501-10,000	54%
Under 500:	22%

TOP TECH INTERESTS:

Unified Endpoint Management	24%
IT Service Management	15%
IT Asset Management	13%
Patching	12%
Mobility Management	9%
Windows 10 Migration	8%
Business Intelligence Reporting	6%
Mobility Management	5%
Moving to the Cloud	4%

TOP REASONS FOR ATTENDING:

Product Roadmap Info / Corporate Strategy	22%
Deep-dive Tech Training	19%
Product Tips and Tricks	16%
Meet with Product Experts	13%
Industry Trend Insights	10%
Network with Peers	9%
Hear/Interact with Ivanti Execs	6%



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May 14-17 | Hilton Anatole | DALLAS



Sponsorship Opportunities

Multi-Sponsorship discounts available:

- Both Multi-day Interchange (Dallas and Madrid) events = 5% discount or
- One Multi-day Interchange event and 3 Unplugged Events = 5% discount or
- 5 Unplugged events = 5% discount*

* For each additional Unplugged event there would be an additional 1% discount.

You must contract all events at the same time.

BENEFITS/PRICING	SPONSORSHIP LEVEL		
	PLATINUM (3 Available)	GOLD (6 Available)	SILVER
	\$55,000	\$17,500	\$6,500
Thought Leadership - Speaking			
Participation in 30-Minute Platinum Keynote Panel to discuss current industry trends (Panel to include other Platinum sponsors and a moderator)	✓		
(60 min) Breakout Session	2	1	
Breakout Session scanned attendee data	✓	✓	
Conference Passes			
Conference Passes-complimentary full conference	8	4	2
Booth passes	4	2	1
Full conference pass \$100 Discount Code to share with customers/prospects (Available upon request up to April 1, 2018)	✓	✓	✓
Meeting Room			
Meeting Room for your use throughout the conference	✓		
Pre-Event Marketing			
Sponsor logos included by level on Sponsor Ad Banner on Ivanti HTML email to Interchange database (if contracted before March 1, 2018)	2	1	1
Social Media "Shout Outs": sponsor mentions on the conference Twitter and Ivanti community sites	2	1	
Registered attendee Company Names and Titles provided pre-event (to schedule meetings)	✓		
Co-Marketing Tools			
Access to Ivanti Interchange toolkit: logos, web banners, etc.	✓	✓	✓
Website Marketing			
Company Listing with Logo and Description on website, hyper linked to sponsor website	200 Words	150 Words	75 Words

Sponsorship Benefits Continued on Next Page



Sponsorship Benefits Continued...

BENEFITS/PRICING	SPONSORSHIP LEVEL		
	PLATINUM	GOLD	SILVER
Turnkey Booth			
Turnkey Booth: including demo tables, logoed header, power drop	Premium position, 10x20 space, two tables, four chairs, 5-amp electric with two power strips. One 20-foot-wide backdrop provided (sponsor supplies artwork backdrop; sponsor can keep back drop)	One table, 10x10 space, two chairs, 5-amp electric with one power strip. One 10-foot-wide backdrop provided (sponsor supplies artwork; sponsor can keep back drop)	One table, 8x10 space, two chairs, 5-amp electric with one power strip. One 3-foot-wide pull up banner provided (sponsor supplies artwork; sponsor can keep backdrop)
One lead retrieval device included if contracted by Dec. 31, 2017. Available for purchase after that date	✓	✓	✓
Booth Monitor on a pole stand	1		
Onsite Exposure			
Logistical conference signs cobranded with Platinum Sponsor logos	✓		
Logo included on keynote walk-in slides and select event signage	✓	✓	✓
Attendee Bag Insert: One item – either a single literature piece (max size 8 ½” x 11” size, up to 10 pages) or a promotional item to be included in every attendee bag	✓	✓	
Logo included in Attendee Pocket Guide	✓	✓	✓
Logo included on digital signage throughout conference center	✓	✓	✓
Inclusion in Passport Program (traffic builder promotion)	✓	✓	✓
Acknowledgement of prize contribution to conference raffles during evening events (minimum value: \$150 – provided by sponsor and pre-approved by Ivanti)	✓	✓	✓
Luggage tag on conference bag co-branded with Ivanti (sponsor logo) and additional Platinum sponsor logos (if contracted by March 1, 2018)	✓		
Mobile App			
Company listing with Logo and Description on App	✓	✓	✓
Sponsor Banner Ad	✓		
Keynote Speaker			
Meet-and-Greet passes with closing keynote speaker	2		
Post Event Marketing			
Session attendance evaluation	✓	✓	
Sponsor page stays active 90 days post event	✓	✓	✓



Additional Marketing Promotional Opportunities (MPO's):

To supplement your sponsorship, we offer the following additional marketing opportunities to make the most of your Interchange presence. (All MPO's are exclusive, unless otherwise indicated.)

