

# XCHANGE MANAGED SERVICES TWO-CITY SEMINAR SERIES

**Wednesday, April 2**  
**Fairmont Newport Beach**  
**4500 MacArthur Blvd**  
**Irvine, CA**



**Wednesday, April 16**  
**Garden City Hotel**  
**45 Seventh Street**  
**Garden City,**  
**Long Island, NY**



Increase your managed services partner program effectiveness by meeting with managed services vendors in person at each location, the experts of Everything Channel, and much more at XMS! This content rich series on managed services will feature general sessions, a vendor world premiere, workshops, a solutions pavilion, and multiple networking opportunities. Currently we are offering a two-city series.

For further details and to register for an upcoming event please contact CT Thomas at 949-223-3634 or by email at [ctthomas@everythingchannel.com](mailto:ctthomas@everythingchannel.com)



## XCHANGE MANAGED SERVICES 2008 TWO-CITY SEMINAR SERIES

ABOUT XCHANGE MANAGED SERVICES

**M**anaged Services Providers are the owners of the IT budget, forever bringing cost savings or revenue gains with each and every action.

There is a reason why vendors want a piece of the managed services pie.

Increase your managed services partner program effectiveness by meeting with 30-40 managed services providers in person at each location, the experts of Everything Channel, and much more at XMS! This content rich series on managed services will feature general sessions, a vendor world premiere, workshops, a solutions pavilion, and networking opportunities. Currently we are offering a two-city series. Prices listed are for participation in both locations.

**Platinum Sponsors . . . . . \$40,000 for both cities (2 spots)**

Includes:

- 30 minute key note to entire audience
- One table top display in pavilion area
- Six registration passes

**Gold Sponsors . . . . . \$20,000 for both cities (2 spots)**

Includes:

- Two seats on industry panel

\*One Company Executive; One Company Business Partner

- One table top display in pavilion area
- Four registration passes

**Event Sponsors . . . . . \$10,000 for both cities (8 spots)**

Includes:

- One table top display in pavilion area
- Two registration passes

### Discounted a la carte Marketing Opportunity for Event Sponsor:

**Onsite Branding Package . . . . . \$10,000 (1 spot)**

Includes

- Badge Sponsorship
- Signage at Breakfast and lunch Reception

**Wednesday, April 2  
Irvine, CA**

Fairmont Newport Beach  
4500 MacArthur Blvd  
Irvine, CA  
949-476-2001

**Wednesday, April 16  
Long Island, New York**

Garden City Hotel  
45 Seventh Street  
Garden City, NY  
800-547-0400



### Extend the reach of your Managed Services message with this special Print & Online Bundle:

\*Only offered to XChange Managed Services event sponsors

**Package investment . . . . . \$15,000 net**

Includes:

- Full page; 4-color ad, select to run in either of the two issues

CRN April 28 issue:

Channel Champs with MSP Tech Focus

-Closes April 11

-Bonus distribution at XChange Government Integrator

VARBusiness April issue:

Tech Advantage Business Software Platforms

-Closes March 21

-Bonus distribution at XChange Manage Service events

- Plus receive 25,000 anchorboards to run on ChannelWEB network

\*Online only portion (25,000 anchorboards) offered at \$2,500 net



## EVERYTHING CHANNEL EVENTS

EVERYTHING CHANNEL EVENTS CALENDAR

Event	XChange Solution Provider	XChange Government Integrator	VARBusiness 500	XChange '08	XChange Latin America	CRN Fast Growth	XChange Tech Innovators	Event Services / Partner Events
Date	March 5-8	May 7-9	June 3	August 17-20	September 8-10	October 15	November 17-19	Ongoing
Location	Hyatt Regency Century Plaza Los Angeles, CA	Gaylord National Resort & Convention Center Washington, D.C	Marriott Marquis New York, NY	Gaylord Texan Resort & Convention Center Dallas, TX	Doral Golf Resort & Spa Miami, FL	Intercontinental Chicago, IL	Fairmont Hotel San Jose, CA	NASCAR Driving Experience / Netbox / Partner Summit
Type of Solution Provider Attendee	Reaches Broad Solution Provider Audience, offering the ability to segment.*	Federal, State & Local, Education, Health Care*	Top 500 North American VARs ranked by revenue. Also, New York area VARs.	Reaches Broad Solution Provider Audience, offering the ability to segment.*	Brazil; Mexico; Central America; Andean Region; Southern Cone	Top 100 North American VARs ranked by Revenue Growth. Also, New York area VARs.	Broad segmented Solution Providers looking to drive innovation.*	Targeted Custom Audience.
Average # of SP Attendees	225	110	175	275	110	100	110	Varies
Average # of Vendors	110	50	12	150	25	12	50	1
Solutions Pavilion	1	1	N/A	1	1	N/A	1	N/A
Average Booths Available	135	50	N/A	150	25-30	N/A	40-50	N/A
Demo Rooms / Networking Suites Available	30	15	N/A	30	10	12	15	N/A
XChange Appointments	175	75	16	220	50	16	60	N/A
World Premieres Available	4	3	N/A	6	3	1	3	N/A
Tech Symposiums Available	4	N/A	N/A	4	N/A	N/A	4	N/A
Delegate Orientation	1	1	N/A	1	1	N/A	1	N/A
Concurrent Sessions / General Sessions	6	4	3	9	4	N/A	4	N/A
Pre/Post Event Workshops	4	2	Available Upon Request	4	2	Available Upon Request	2	N/A
Vendor Only Sessions	2-4	2-3	N/A	2-4	2	N/A	2-3	N/A
Industry Awards	CRN Channel Champion Awards	Government VAR Awards	VARBusiness 500 Awards	VARBusiness Annual Report Card Awards	N/A	CRN Fast Growth 100 Awards	VARBusiness Tech Innovator Awards	N/A
XChange XCellence Awards	1	1	N/A	1	1	N/A	1	N/A

\*Demographics available upon request

\*\*Segmented demographics available post-event

For further information on a particular event, please contact:

East Coast: Audrey Ottaiano, Account Executive at (516) 562-7986 or aottaiano@everythingchannel.com

West Coast: Tom Zimnoski, Latin America & West Coast Regional Manager at (516) 562-5164 or tzimnosk@everythingchannel.com