

DISASTER RECOVERY
DRJ
JOURNAL

Conference Sponsorship Opportunities



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DISASTER RECOVERY JOURNAL

The #1 Business Continuity Publication in the World

Every issue, *Disaster Recovery Journal (DRJ)* delivers how-to, in depth knowledge into business continuity planning more than any other business publication. This unique ability to take readers further inside the issues has made DRJ the #1 read business continuity publication in the world, one with a circulation and audience that consistently dominates the business continuity magazine field. Add to this strength that we have consistently higher ad recall than our competitors in every major advertising category and the DRJ advantage becomes clear.

Uncompromising Integrity That Builds a Bond

Our readers always come first. It's a principle we never sacrifice. Not in Print. Not at our events. This is proven in the fact that we are the most widely read publication in the industry as well as our shows pulling in the largest attendance in the business continuity industry. DRJ's consistent delivery of unbiased business journalism has enabled us to forge a bond with our audience that is the envy of the business continuity world.

History

As the publishers of the industry's premier publication on business continuity, DRJ has an abundance of resources and materials available for your use. DRJ delivers the most informative and up-to-date information available in our industry to over 58,000 business continuity professionals. In addition to the magazine, DRJ sponsors the world's two largest conferences and exhibitions in the industry with over 3,000 in total attendance. The shows are held every year in San Diego in September and Orlando in March. Check out www.drj.com to sign up for a free subscription or for more information.



Sponsorship Overview

A conference sponsorship is an excellent sales and marketing opportunity for your organization. Sponsors obtain unprecedented exposure to thousands of planners, industry leaders and potential customers. Show your commitment to the industry with one of our sponsorship opportunities. Key decision makers, industry executives and future industry leaders converge at each DRJ conference, providing an excellent marketing forum for your organization. Conference attendees are in need of information, services, products and contacts. As a conference sponsor, your organization will be a highly visible resource for potential customers. Each level of sponsorship provides excellent exposure for your organizations' logo, profile and service offerings.

Benefits of sponsoring a DRJ conference include:

- Interaction with key decision makers in a relaxed environment.
- Increased brand awareness for your organization.
- Gain recognition for your products and/or services.
- Opportunities to build relations with existing or new customers.
- Face-to-face networking opportunities with hundreds of industry planners.

In addition, certain levels of sponsorship enable an expert from your organization to address conference attendees in a session. This exchange of information is invaluable for building familiarity and awareness of your organization.

Program Overview

An ever-changing global environment filled with risks, hazards and disasters requires preparedness – in every sense of the word. Businesses must be able to meet any challenge, from a small amount of data loss to a huge terrorist attack. It is no longer a world where the focus can remain on IT solutions; business continuity encompasses every detail of preparedness, security and risk analysis. Downtime of any kind is not acceptable.

Business continuity planners must foresee and plan for these risks on a daily basis. To meet the challenge, diligence, education and research are required. With tight budgets and personnel shortages, the task of staying prepared can be daunting.

That is why it is essential to pursue knowledge in a timely, easily attainable format. To remain ahead of the challenges, the risks and the evolving technology, business continuity planners must strive to network with other planners, meet with vendors, discover new technology and explore new topics.

DRJ's Spring and Fall World conferences offer the opportunity for intense study and exploration of all aspects of business continuity planning. Whether it is a hands-on workshop, a lecture session or an informal grouping during lunch, there are numerous learning opportunities at these conferences.

As the largest business continuity conference in the industry, these seminars attract continuity planners from throughout the world and all aspects of business continuity planning. DRJ has sponsored over 40 conferences, making it the premier event in the industry.

