



Technology & Business Summit – Exhibitor Overview Basic

Vision, Mission, Overview & History

- The Tech Summit is an event driven by Manufacturer Representatives. The focus is a combination of education on an industry-wide level, and to highlight the newest cutting edge products from exhibitors.
- The Mission is to provide Representatives and Manufacturers/Exhibitors with a turnkey customer event for planning, logistics, communications, vendor participation and value to the territory's integrators.
- Offer a local market Integrator event for education, business development and peer-to-peer networking.
- Began in Southern California in 2009 between three reps that attracted 25 exhibitors and 160 integrators. Has grown to 75-90 exhibitors and over 600 participants in So Cal and Florida, and expanded successfully to other territories in US. The branded Technology & Business Summit, widely known at the Tech Summit, (and not to be confused by other events with similar names) is now solidified as an event that Exhibitors know what to expect regarding high value and professionalism.

Setting

- Hotel ballroom setting, 6-foot tabletop exhibits. Level playing field for exhibitors.
- Reps focus on dealer and manufacturer participation. Event is supported by exhibiting manufacturers.

Summit Organizer

- Integrator Network (a sister company of Clarity AV International, Inc.)
- Mark Cichowski, CEO of Clarity AV International, Inc. and Tech Summit founder, has partnered with Frank White to run the events and work on strategic planning to continue to build event value.
- Mark and Frank with their extensive industry experience, relationships and understanding of the participants needs and goals, form a creative and enthusiastic team along with the Representatives, to assist Manufacturers/Exhibitors and Integrators benefit from an ever-evolving event.

Summit Organizers Provide

- Summit website(s). Territory specific site for each Summit with exhibitor, rep and event information.
- Entire event logistics, including hotel negotiations, planning, attendee registration, and management.
- Cutting edge education and diverse industry expert seminars.
- Pre/Post marketing and communication to attendees, e-newsletters, and press releases.
- Frequent feeding. Quality lunch. Coffee, tea, soft drinks and snacks.
- Exhibitor product raffles.
- On-site day(s) of event management and high-energy environment.

Integrator Benefits

- Free event to integrators.
- "One-stop shop" – see a significant number of exhibitors in one location in one day.
- Professional education seminars and some may earn CEDIA CEU's.
- Network with peers and work on their business, not just in it.
- High value to integrators. Staff that do not attend national trade shows meet exhibitors, are exposed to new products, and receive free education and food – all in one day with no extensive travel costs.

Representative Benefits

- Engagement with integrators and valuable event for quality interaction.
- Build dealer relationship with manufacturers.
- Focus is on dealer invitations to event, building relationships and selling, not trying to run an event.
- Work together to build a community of business.

Manufacturer/Exhibitor Benefits

- Multiple dealer meetings and exposure to potential customers that they may not otherwise meet.
- Personal conversations and product presentations with integrator business owners and staff.
- Show concept products in an intimate event setting. Easy/fast set-up and tear-down.
- Low fee for participation considering exposure and contacts with customers, and potential customers, in short period of time.
- Territory travel efficiency. Windshield time sometimes gets old.

Participation Fee, Deliverables & Information - Includes, but not limited to:

- A table at each exhibitor day at the event. (Some events are two day)
- Access to have one on one conversation with prospective and current dealers.
- Marketing your company to the attendees.
- Placement on the Tech Summit website with links to your website and the related rep.
- Exhibitor signage and event signage – manufacturers name/info on marketing materials & website.
- Lunch on the exhibits days.
- Basic wireless Internet access on the exhibit floor.
- Power for your display. If you need power strips and/or extension cords, please bring them.
- If we have a low light area and if pipe and drape are needed, additional fees apply.
- Labels and tape to prepare your display material to leave the hotel (Exhibitors make their own arrangements to get the display material to and from the Tech Summit).
- For two day events, truck transportation of equipment (drivable distance) between venues.
- For two day events, coach bus transportation of people (drivable distance) between venues.
- Exhibitors are responsible for their travel to/from event and related expenses.

Hotel & Locations

- The Tech Summit events will be in cities that attract the most traffic. The local reps and our team discuss this to help choose the best locations.
- Some events are two event days in different cities (i.e.: LA and Orange County) and some are single event days (i.e.: Phoenix).

Displays, Set-Up & Typical Hours

- It is a tabletop display format. Since this event is about emerging technologies and not a typical “Product Expo”, we ask that Exhibitors bring a limited amount of new and/or cutting edge products rather than fill the table with “stuff”.
- Set-up is typically the afternoon before the event beginning at about 4:00.
- Registration is at 7:30, classes and/or keynote is at 8:00. Morning classes end about 10:45.
- Exhibit hours are typically 10:00 – 3:30.
- Due to the exhibit hours, there is an option to set-up the morning of the event as long as aisles are cleared and all is done by 9:30 AM. Staff is on the floor by about 6:30 AM.

There is more detailed information about the Tech Summit events overall at www.techsummitevents.com and we will also have a dedicated site for each individual territory. There will be a hidden page for Exhibitors Only where specific details will be located, links to the hotel site so you can register, event registration info for you, and much more. You will be notified when this section is accessible. It needs to be populated with specifics. A GENERIC hidden page with more detail is at www.techsummitevents.com/exhibitors-only

If you have questions, please contact your reps or us via the information below. Thanks for your time.

Summit Reps and Technology & Business Summit

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