



## Associations – Information Kit

[www.massivetechshow.com](http://www.massivetechshow.com)





## Overview

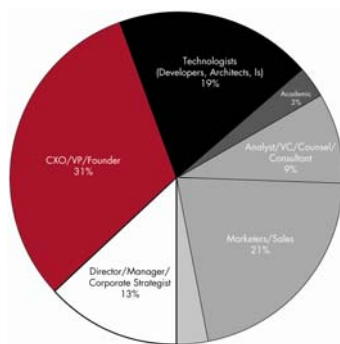
**What is Massive?** The Massive Technology Show is a three-part, interactive forum that showcases technology to the general business community.

**Purpose:** This *massive* one day event connects business professionals with high-tech companies, offering them a chance to learn about new technologies that will help them grow their business in a non-threatening, user-friendly environment. The Massive Technology Show gives businesses the knowledge they need to make more informed decisions surrounding new technologies that will help them improve internal and external communications, systems infrastructure and much more!

**Your Opportunity:** As an association focused on providing resources to technology companies, this is the perfect place to reinforce your community presence and directly reach out to help promote your membership. Participating associations will have the opportunity to generate valuable brand recognition both leading up to and during the show.

**Format:** The 2006 show boasted over 4000 attendees and reached tens of thousands of business leaders during the pre-show marketing campaign. Don't miss your opportunity to reach this profiled audience of key decision-makers!

- **CONFERENCE:** The show features several highly respected business thought-leaders who share their experience and wisdom on using technology in business. Topics on our radar for this year's conference include:
  - Wireless applications for your sales force
  - The future of wireless hotspots
  - Protecting your customer data
  - Improving internal and external communications using interactive media
  - Improving the flow of data transfer in your office
  - Generating targeted leads using internet
  - Search Engine Optimization 101
- **TRADESHOW:** Demonstrations and interactive exhibits by leading technology companies.
- **NETWORKING RECEPTION:** Connecting tech-industry guru's with business decision-makers from various business sectors including education, film, professional services, retail, and much more.



Projected Tradeshow Attendance: 4500 +  
 Projected Conference Attendance: 600+  
 Region of focus: Western Canada

## Benefits of Participation

- Recognition in a multi-level marketing campaign which includes print, radio, web, email, and television
- Opportunity to bring awareness to your association's latest initiatives
- Exposure in front of a targeted business and technology audience
- Opportunity to inspire fellow business leaders looking to learn from experienced leaders like you



## How to Get Involved

Become a 2007 Association Partner and receive thousands of dollars worth of marketing, in exchange for helping us promote this event to your membership.

Your association will receive:

- Official recognition on all materials as an association partner
  - Logo in posters & flyers
  - Logo and link on website: [www.massivetechshow.com](http://www.massivetechshow.com)
  - Recognition in Massive Magazine

PLUS – opportunity to display materials at the show in our Industry Pavilion at a fraction of the cost regular exhibitor rates!

DISPLAY AREA - \$250+GST  
4x4 Table Top with additional area for rack cards

Get the message out via:

- Email announcements to your database
- Massive logo and link on your website
- Inclusion in your newsletters
- Distribution of Massive Magazine & brochures at your events
- Mail distribution of Massive Magazine to your membership (Massive can assist with postage for shared mail-outs!)

Special Benefits to your membership:

- Discounted exhibitor rate for your members (10% off!)
- Discounted conference passes for your members (10% off)
- Free tradeshow passes



## Testimonials

"Massive is one of the best tradeshow I've attended for some time. The combination of energy and quality of participants made it a worth while investment for Research in Motion. We're looking forward to working with the Massive team again in 2006!" -Rene Vierling, Carrier Marketing Manager, Research in Motion (BlackBerry)

### Past Massive Sponsors

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### Past Media Sponsors

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### Past Massive Speakers

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