At these conferences, business continuity planners with a variety of experience levels can come together to find solutions, sessions and more. Business continuity planners, emergency responders, IT professionals, security professionals, executives and anyone charged with protecting the company's assets will benefit from the Spring and Fall World Conferences. Attendees can enjoy a multitude of opportunities:

- Participate in hands-on workshops and sessions, led by some of the industry's leading experts.
- Hear lessons learned from those who've experienced loss and recovered.
- Tour the expansive exhibit hall to learn about the latest technologies and services available in the BCP industry.
- Participate in a real-time Mock Disaster Exercise. Join others as you are taken through a disaster experience or other business interruption and learn the steps needed for recovery.
- Learn how to write, implement and test a successful contingency plan.
- Understand the upcoming trends and best practices for the industry.
- Learn about regulations, requirements and other legal issues that will affect organizations and discover the steps necessary for compliance.
- Identify, manage and recover business critical records, data and information security.
- Network with other business continuity planners and face the tasks ahead with confidence.
- Learn preparedness for any security risk, from disgruntled employees to terrorists attacks.

FOR MORE INFORMATION ON OUR EVENTS, VISIT

www.drj.com

To sponsor an event please contact Bob Arnold (636) 282-5800 or bob@drj.com

CONFERENCE SPONSORSHIP OPPORTUNITIES

All sponsorships include one piece of marketing collateral dropped in all attendee packets

Gold Sponsorship (one available)

\$45,000

Sponsor Monday Night's Hospitality and become the only Gold Sponsor of the entire conference. It includes all the benefits of the Conference Co-Sponsorship plus the following: a one time mailing to the entire DRJ subscription list, guaranteed General Session slot, more exposure

than any other sponsor, plus the exposure you will receive at your own hospitality. If your organization is looking for exposure this is the sponsorship.

Price : **Cost of hosting the Hospitality or \$45,000**

Silver Sponsorship (four available)

\$18,000

- Guaranteed Speaking Slot (Breakout or Workshop Session)
- 4 Full Conference Passes (\$4,390 Value)
- Email announcement to all registered attendees – sent through DRJ 15 days out from show.
- Recognition as the show's Silver Sponsor
- Your logo in a prominent position on the General Session Banner, Exhibit Hall entrance and various sponsorship posters throughout the show.

- Silver Sponsor write-up in the Exhibitor Guide handed out to all attendees.
- 2 Booths in the Exhibit Hall (\$4,390 Value)
- 1 Full Page Advertisement in the Conference Booklet
- Plus all of the benefits associated with the Full Conference
- Pre-Selection of your booth at the next DRJ show

Bronze Sponsorship (four available)

\$15,000

- Bronze Level Exposure on all Conference Material
- Guaranteed Breakout/Workshop Session
- 50 Word email to pre-registered attendees 15 days out from show
- Large Co-Sponsor Banner hanging in front of all General Sessions
- Logo on the 24 page Brochure/Website/CD/Attendee Bags/Posters/ More

- Logo and description in Exhibitors Guide
- Piece of marketing material dropped into all attendee bags
- Pre-Show attendees list for pre-mailer
- Pre-Selection of your booth at the next DRJ show

Full Conference Co-Sponsorship

\$9,000

- Logo placed on Large Co-Sponsor Banner hanging in front of all General Sessions
- Logo on the 24 page Brochure Cover
- Logo and Description on Co-Sponsor Page in 24 page brochure
- Logo and Website Address on all Attendee Bags
- Logo on all Attendee Binders/CD-ROM
- Logo on the Co-Sponsor Sign of Exhibit Hall Entrance Unit

- Logos on 3 Large Co-Sponsor Posters throughout the show.
- Logo and Website links on all the Conference WebPages (40 pages total)
- Logo and description in Exhibitors Guide
- Piece of marketing material dropped into all attendee bags
- Pre-Show attendees list for pre-mailer
- Pre-Selection of your booth at the next DRJ show



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Networking Breakfast

\$4,000

- Sit the attendees down, start their day off right with a networking breakfast on Monday or Tuesday.
- Share two 30" x 40" posters (4 Color) with DRJ.
- Logo Recognition on table tents in breakfast area and one piece of marketing collateral on all seats

Networking Luncheon

\$5,000

- Sponsor a sit-down lunch on Monday, Tuesday or Wednesday.
- Table Tents on all luncheon tables featuring your company's logo and one piece of marketing collateral on all seats. Logo recognition in the Conference Mini Brochure
- Share two 30" x 40" (4 Color) posters with DRJ.

