Your Technical Support Customers Are Waiting for You

April 10-13, 2018
MGM Grand • Las Vegas, NV
Why You Should Be at HDI 2018

You have the solutions they’re looking for.

• Over 2,400 tech support decision makers will be in Vegas.
• Attendees are looking to improve their business and become the new face of IT.
• Your competitors will be there, talking to your potential customers…. will you be there?

HDI is a great place to showcase our product. We received a large amount of very qualified leads. Can’t wait to do it again next year.

KYLE YARDLEY
PrinterLogic
Companies That Attend HDI Conference

As a sponsor of the HDI conference since 2005, it is easy to say that this is one of our top events each year. I have yet to find a better avenue to reach the decision makers in this community. The conversion rate from attendee scan to new customer acquisition is unmatched. The HDI Conference continues to provide us with the most attendee scans, product trials and sales of any of the 10+ events we participate in annually.

DAVID VERTIN
Advanced Software Products Group, Inc
Influence Your Next Customers at HDI 2018

There’s an option for every tech marketer’s budget.

Diamond Package | $60,000
Platinum Package | $46,800
Gold Package | $26,600
Silver Package | $21,500
Exhibitor Package | $8,700

EXTEND YOUR REACH BEYOND THE EXPO HALL FOR MAXIMUM EXPOSURE!

- Speaking Opportunities
- Pre- and Post-Show Influence
- Networking Event Packages
- Executive Connections Program Sponsorship
- Mobile App Sponsorship
- Conference Swag
- On-Site Advertising
- HDI Arcade

The HDI organization is one that makes the greatest impact on the IT industry because they listen to their members and put great programs in place to serve their needs. Avatier will continue to support HDI and their members in the years to come.

NELSON CICCHITTO
Chairman and CEO, Avatier

Quote icon

All inventory is first come, first serve
Contact: Amanda Groppetti | 415.947.6213 | Amanda.Groppetti@UBM.com | HDIConference.com | #HDIConf
Diamond Package
$60,000

STRUT YOUR STUFF
- 20’x20’ booth space
- Premier Sponsor of Expo Hall Receptions
- Be part of the program with a Breakfast Briefing session *(limited)*
- Solutions Spotlight: Twenty minutes on the Expo stage *(limited)*
- Choice of one key benefit: Lanyard, Logo on all Aisle Signs/WIFI Sponsor, or Logo on Conference Bag

RISE ABOVE THE COMPETITION
Before and After the Show
- Promotional video on events website
- Company listing in mobile app
- Company name and logo in promotional materials and on conference website
- Color logo in event brochure
- One-time, pre-event use of preregistered attendee list for postal mailing
- One-time, post-event use of conference attendee list for postal mailing

During the Show
- Co-sponsorship of conference party
- Traffic driver prize giveaway
- Breakfast/break/lunch sponsorship
- Ad on digital billboard
- Ad on meter panel (3’x8’) in high-traffic area
- Company logo on general session entrance unit
- Company logo featured on general session entrance slides
- Conference bag insert
- Lunch table drop

IMMERSE YOURSELF
- Two Executive Connections Package passes
- One Conference & Expo Package pass
- Two lunch tickets per day
- Conference party access for booth staff

BONUS: SHARING IS CARING
Discounted conference passes for your customers ($200 off)

Note: Deadlines permitting for some deliverables

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Platinum Package

$46,800

Add a Breakfast Briefing for a discounted rate of $8,500

STRUT YOUR STUFF
- 20'x20' booth space
- Expo Hall Receptions Sponsor
- Solutions Spotlight: Twenty minutes on the Expo stage (limited)
- Choice of one key benefit:
  - Lanyard
  - Logo on all Aisle Signs/WiFi Sponsor
  - Logo on Conference Bag

RISE ABOVE THE COMPETITION

Before and After the Show
- Promotional video on events website
- Company listing in mobile app
- Company name and logo in promotional materials and on conference website
- Color logo in event brochure
- One-time, pre-event use of preregistered attendee list for postal mailing
- One-time, post-event use of conference attendee list for postal mailing

During the Show
- Traffic driver prize giveaway
- Breakfast/break/lunch sponsorship
- Ad on digital billboard
- Ad on meter panel (3'x8') in high-traffic area
- Company logo on general session entrance unit
- Company logo featured on general session entrance slides

IMMERSE YOURSELF
Two Conference & Expo Package passes +
Two lunch tickets per day +
Conference party access for booth staff

BONUS: SHARING IS CARING
Discounted conference passes for your customers ($200 off)