MPO	QUANTITY	PRICE	DESCRIPTION
Conference Party Co-Sponsor	1	\$15,000.00	After many hours of intense training, Interchange and our exclusive Conference Party Co-Sponsor will host a well-deserved evening of fun. Our soon-to-be announced entertainment will once again make the Conference Party the place to be seen on Wednesday night. In addition to preferred seating, sponsors will also receive event signage, acknowledgement in the pocket guide and mobile app, and an opportunity to deliver a brief welcome at the party. Sponsor has the ability to provide popup banners for the VIP area and giveaway for the party.
Water Bottle & Hydration Stations Co-Sponsorship (Includes water bottles, must commit by February 1, 2018)	1	\$8,000.00	Help attendees keep hydrated with an opportunity to co-sponsor each custom refillable water bottle with Ivanti. Each attendee receives this giveaway upon registering. In addition, your company will be recognized with branded hydration stations (water bottle covered/logoed), featuring spring water coolers. The sponsor will also be recognized in the pocket guide and mobile app.
WIFI Sponsor	1	\$5,000.00	Go ahead and take the credit for giving all conference attendees access to the internet with the WIFI Sponsorship. Your company name and logo will be displayed on signs throughout the conference as well as on the WIFI splash page. Plus, the WIFI sponsor will also be recognized in the pocket guide and mobile app.
Badge Lanyard Sponsor (Must commit by February 1, 2018)	1	\$10,000.00	Opportunity to have your company represented with a one-color corporate logo included on all Interchange attendee lanyards. Will be co-branded with the Ivanti Interchange logo.
Break Sponsorship	3	\$5,000.00	Your company logo on signage at all snack stations for one day/week, as appropriate. Your logo included on select conference signs and acknowledgement on website.
Women in Technology Reception	1	\$5,000.00	Cobranded email invitation with your logo. On-site signage on day of reception. Opportunity to provide giveaways to all invited participants, as well as raffle prizes. Opportunity for a company representative to make brief remarks during the event. Acknowledgement of sponsorship on website.
Charging Station Sponsor	1	\$5,000.00	Your company logo on charging stations located in main traffic areas for duration of conference. Acknowledgement of sponsorship on the website.

Contact Information

Additional global sponsorship opportunities are available for Interchange Madrid, as well as numerous international one-day Interchange Unplugged events.

To find out more about sponsorship opportunities, please contact: Gordon Stake at gordoneventmarketingpartners.com



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June 12-14 | Marriott Auditorium | MADRID



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* For each additional Unplugged event there would be an additional 1% discount.

You must contract all events at the same time.

BENEFITS/PRICING	SPONSORSHIP LEVEL		
	Discounts applied for inaugural event		
	PLATINUM (3 Available)	GOLD (6 Available)	SILVER
	€55,000 €25,000	€17,500 €8,750	€6,500 €3,250
Thought Leadership - Speaking			
Participation in 30-Minute Platinum Keynote Panel to discuss current industry trends (Panel to include other Platinum sponsors and a moderator)	✓		
(60 min) Breakout Session	2	1	
Breakout Session scanned attendee data	✓	✓	
Conference Passes			
Conference Passes-complimentary full conference	8	4	2
Booth passes	4	2	1
Full conference pass €100 Discount Code to share with customers/prospects (Available upon request up to April 1, 2018)	✓	✓	✓
Meeting Room			
Meeting Room for your use throughout the conference	✓		
Pre-Event Marketing			
Sponsor logos included by level on Sponsor Ad Banner on Ivanti HTML email to Interchange database (if contracted before March 1, 2018)	2	1	1
Social Media "Shout Outs": sponsor mentions on the conference Twitter and Ivanti community sites	2	1	
Registered attendee Company Names and Titles provided pre-event (to schedule meetings)	✓		
Co-Marketing Tools			
Access to Ivanti Interchange toolkit: logos, web banners, etc.	✓	✓	✓
Website Marketing			
Company Listing with Logo and Description on website, hyper linked to sponsor website	200 Words	150 Words	75 Words

Sponsorship Benefits Continued on Next Page



Sponsorship Benefits Continued...

