

2011 Door64 Tech Fair ♦ Sponsor Guide

Monday, September 26th, 2011 • 9 AM through 4 PM

AT&T Executive Education & Conference Center, Austin, Texas



Hello and welcome to the 2011 Door64 Tech Fair! We are excited that you can join us for this annual showcase of Austin-area technology companies, organizations, and user groups!

Let's review some preparations and logistics for the day of the event:

General

Arrival & Opening: Please plan on arriving at 7:00 AM on Monday September 26th, as you will have from 7:00 AM - 9:00 AM to setup your table in the exhibit area. Doors open for attendees at 9:00 AM.

Parking: You may park in the parking garage attached to the AT&T Executive Education & Conference Center on West 20th between Whitis & University Ave. If you would prefer to park in the public lot across the street from the Conference Center on Whitis Avenue or at a metered spot on the street, you are welcome to do so. The main entrance to the conference center is on Whitis Avenue. See the map on the last page of this packet.

Closing: The Door64 Tech Fair will end at 4:00 PM, and table sponsors will have one hour subsequently for tear down between 4:00 PM and 5:00 PM.

Exhibitors

Loading/Unloading: Exhibitors can load and unload through the main conference center doors (located on Whitis Ave.) and then take the elevators up to level M3 to get to the ballroom.

Ballroom: Your table will be located in the ballroom exhibit area on level M3. When you arrive in the morning, please go directly to level M3 to check-in and you will be directed to your table. Check-in is located outside the ballroom entrance.

Table: You will be provided a 6 ft. table, 2 chairs, and electrical outlet access (if requested prior). You are welcome to bring more than 2 representatives from your company (no pre-registration is required); however, we will only have a limited number of chairs available. It is a good idea for at least one person to stand in front of your table to greet attendees. You will not likely have room for large booth setups that you would normally bring to 10x10 booth (trade-show style) exhibitions, so we recommend that you do not bring them.

Signage: If you have emailed your company's logo (high resolution PNG, JPG, BMP, TIFF, or PS graphic file) to Dena Swasey, your complimentary 2'x4' banner will be provided on the day of the event. We will provide the means to hang the banner on your table. Please keep your sign after the Door64 Tech Fair as our gift. You may also bring free-standing signage for behind your table. Note that nothing may be adhered to the walls of the ballroom.

What to bring for your table: Looking for some ideas? Consider the following:

1. A fishbowl for collecting business cards. Entice attendees to drop their business card by giving a way a door prize or promotional item.
2. Pens, note pads, and plenty of business cards for each representative.
3. People who are knowledgeable about your particular technology (see *mental preparation* below).
4. Live examples of your products in action, or any other exhibition of your unique technology.
5. Flyers or brochures about your company, products, and services.
6. Promotional items (squishy balls, trinkets, etc.)
7. Candy (everyone loves a bowl of candy, which draws them to your table).
8. Laptop. Wireless access is provided by the AT&T Conference Center.
9. Extra power strip. If you envision needing more than 1 outlet, please bring a power strip for your table. The Conference Center may have extras, but we cannot guarantee their availability.

Mental Preparation: The Door64 Tech Fair is an Austin community event focused on bringing exposure to your company, enabling you to engage with local technology professionals who want to network with you, and learn about your company, your technology, and your products. Do not treat this like a traditional sales-driven trade show. Instead, think of this as an all-day networking event with tables! When you find people who are really interested in your company, products/services, or technology, don't be afraid to schedule a time to meet for coffee or lunch. After all, such individuals are obviously drawn to your company and could become a passionate customer, consultant, hiring candidate, or advocate for your business. These types of conversations that can lead to new opportunities that you or your company never saw coming.

B2B Networking: At 8:00 AM (one hour before doors open for general admission), you may use this time to network with other company representatives in the exhibit area. This gives you an opportunity to venture out and network.

Video: We are planning to have an ENG (electronic news gathering) crew to interview guests and company representatives. This recorded footage will be compiled and used to recap the day's events. If you would prefer not to be interviewed, simply let them know if approached. They are friendly and will work around you and your needs.

Platinum Sponsors

The Community Talk portion of the Door64 Tech Fair consists of nine short speaking sessions held throughout the day in area adjacent to the exhibit hall. The official schedule of the nine sessions can be found on the Door64 Tech Fair attendee registration page: <http://door64.com/techfair>. Each Platinum Sponsor will be assigned to speak prior to one of these talks; your respective session will be coordinated by Dena Swasey.

Arrival: Please arrive to your sponsored session 5-10 minutes prior. Please find Dena Swasey outside the door (she will be wearing a name tag), and she will direct you from there.

Speaking to the audience: When the session is about to begin, you will take the podium and welcome attendees to the session, will have up to 5 minutes to speak to the audience about your company, products/services, and/or unique technology. You will not have the capability to display a presentation; instead, you may wish to bring notes to speak from. Remember that attendees are interested in learning about your company, so avoid the temptation of using this time to make a hard sales pitch. Some interesting talking points to consider are the story about how your company started or came to Austin / Central Texas, what is unique about your company's technology, interesting customer stories, or your near and long term plans in Austin (e.g. what types of people you are hiring now or anticipate hiring in the future). After your 5 minutes, you will be able to introduce the speaker for the Community Talk session.

Contact Information

On the day of the event, if issues arise, please use this information to contact us via our mobile phones:

Matt Genovese: 512-226-3208

Dena Swasey: 281-352-9127

Website & Venue Information

Door64 Tech Fair attendee registration page: <http://door64.com/techfair>

Door64 Tech Fair sponsor registration page: <http://door64.com/techfairsignup>

Address: 1900 University Avenue, Austin, Texas 78705

