

# Midsize Enterprise Summit

## MIDSIZE ENTERPRISE SUMMIT EAST

May 1-3, 2016 ♦ Indianapolis, IN

## MIDSIZE ENTERPRISE SUMMIT WEST

Sept. 18-20 ♦ Austin, TX

### The Largest Gathering of Midmarket CIOs and Senior IT Executives

Mark your 2016 calendars, our Midsize Enterprise Summits are the **must-attend** IT Executive events of the year! These exclusive 2 ½ day events, provide a platform where **200+ Pre-qualified CIO/ Senior IT Executives**, leading technology vendors and seasoned Gartner analysts, gather to discuss market trends and technology solutions.

#### HOSTED ATTENDEE MODEL

Our hosted attendee model, allows us to hand-pick the audience. This results in more targeted, focused meetings between the IT executives and participating vendors. You and your team will leave MES with strong prospects, deeper relationships and a better understanding of the midmarket executives' needs.

**85%** Plan to do business with vendors they meet at MES

#### ABOUT THE ATTENDEES

Attendance to the exclusive Midsize Enterprise Summit is limited to **200+ CIOs and senior-level IT executives**. Attendees are hosted, pre-qualified, and represent a variety of markets and technologies in the midmarket community.

#### Attendee Highlights:

- 200+ Pre-qualified midmarket IT execs
- C-level, VP, and Director job titles
- IT leaders with Decision Making Power
- 60% new to MES—allows you to nurture existing partnerships and develop new leads
- More than \$3 Billion in IT budget represented

## TESTIMONIALS

“One of the **best conferences I have attended** that offered actionable content along with industry-wide accepted solutions and providers.”

— VP of IT, Pacers

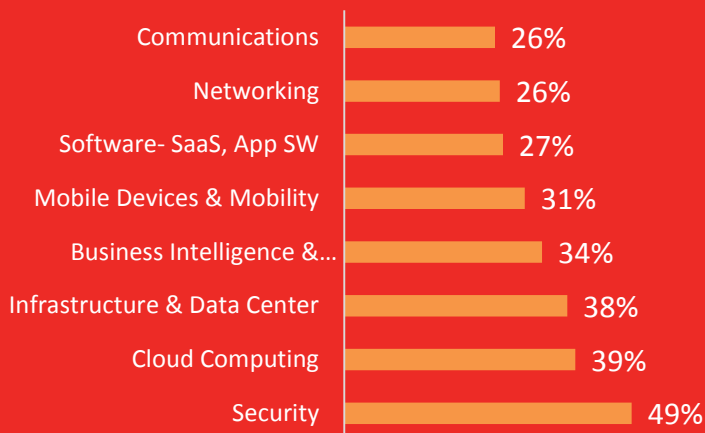
One of the most productive conferences I have ever attended. **I contacted several vendors immediately** after I returned to the office.”

— VP of IT, Spears Manufacturing Co.

Attending MES is like being given a dozen white papers to read in 48 hours, but then having them presented in an engaging and interesting way... There's a lot of information packed into a short amount of time, delivered in a way that makes you better **understand what solutions are available to midmarket IT.**

— Director of IT, White Energy

## Top Areas of Interest



## Top IT Challenges

- ✓ Time
- ✓ Cloud
- ✓ Integration
- ✓ Mobility
- ✓ Change
- ✓ Business Alignment
- ✓ Legacy
- ✓ BI/Analytics
- ✓ Disaster Recovery
- ✓ Project Prioritization
- ✓ Budgets
- ✓ Security
- ✓ Staffing

**97%** Would recommend MES to their colleagues/peers as an ideal event to meet vendors and evaluate products

## Pre-Qualification Requirements

All MES attendees are pre-qualified and targeted to meet the definition of a midmarket organization.

- **100-1000 total supported users/seats**
- **Annual revenue range of \$75 Million - \$1 Billion**
- **5 - 50 IT Department Employees**
- **An active IT Budget of \$750,000 - \$15 Million**

*In addition, we ensure the following for every attendee:*

- C-level, VP or Director Titles
- IT Leader with Decision-Making Power
- One Executive per Company

Strategic Event Collaborator

**Gartner**<sup>®</sup>

### Top Verticals Represented Include:

- Education
- Consumer Goods
- Healthcare/Hospitals
- Government
- Construction
- Financial Services
- Energy & Resources
- Business/Prof Services
- Banking
- Transportation
- Insurance
- Entertainment & Media
- Retail

## SPONSORSHIPS AVAILABLE

We have sponsorships to fit any budget with packages to best suit your needs and accelerate your sales cycle. For more info, contact Esther Rodriguez, Account Executive, at 949-223-3656 or email at [erodriguez@thechannelcompany.com](mailto:erodriguez@thechannelcompany.com)

# MES Conference Sponsorship Opportunities

The **Midsize Enterprise Summits** provides a unique format with a variety of full and targeted speaking sponsorships as well as many networking opportunities.



**Interactive Boardroom Appointments** give you 30 minutes of dedicated presentation time to targeted groups of 12-15 pre-qualified IT executives segmented by technology interest.



**The Solutions Pavilion** show floor is an exciting, interactive setting for your live product demonstrations, face-to-face meetings, and networking.



**Executive Keynotes** are 30 minute full audience sessions where you can share your brand and industry perspective by having one of your experts speak.



**Tech Symposiums** give you 15 minutes on the main stage to present a case study or product demonstration to the entire audience.



**Vendor Spotlights** puts you on the main stage for a 2-3 min Q&A with the event emcee. Questions are pre-scripted and will help drive traffic to your booth in the Solutions Pavilion. A reminder slide will appear on the big screen highlighting all Vendor Spotlight participants.



**MES XCellence Awards** where attendees honor the vendors with the most exceptional products, presentations, services and technologies they have seen throughout the event. This high profile event provides a showcased environment for your branding as well as an opportunity to address the entire audience.



**First Time Attendee Sponsorship** allows you to build relationships with attendees brand new to MES. Sponsorship includes branding, a private reception and opportunities for specialized welcome gifts.



**Pre-Event Workshops** are 2-hour sessions that create a targeted learning environment in which you can educate around a technology opportunity or capture valuable feedback based on your goals. Both exclusive and multi-vendor options available. Includes all recruitment and operations management.