BENEFITS/PRICING	SPONSORSHIP LEVEL		
	PLATINUM	GOLD	SILVER
Turnkey Booth			
Turnkey Booth: including demo tables, logoed header, power drop	Backwall 3.0 x 3.0 x 0.5m with graphic 2 Self-illuminating towers 70x40x240cm 2 Brochure holders 2 Demo stations lockable 60x110x60cm 2 Bar stools Sponsor to provide: pc/laptop/laptop interface/monitor	Backwall 2.0 x 3.0 x 0.5m with graphic Self illuminating tower 70x40x240cm Brochure holder Demo station lockable 60x110x60cm 1 Bar stool Sponsor to provide: pc/laptop/laptop interface/monitor	Backwall white Self illuminating tower 70x40x240cm Brochure holder Demo station lockable 60x110x60cm 1 Bar stool Sponsor to provide: pc/laptop/laptop interface/monitor
One lead retrieval device included if contracted by Jan. 31, 2017. Available for purchase after that date	✓	✓	✓
Onsite Exposure			
Logistical conference signs cobranded with Platinum Sponsor logos	✓		
Logo included on keynote walk-in slides and select event signage	✓	✓	✓
Attendee Bag Insert: One item – either a single literature piece (max size A4 or 8 ½” x 11” in size, up to 10 pages) or a promotional item to be included in every attendee bag	✓	✓	
Logo included in Attendee Pocket Guide	✓	✓	✓
Logo included on digital signage throughout conference center	✓	✓	✓
Inclusion in Passport Program (traffic builder promotion)	✓	✓	✓
Acknowledgement of prize contribution to conference raffles during evening events (minimum value: €150 – provided by sponsor and pre-approved by Ivanti)	✓	✓	✓
Luggage tag on conference bag co-branded with Ivanti (sponsor logo) and additional Platinum sponsor logos (if contracted by March 1, 2018)	✓		
Mobile App			
Company listing with Logo and Description on App	✓	✓	✓
Sponsor Banner Ad	✓		
Keynote Speaker			
Meet-and-Greet passes with closing keynote speaker	2		
Post Event Marketing			
Session attendance evaluation	✓	✓	
Sponsor page stays active 90 days post event	✓	✓	✓

All costs exclude VAT which is charged at the appropriate rate.



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Water Bottle & Hydration Stations Co-Sponsorship (Includes water bottles, must commit by February 1, 2018)	1	€5,000.00	Help attendees keep hydrated with an opportunity to co-sponsor each custom refillable water bottle with Ivanti. Each attendee receives this giveaway upon registering. In addition, your company will be recognized with branded hydration stations (water bottle covered/logoed), featuring spring water coolers. The sponsor will also be recognized in the pocket guide and mobile app.
WIFI Sponsor	1	€3,000.00	Go ahead and take the credit for giving all conference attendees access to the internet with the WIFI Sponsorship. Your company name and logo will be displayed on signs throughout the conference as well as on the WIFI splash page. Plus, the WIFI sponsor will also be recognized in the pocket guide and mobile app.
Badge Lanyard Sponsor (Must commit by February 1, 2018)	1	€7,500.00	Opportunity to have your company represented with a one-color corporate logo included on all Interchange attendee lanyards. Will be co-branded with the Ivanti Interchange logo.
Break Sponsorship	3	€3,000.00	Your company logo on signage at all snack stations for one day/week, as appropriate. Your logo included on select conference signs and acknowledgement on website.
Women in Technology Reception	1	€3,000.00	Cobranded email invitation with your logo. On-site signage on day of reception. Opportunity to provide giveaways to all invited participants, as well as raffle prizes. Opportunity for a company representative to make brief remarks during the event. Acknowledgement of sponsorship on website.
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