Refreshment Break

\$3,000

- Give attendees a jump start at mid-morning break time. Coffee, tea and sodas are provided at each mid-morning break each day of the conference.
- Share Two 11" x 17" (4 Color) posters with DRJ.

Conference Manuals

\$3,000

- The sponsorship of conference manuals is geared for a company that desires visibility. This package ensures that your company's name stands out not only at the time of the conference but also long after the event when the attendees refer to conference materials.
- Place a 1/2 Page ad on the cover of all three conference manuals, guaranteeing your ad incredible visibility. The conference manuals are distributed to each conference attendee.

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Mock Disaster Sponsorship

Sponsor this unique three-hour workshop feature at the DRJ Conference! This is an opportunity for the attendees to learn more about how to use your products and services. What better way than to simulate an actual disaster recovery situation!

- Mock Disaster Workshop is 3 Hours on Sunday afternoon
- Workshop Hours are 1:30 pm – 4:30 pm
- DRJ recommends that you do NOT make this a three-hour infomercial
- Workshop registration is limited to 200 paid conference attendees

If you elect to sponsor this function, you would need to coordinate execution of the event with the hotel and perhaps a production company. You will need to keep DRJ Management apprised of all the coordination efforts. All “Mock” attendees must be paid DRJ conference attendees.

- DRJ will promote your sponsorship of the “Mock” in all conference brochures.

- DRJ will provide a meeting room large enough for 200-classroom seating.
- DRJ will provide one 30”x 40” (4 color) sign with your Logo promoting the “Mock”
- DRJ will provide you with a list of your “Mock” registrants for pre-conference mailings.
- Your company logo will be included on conference materials distributed at the conference (ie: canvas bag, exhibitor guide, brochures, etc.)
- You may hang your banner/sign or other promotional items in (or around) the room/area designated for the “Mock” (hotel permitting)
- Your session cannot be disruptive to the other Workshops that are running concurrently with yours
- Any paid attendee (regardless of company affiliation) should be able to attend the “Mock.”
- Refreshments/snacks are optional; however, DRJ would encourage you to, at a minimum, provide sodas/coffee mid afternoon

Cyber City Sponsorship

Sponsor this new and unique feature at the DRJ Conference! We will have plenty of PCs set up, so attendees can surf the Internet or visit a chat room. The Cyber City will be open before and after conference hours to help attendees make the most of their free time.

- Cyber City opens on Sunday afternoon Noon until 8:00 or 8:30 p.m.
- Monday hours usually run 6:00 a.m. – 6:30 p.m.
- Tuesday hours usually run 6:00 a.m. - 6:30 p.m.
- Wednesday Hours usually run 6:00 a.m. - 12:30 p.m.

If you elect to sponsor this function, you would need to coordinate the installation, and cost of a T1 line and all power requirements with the Hotel. In addition, you would need to supply the PCs (laptops preferable), router, all required hardware, wiring etc. Or an onsite

mobile data center with all of the necessary equipment and Internet access.

- DRJ will promote your sponsorship of the Cyber City in all conference brochures.
- DRJ will provide a “high traffic” room/area to be designated as the Cyber City.
- DRJ will provide one 30”x 40” (4 color) poster promoting the hours.
- Your company logo will be included on conference materials distributed at the conference.
- You may hang your banner/sign or other promotional items in the room/area designated as the Cyber City(hotel permitting).
- Refreshments/snacks are optional; however, at a minimum DRJ would encourage you to provide coffee/tea available in the mornings.

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