Note: Deadlines permitting for some deliverables

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Gold Package
$26,600
Add a Breakfast Briefing for a discounted rate of $8,500

STRUT YOUR STUFF
- 10'x20' booth space
- Expo Hall Receptions Sponsor

RISE ABOVE THE COMPETITION
Before and After the Show
- Promotional video on events website
- Company listing in mobile app
- Company name and logo in promotional materials and on conference website
- Color logo in event brochure
- One-time, pre-event use of preregistered attendee list for postal mailing
- One-time, post-event use of conference attendee list for postal mailing

During the Show
- Traffic driver prize giveaway
- Breakfast/break/lunch sponsorship
- Ad on digital billboard
- Ad on meter panel (3’x8’) in high-traffic area
- Company logo on general session entrance unit
- Conference bag insert

IMMERSE YOURSELF
One Conference & Expo Package pass
- Two lunch tickets per day
- Conference party access for booth staff

BONUS: SHARING IS CARING
Discounted conference passes for your customers ($200 off)
Note: Deadlines permitting for some deliverables

All inventory is first come, first serve
Silver Package
$21,500

STRUT YOUR STUFF
• 10’x20’ booth space

RISE ABOVE THE COMPETITION
Before and After the Show
• Company listing in mobile app
• Company name and logo in promotional materials and on conference website
• Color logo in event brochure
• One-time, pre-event use of preregistered attendee list for postal mailing
• One-time, post-event use of conference attendee list for postal mailing

During the Show
• Traffic driver prize giveaway
• Ad on meter panel (3’x8’) in high-traffic area
• Company logo on general session entrance unit

IMMERSE YOURSELF
Two lunch tickets per day
+ Conference party access for booth staff

BONUS: SHARING IS CARING
Discounted conference passes for your customers ($200 off)

Exhibitor Package
$8,700

STRUT YOUR STUFF
• 10’x10’ booth space

RISE ABOVE THE COMPETITION
Before and After the Show
• Company listing in mobile app
• Company name and logo in promotional materials and on conference website
• Color logo in event brochure

IMMERSE YOURSELF
One lunch ticket per day
+ Conference party access for booth staff

BONUS: SHARING IS CARING
Discounted conference passes for your customers ($200 off)

Get swaggy! Sponsor conference materials to up your game and increase your visibility.

Note: Deadlines permitting for some deliverables

All inventory is first come, first serve

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# Packages-At-A-Glance

Note: Deadlines permitting for some deliverables

<table>
<thead>
<tr>
<th>INVESTMENT</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>EXHIBITOR</th>
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</tr>
<tr>
<td>Reception Sponsor</td>
<td></td>
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</tr>
</tbody>
</table>

| THOUGHT LEADERSHIP |          |          |       |        |           |
| Breakfast Briefing session |       |          |       |        |           |
| 20 minute Solutions Spotlight |       |          |       |        |           |

| ACCESS |          |          |       |        |           |
| Lunch tickets | ⚫⚫ ⚫⚫ ⚫⚫ ⚫⚫ ⚫⚫ |
| Conference Pass: Conference & Expo Package | ⚫⚫ ⚫⚫ ⚫⚫ ⚫⚫ |
| Conference Passes: Executive Connections Package | ⚫⚫ ⚫⚫ ⚫⚫ ⚫⚫ |
| $200 Conference Package discount for customers | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Attendance at Conference Party | ⚫ ⚫ ⚫ ⚫ ⚫ |

| EXPOSURE |          |          |       |        |           |
| Choice of MPO included |       |          |       |        |           |
| Co-Sponsorship of Conference Party |       |          |       |        |           |
| Lunch Table Drop |       |          |       |        |           |
| Company logo on General Session Walk-in slides | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Promotional video on events website | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Breakfast/Break/Lunch sponsorship | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Conference bag insert | ⚫ ⚫ ⚫ ⚫ ⚫ |
| One ad on digital billboard | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Traffic driver prize giveaway | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Company logo on General Session Entrance Unit | ⚫ ⚫ ⚫ ⚫ ⚫ |
| One meter panel ad in high-traffic area (3’x8’ panel) | ⚫ ⚫ ⚫ ⚫ ⚫ |
| One-time use of pre-registered attendee list – 3rd party postal mailing | ⚫ ⚫ ⚫ ⚫ ⚫ |
| One-time use of conference attendee list (post event) – 3rd party postal mailing | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Company name & logo in promotional materials and on conference website | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Company listing in mobile app | ⚫ ⚫ ⚫ ⚫ ⚫ |
| Color logo in event brochure | ⚫ ⚫ ⚫ ⚫ ⚫ |

All inventory is first come, first serve
Beyond the Booth:
Conference Speaking Opportunities

HDI attendees love case studies and real-world examples. Become part of the conference program to spotlight your brand and show a captive audience how you can help transform their support center.

