



tekSESSIONS 2011

RIGHT NOW!

November 9 - 11, 2011  
Renaissance Hotel and Convention Center, Schaumburg, Ill.

# RIGHT NOW!

## RIGHT NOW...

Retail IT spend is **up 4.3%** over the previous year and technology is a huge focus.

## RIGHT NOW...

**40%** of retailers plan to purchase new sig cap devices this year.

## RIGHT NOW...

**75%** of retailers plan to replace their POS systems in the next 4 years.

## RIGHT NOW...

**68%** of retailers plan to upgrade to 2D barcode scanners in the next 2 years.

## RIGHT NOW...

**55 senior-level IT retail executives** are making plans to attend tekSESSIONS 2011 to get help on making these technology decisions.

# WHERE WILL YOU BE?

tekSESSIONS provides:

- \* **Star-studded interactions.**

tekSESSIONS is an invitation only event so you are guaranteed meaningful interactions senior-level IT executives.

- \* **Talent (and product) showcase.**

tekSESSIONS is a technology focused event giving you many opportunities to showcase your solutions including a technology zone like no other.

- \* **An entourage.**

The tekservePOS sales team will act as a extension of your sales team – they will bring the customers to you!

- \* **Hair-raising performances.**

Yes we say it all the time, but it's the truth...tekSESSIONS events rock!

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## MULTI-PLATINUM PACKAGE

Reserved for the only best talent and technology in the industry.

- > One team sponsorship for opening night event to benefit charity.
- > One product table at the Friday product innovation fair.
- > 2 conference registrations for your company for ALL conference sessions and activities – except for Thursday night dinner (see below if interested in sponsoring the dinner).
- > Intimate networking opportunities at ALL sessions, breakfasts, breaks, lunches and opening night event.
- > Opportunity to have a customer of yours participate in a tekSESSIONS panel and attend the conference for free. All panel topics chosen by tekservePOS, ask for details.
- > Company logo on all tekSESSIONS promotion, website and program material.
- > Two PDFs of literature to be included on the conference flash drive.
- > One Guest Blog entry to be promoted on our website and social media sites.
- > Promotion of 1 whitepaper or webinar to be promoted on the front page of our website.
- > Two months of banner ad placement on tekservePOS.com (artwork to be supplied by vendor).

Fee: \$7,200.00

Sponsorship Renewal: \$6,500.00

## ONE-HIT WONDER PACKAGE

For those companies who like to make a big-first impression and then get out of town.

- > One product table Friday morning at the innovation fair.
- > 2 passes for your company to attend the innovation fair.
- > Company logo on all tekSESSIONS promotion, website and program material.
- > One PDF of literature to be included on the conference flash drive.
- > One Guest Blog entry to be promoted on our website and social media sites.
- > Promotion of 1 whitepaper or webinar to be promoted on the front page of our website.
- > One month of banner ad placement on tekservePOS.com and tekSESSIONS website (artwork to be supplied by vendor).

Fee: \$4,900.00

## STILL PLAYING IN MY BASEMENT PACKAGE

For those companies who are trying to get their name out but are not ready for a stage presence.

- > Company logo on all tekSESSIONS promotions, website and program material.
- > One PDF of literature included in the attendee only section of the tekSESSIONS website.
- > One Guest Blog entry to be promoted on our website and social media sites.
- > One month of banner ad placement on tekservePOS.com and tekSESSIONS site (artwork to be supplied by vendor).
- > Promotion of 1 whitepaper or webinar to be promoted on the front page of our website.

Fee: \$2,900.00

# SPECIAL ADD-ONS

## **Back Stage Pass (limited to 3 vendors)**

This is a little extra for those who can't get enough of our star-studded audience.

- > One of three vendors to co-Sponsor an intimate Thursday night dinner for our awesome retail stars.
- > The only people allowed to attend are the 3 sponsoring vendors, tekservePOS sales and management team and our retail attendees.
- > tekservePOS chooses the location and makes all arrangements.
- > Conference signage and announcements of sponsoring vendors.

Fee: \$2500.00

## **Tour T-Shirts (limited to 1 vendor)**

Designed for companies who believe the fastest way to sell their product is to make people where it.

- > Money goes to the purchase of t-shirts for the attendees of the show.
- > tekservePOS orders and designs the shirts.
- > Your company logo will be included on the shirts.
- > Option to have a representative from your company work the t-shirt stand with tekservePOS.

Fee: \$2500.00

## **Autographed Van Halen Guitar (limited to 1 vendor)**

You not only love your brand, you love Van Halen and want to share the music.

- > tekservePOS will find and purchase an autographed Van Halen Guitar for a giveaway at the technology show.
- > Vendor gets to draw the name and announce the winner.

Fee: \$3500.00

## **Opening Acts**

Looking to hire some additional entertainment, Rock-n-Roll style. Let us know if you're interested in co-sponsoring something with us and we can let you in on what we're thinking and estimated costs.

Fee: Call for pricing.

# PAST SPONSORS

Cherry  
Cipherlab  
Datalogic  
Dell  
ENS

Epson  
Global Bay  
HP  
Hughes  
Honeywell

IBM  
Intermec  
Lexmark  
Motorola  
Peerless Mounts

Planar  
PioneerPOS  
POS-X  
Star Micronics  
Touch Dynamic

VeriFone  
Xerox  
Zebra

# PAST ATTENDEES

AMF Bowling  
Brown Shoe  
Charlotte Russe  
Claire's Stores  
Clothing for Modern Times  
Conway Stores  
Cost Plus Inc.  
Dollar Tree Stores, Inc.  
Dots  
Eastern Mountain Sports  
Eddie Bauer

Factory Card Outlet  
Frederick's Of Hollywood  
Godiva Chocolatier  
Grupo Commercial Control  
(Woolworths Mexico)  
Grupo Ramos  
Hallmark Cards, Inc.  
Hard Rock International  
Harry & David  
Jcrew  
Jockey International

Kohl's Dept. Stores  
Lakeshore Learning Materials  
Macy's  
Office Depot  
Office Max, Inc.  
Party City  
Perry Ellis  
Pep Boys Manny Moe & Jack  
Retail Brand Alliance  
Sephora USA, Inc.  
Teriyaki Experience

The Children's Place  
The Container Store  
The Sports Authority  
Trans World Entertainment  
Tuesday Morning  
United Fashions of Texas  
Von Maur  
Wakefern Food Corp.  
Walgreens  
Wegmans Food Markets  
Williams-Sonoma, Inc.

