



SHARE

EDUCATE • NETWORK • INFLUENCE

SPONSOR & EXHIBITOR
PROSPECTUS

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A green-tinted background image of a city skyline with various skyscrapers and buildings.

SECTION 1:

DISCOVER SHARE

MEMBERSHIP

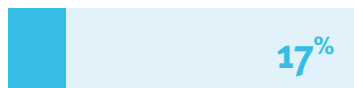


13,800
individuals

Representing 910+ global companies

Time in Enterprise IT

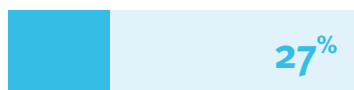
0-10 Years



11-20 Years



21-30 Years



30+ Years



Top Job Roles



IT Staff



Systems
Programmer



Manager



Other

Top Areas of Expertise



z/OS Systems
Programming



Performance
Management



Systems
Administration



Storage
Administration

ATTENDEES

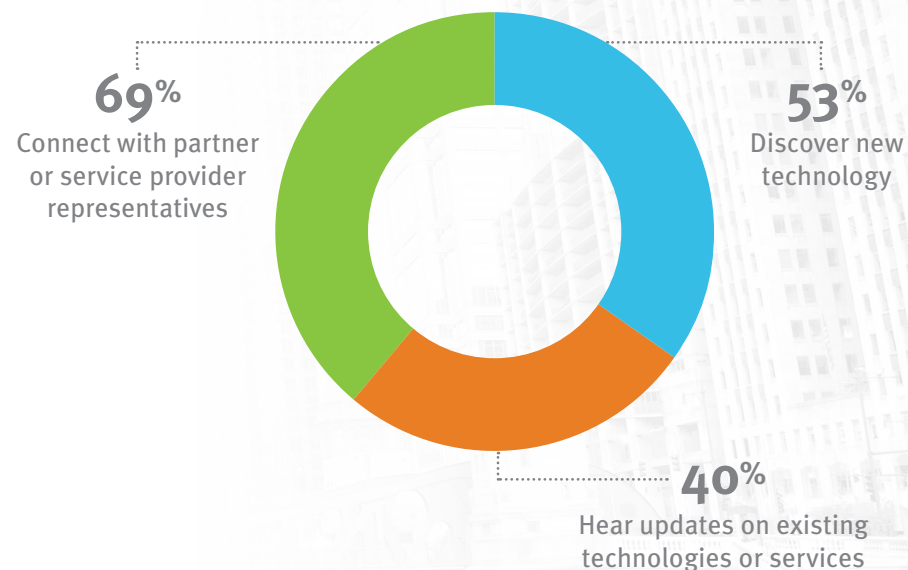
84%

of the attendees spent
two or more hours in
the SHARE technology
exchange expo

43%

of members go twice
a year to events

Primary reasons for visiting the expo



Why SHARE?

SHARE events bring together the largest convergence of enterprise IT professionals — more than any other industry event. This is your opportunity to connect with the best and brightest in the IT ecosystem.

Opportunities available:

- Become an exhibitor
- Become a Premier Sponsorship Partner
- Sponsor an Educational Webcast

SHARE events:

- **SHARE Phoenix**
March 10-15 | Phoenix Convention Center
- **SHARE Pittsburgh**
August 4-9 | David L. Lawrence Convention Center

SHARE is the perfect solution to meet face-to-face with the most influential leaders in enterprise IT, bringing together decision-makers who influence the purchasing process, authorize IT purchases, and recommend, evaluate and execute the solutions for their organizations. Current topics of interest for SHARE events include Pervasive Encryption, Zowe, Cloud Technology in the Enterprise, Data Privacy, API Economy and IBM Z topics.

As a SHARE sponsor, you will:

- Attract new customer leads for business growth
- Connect with current customers
- Have a venue to showcase your brand



Individuals from
320 Member Companies
are represented



50%
have a role in company purchases



75%
visit the STE more than once



19%
are first-time attendees

The background of the slide is a monochromatic orange-tinted photograph of a dense urban skyline, featuring numerous skyscrapers and buildings. The text is overlaid on this background.