BREAKFAST BRIEFINGS SPEAKING SESSION
$10,000  (Limit 8)
Discounted Rate Available to Gold Sponsors and Above

We’ve managed to make the most important meal of the day even more important. Each Breakfast Briefing features a 45-minute presentation on a topic of interest. Every room will have a projection screen, microphone, and podium. Sponsors will receive a list of attendees.

SOLUTIONS SPOTLIGHT
$10,000  (Limit 7)

Showcase your latest and greatest offerings on the Expo Hall stage with a live, 20-minute presentation during Expo Hall hours. Your presentation will also be promoted in conference materials. Sponsors will receive a list of attendees.
**Beyond the Booth:**

**Pre- and Post-Show Influence**

*Pre-show, onsite, post-show. It’s a proven exhibitor marketing formula. HDI offers opportunities for your brand to have the full cycle of contact with ways to bookend your days at the event.*

**PROMOTIONAL VIDEO ON EVENT WEBSITE**

$3,000

Lights, camera, action! Get a 60-second promo video on our event website. Hosted on YouTube, the video will increase your company’s exposure leading up to, during, and after the conference.

**PRE- AND POST-EVENT DIRECT MAIL LIST USAGE**

$2,500

Get a list of attendee postal addresses for a single-use direct mailing. This is a great opportunity to capture their attention before they come to the event, drive traffic to your booth during the event, or reinforce your company’s message after the event. *Sponsor is responsible for all postage and materials costs.*
Beyond the Booth:  
Be the Life of the Party with Networking Event Packages

**EXPO HALL RECEPTIONS SPONSORSHIP**

**Sponsor** | **$4,000 (Limit 3 per reception)**
Your company’s logo on reception marketing materials and signage  
Recognition as sponsor on signage at every bar in the Expo Hall  
15 drink tickets *(per night)*

**PREMIERE** | **$10,000 (Limit 1 per reception)**  
*Includes all of the Standard benefits PLUS:*
Your company’s logo on reception drink coupons  
Signature drink sponsorship *(selected by the sponsor)*  
15 extra drink tickets *(per night)*

**CONFERENCE PARTY PACKAGE**

*$20,000 (Exclusive)*
Logo on conference party admission tickets and drink tickets  
Leads from conference party attendees  
Logo on a meter panel (3’x8’) party advertisement  
Logo on general session slides *(morning and afternoon)* and a mention by our MC  
Signs placed throughout the conference party (22”x28”)  
Signature drink sponsorship *(selected by the sponsor)*  

**Optional:**  
- Use branded cocktail napkins *(sponsor provided)*  
- Provide branded t-shirts for the bartenders *(sponsor provided)*  
- Join the HDI team at the entrance to greet guests and pass out giveaways *(sponsor provided)*
Beyond the Booth: Executive Connections Program Sponsorship

$15,000

The movers. The shakers. The decision makers. Get your brand in front of our most influential attendees.

HDI offers a VIP experience to 100 senior-level directors and executive attendees through the Executive Connections conference package. These VIPs pay a premium for exclusive access to keynote speakers and senior-level networking. These are the buyers you want to be talking about you!

- Get your own passes to the VIP experience: Two Executive Connections package passes for your company’s representatives
- Welcome letter, to be included in the Executive Connections participant packet
- Your company’s logo on on-site signage at the VIP reception
- Signage in the Executive Connections breakfast/lunch rooms and brochures on the tables
- Your company’s logo on premium, reserved seating during all general sessions
- Pre- and post-event mailings to the Executive Connections participants

Optional:
- Present a giveaway during a breakfast/ lunch session (sponsor provided)
- Deliver welcome remarks at the VIP reception
Beyond the Booth: Mobile App Sponsorship

Be right there at your customers’ fingertips!

