



Custom Events

Cultivate Business Relationships

Imagine it — your solutions showcased exclusively to a room full of Texas decision-makers. In a state where the strength of your relationships can gauge the success of your business, our breadth of public-sector connections and market intelligence is what attracts the decision-makers you need to know to build long-term business partnerships.

Texas Technology offers its current year advertisers* a variety of sole-sponsored event options to maximize face-to-face opportunities with the full spectrum of Texas buying influence.

- ★ Establish your leadership position across the state and/or specific vertical.
- ★ Interact directly with the Texas IT leadership.
- ★ Accelerate sales opportunities with customers and prospects.

100% Turnkey Production

Our seasoned events team will manage your entire program including: content creation, speaker recruitment, onsite logistics, promotion and registration, so you can focus on your Texas sales strategy and goals.



HALF-DAY ROAD SHOWS

Our half-day Road Shows provide the perfect opportunity to build long-term customer relationships and present how your solutions address Texas public-sector business challenges. As the only industry representation in the room, you'll have the exclusive opportunity to solidify your market credibility, network with prospects and build your sales pipeline.

Estimated Event Time Frame: 3 to 3 ½ hours

Attendance: 25-40

Price: Road show pricing is determined by the quantity of events purchased. Price range is \$24,500 - \$27,500 net per event.

SOLUTION SERIES

For a more condensed format, we offer a Solution Series option. This is similar to our Road Shows but is shorter in time frame and does not include a panel deliverable.

Estimated Event Time Frame: 2 to 2 ½ hours

Attendance: 25-40

Price: Solution Series pricing is determined by the quantity of events purchased. Price range is \$19,500 - \$22,500 net per event.

EDITORIAL ROUNDTABLES

These editorially-driven roundtables — moderated by a senior-level *Texas Technology* executive — are an informal setting to initiate high-level relationships with 8-12 Texas C-level executives and senior IT management. As the exclusive industry participant, you'll get first-hand insight into their pain-points, current priorities and future plans so you can develop the most effective sales strategy into the region.

Estimated Event Time Frame: 2 to 2 ½ hours

Attendance: 8-12

Price: Pricing is determined by the quantity of events delivered and ranges from \$14,000 - \$16,000 net per event.

INTERNET SEMINARS

Our Internet Seminars are an ideal way to support a quick "go-to-market" strategy by allowing you to capture instant mindshare and direct dialogue across the state, and without ever leaving your office. This format has become one of the most preferred communication opportunities because of its immediate and broad impact for our clients.

Estimated Event Time Frame: 1 hour

Attendance: 50 minimum

Price: One hour Internet Seminar, 50 attendees. Price range is \$25,500 net. If client manages Internet hosting technology, price becomes \$16,500 net.



**Note: Custom events targeting Texas jurisdictions are reserved for Texas Technology current year print advertisers.*



For more information

contact 877.932.1337 or
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Texas Technology
• INNOVATION FOR GOVERNMENT AND EDUCATION •