SECTION 2:

SPONSOR AND EXHIBITOR PROGRAM

Exhibit at SHARE

By purchasing booth space at the SHARE Technology Exchange Expo, your organization will have the opportunity to reveal new product and service offerings to key influencers in the enterprise technology community.

Each 10' x 10' space includes:

- Two (2) chairs
- One (1) 500-watt electrical outlet
- One (1) identification sign (7' x 44")
- One (1) 6' skirted display table
- 3' draped division side rails
- 8' draped back wall
- Four (4) exhibitor registration badges (with the ability to purchase additional exhibitor badges for \$260 each)
- Discount towards purchase of one (1) full-conference registration badge at \$1,520

Total investment: \$3,675 per 10x10 booth

*SHARE offers a discount for exhibitors who pay with cash, check or wire transfer.

Exhibit Benefits

As an Exhibitor at SHARE, your company receives the following recognition:

- Company listing including hyperlink to company website, on the SHARE event website
- Complimentary marketing tools to use to invite your customers and prospects including an email template, Customer Guest Pass, web banners and event listings

Exhibitor Discounts

- 5% discount off the cost of booth space, if purchasing space for two events:
- 2.5% discount off the cost of the booth space at each event if purchasing space for two events, for a total of 5%
- Available to any exhibitor who purchases booth space for two consecutive events in the same order
- No limitation or constraints on booth sizes

NOTE: This discount is automatically applied when making your selections and will be immediately visible

[CLICK HERE TO VIEW AVAILABLE BOOTHS](#)

SPONSOR AND EXHIBITOR PROGRAM: EVENT PRICING

Event Pricing (Click on benefit levels to learn more)

	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>
Single Event Pricing	\$28,000	\$16,000	\$8,500	\$5,500
Double Event Pricing	\$50,000	\$28,000	\$15,000	\$10,000
Exclusive Benefits				
<u>Tier 1</u>	1 Item			
<u>Tier 2</u>	2 Items	2 Items		
<u>Tier 3</u>	2 Items	3 Items	3 Items	2 Items
Option to swap up to one tier		✓	✓	✓
<u>“Premier Pricing” for a la carte items</u>	✓	✓	✓	✓
Base Benefits				
Pre and Post Show Attendee Lists	✓	✓	✓	✓
Onsite and Mobile App Recognition	✓	✓	✓	✓
Company Logo on Website	✓	✓	✓	✓
Passport to Prizes	1 Item			
<u>“Premier Pricing” for a la carte items</u>	✓	✓	✓	✓
SHARE Board Meeting	One-on-one meeting	One-on-one meeting	Silver Premier Group Meeting	Bronze Premier Group Meeting
Lunch & Learns	2 Items	1 Item	1 Item	
Bag Insert	✓	✓		
(1) Pre-event Email Marketing	✓			
(1) Tweet from @SHAREHQ	✓			

SHARE Webcasts

SHARE webcasts are a great opportunity for visibility, allowing your company the ability to offer quality, on-demand content to the SHARE community. It's also the perfect solution to reach customers who have conflicts with off-site training sessions, budget restrictions or cannot schedule time out of the office

Webcast:

Sponsor and present a live educational webcast for SHARE Members. What better way to reach potential customers than to provide a learning experience directly to them? Webcast sponsorship includes exposure to SHARE Member contacts, sponsor logo and company listing in SHARE webcast email promotions, post-webcast attendee list and your webcast recording will be posted on the SHARE Webcast archives page. Sponsor to provide speaker and content. SHARE will promote each webcast via email blasts, social media and on the SHARE website.

Standard Pricing: \$3,100

Premier Pricing: \$2,200

Note: Content must be educational in nature and approved by SHARE. Webcasts are scheduled on a first-come, first-served basis.

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Questions?

Please contact SHARE Sales Manager, **Kevin McDonnell** at 202.367.1259 or KMcDonnell@SHARE.org.

Ready to secure your space at SHARE? Use our online Exhibit and Sponsorship Portal to purchase booth space, premier events sponsorship packages, and ad-ons.

We are no longer accepting paper contracts.

www.SHARE.org/ExhibitorPortal

For a complete list of sponsorship and exhibitor selection rules, please visit us at www.event.share.org/sponsor