Sponsorship
$5,000 (Limit 3)
- Promoted as mobile app sponsor on HDI Conference event website and in mobile app marketing materials
- Logo in on-site signage where mobile app is promoted
- Highlight booth in floor plan
- One branded micro app on app flyout menu
  - Company logo and link to mobile-friendly webpage (assistance available, if needed)

PREMIER SPONSORSHIP
$10,000 (Limit 1)
Includes all of the Standard benefits PLUS:
- Sponsor logo on mobile app download page
- Exclusive logo exposure on the splash screen
- Logo in pocket guide where app is promoted
- Three promoted posts (100-character limit) pinned to the top of the app’s “Activity Feed” each day from 11 a.m.-noon (message must be tied to an attendee benefit/giveaway)
- Mobile app survey: Gain valuable insight about your company, product, booth, and session through a brief survey (up to five questions)
Beyond the Booth: Conference Swag

Make a lasting impression. Add some exclusive conference swag to your existing package—you’ll love seeing your logo in use on the show floor and around the hotel before it heads back to offices around the world!

ALL SWAG IS LIMITED TO ONE SPONSOR PER PROMOTIONAL ITEM:

- CONFERENCE BAG  |  $15,000
- CONFERENCE BADGE LANYARD  |  $18,500
- WATER BOTTLE SPONSORSHIP  |  $10,000
- CONFERENCE T-SHIRT  |  $8,000
- CONFERENCE NOTEPAD  |  $7,500
- CONFERENCE PEN  |  $4,000

SPECIAL PRIZE GIVEAWAY SPONSORSHIP  |  $17,500 Exclusive

SPONSOR THE HDI ARCADE  |  $20,000  |  OR $6,000 per GAME

DIGITAL BOOTH DRIVER (Posts through Twitter and conference app)  |  $2,500

FOCUS GROUP WITH ATTENDEES  |  $35,000
Deadline February 28, 2018

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FOCUS GROUP WITH ATTENDEES  |  $35,000
Deadline February 28, 2018
Beyond the Booth: On-Site Advertising

HDI offers printed advertising opportunities at multiple locations and times during your week at the event. From hotel keys to signage, combine as many as you want to stay top-of-mind with your next customers!

**HOTEL ROOM KEYCARD | $15,500 (exclusive)**
- Maintain your visibility from the minute they check-in by adding your branding to hotel room keycards.

**HOTEL ROOM DROP | $15,000/day**

**LUNCH TABLE DROP | $7,500/day**

**CONFERENCE POCKET GUIDE | $7,500 (exclusive)**
- Full-color ad on back cover

**METER PANEL ADVERTISEMENT | $6,000**

**AISLE SIGNS | $2,500 per aisle**

**ELEVATOR CLINGS | Custom**

**STAIR CLINGS | Custom**

**CONFERENCE BAG INSERT | $4,000**

**DIGITAL BILLBOARD AD BY REGISTRATION DESK | $3,000**

**TRAFFIC DRIVER OPPORTUNITY | $2,500**
- DOUBLE your leads. The traffic driver will send attendees to your booth to collect a stamp to be eligible for the prizes raffled off at the close of the Expo Hall.
Beyond the Booth: 
Custom Commercial Video Package

$15,000

Your booth/company will receive a fully edited and polished 90 second to 2-minute promotional video that features an interview or scripted voiceover of a representative, mixed with product shots of your display, customer interaction, and a fully-licensed music track to match the energy of your booth on the Expo Hall floor.

We will assign you a time slot during off-hours to capture all necessary footage (so we don't interrupt your sales), and then we will begin post-production to complete your video.

This video will be fully branded with your company name, logo, titles and product in order to provide you with a marketing piece that you can use outside of the context of the HDI Conference, and as your company's advertisement online.

OUR VIDEO CREW WILL PROVIDE ALL OF THE FOLLOWING:

4K RESOLUTION PRODUCTION CAMERAS

FULL INTERVIEW LIGHTING AND WIRELESS AUDIO

CINEMATIC CAMERA RIGS
• sliders, tripods, 3-axis gimbal stabilizer, etc

FULL POST-PRODUCTION
• includes logo animation, titles, and music licensing
About HDI 2018 Conference & Expo

The most comprehensive four-day event covering all aspects of the technical support industry provides over 2,400 attendees with more than 100 training sessions, extraordinary keynote speakers, a jam-packed expo hall, and nonstop networking opportunities. A wide-ranging audience of technical support practitioners, experts, and influencers gather each year in search of the latest ideas, technologies, and solutions that can help them create a support team their customers will rave about.

Ultimately, HDI attracts the most dedicated support professionals—those who demonstrate their commitment to and willingness to invest in tech support excellence.

Specific topics of interest to the HDI audience: Customer satisfaction, knowledge management, metrics reporting, employee engagement, and staffing on a budget.

Contact:
Amanda Groppetti
415.947.6213
Amanda.Groppetti@UBM.com
HDIConference.com
HDI Conference Exhibitors:
These Exhibitors know the value of the HDI Conference & Expo!