



XChange[®]



XChange
Solution Provider
March 8-10
Los Angeles, CA

XChange 2016
August 21-23
San Antonio, TX

XChange is the largest, independent gathering of **800+** of the IT channel's premiere **solution providers and technology vendors**. It's ever-evolving and unmatched agenda has kept thousands of top executives from leading organizations coming back for the past two decades.

SPONSORSHIPS AVAILABLE

XChange presents a special opportunity to directly interact with 220+ solution provider owners, CEOs, and presidents. From industry leading organizations to the up-and-coming businesses you need to know now—XChange provides a platform for you to engage with an elite group of executives and discuss 2016 business agendas. And, special CRN[®] reporting of the event provides your company with additional channel exposure.

ABOUT THE ATTENDEES

XChange attendees represent a true sample of today's solution provider community. The variety of markets and technologies they represent provide a 360-degree view of today's IT channel.

Attendee Highlights:

- 220+ pre-qualified solution providers per event
- Strong cloud & managed services presence
- 88% C-level, VP, or Director
- 30% featured on the CRN[®] SP500, Next-Gen, MSP500, Fast Growth or Tech Elite lists
- Approximately \$20B in revenue represented (across both events)
- 70% new to XChange

TESTIMONIALS

"I come to XChange to learn more about our ever-changing industry, to engage with vendors at the top of their game, and bring new solutions and ideas home to our team in New York. All of us are too busy for a lot of the conferences, trade shows, and sales pitches out there. Don't be too busy for XChange."

— Overview Computer Systems

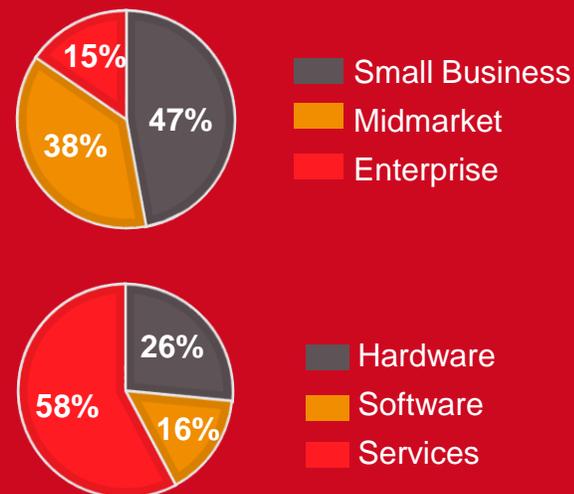
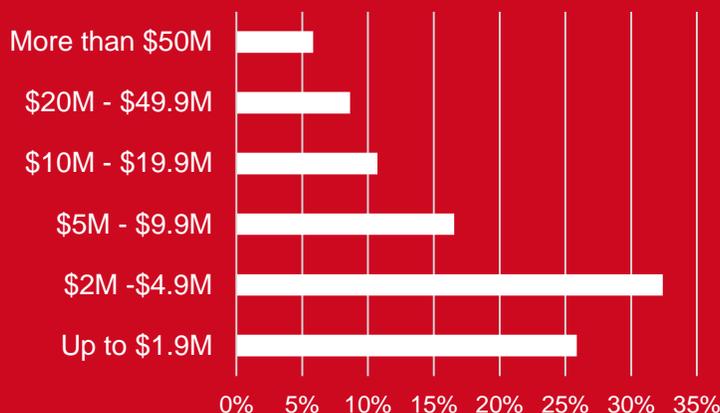
"We see an increase in our business in the Q3 and Q4th this year and a result of attending the XChange. We were able to modify our business plan and focus on Cloud Security."

-Signature Technology Solutions, Inc.

"If there is only one event I could attend every year, it would be XChange. The speakers are top notch. The sessions are informative. The amount of time saved by seeing all the top tier vendors in one location is huge. If it were not for XChange, we would not be able to see the latest products and services every year. Our company uses XChange to evaluate our products and services mix annually."

-Vision Computer Services

% Attendees by Revenue



WHY SPONSOR:

- **Engage.** Nurture relationships with your top partnerships and foster new ones with others.
- **Meet.** Take advantage of small group boardrooms, meals and one-to-one meetings.
- **Brand.** Full audience keynotes and booths build your brand awareness to the channel.
- **Target.** Choose from over 220 pre-qualified attendees for custom engagement opportunities.



What Differentiates XChange

- High quality executive decision maker attendees
- Hosted model to guarantee execs' time and attention
- Full attendee list with demographics provided
- Editorial coverage by CRN
- Advisory Board drives continuous improvement
- Charity and sustainability initiatives
- Customer Service – we don't just sell you the event; we are your partner

We are committed to your success.

Key Event Sponsorship Opportunities

XChange is one of the world's leading IT channel events, where top vendors and solution providers will meet, network, train and define the future of the industry.



Interactive Boardroom Appointments give you 25 minutes of dedicated presentation time to a targeted group of 12-15 pre-qualified solution providers segmented by type and core competency.



The Solutions Pavilion show floor is an exciting, interactive setting for your live product demonstrations, face-to-face meetings, and networking..



Channel Chief Address are 25 minute full audience sessions where you can share your brand and industry perspective by having your Channel Chief speak.



Tech Directions give you 15 minutes on the main stage to present your technology solution or case study to the entire audience.



Educational Underwriter Sponsor provide you the opportunity to align your brand with targeted content. Executive presence and speaker intro at breakout session.

FOR INFORMATION AND DETAILS ON XCHANGE,

Please contact Esther Rodriguez, Account Executive at 949.223.3656 or email at erodriguez@thechannelco.com:

Event Tools & Coverage

Event App

Helpful event logistics, content information, and meeting scheduling is at your fingertips.



Making IT Social

- Submit your Twitter handle and follow **@TheChannelCo** to join the conversation
- Like **XChange Events** on Facebook when you look for event pictures and other highlights

XChange Solution Provider: **#XSP16**

XChange 2016: **#XCH16**

CRN Editorial Coverage

Editors report on the key news and stories throughout the event. Find it all on CRN.com



Key Event Sponsorship Opportunities

Our team will help you create a customized sponsorship package. You can address the full audience, or select a targeted group for a presentation or demonstration.



Solution Track: Limited executive speaking opportunity at one session. Deliver your technology message to solution providers who have self selected to hear from you. Technologies were selected by our Advisory Board and Strategic Partners. Branding recognition on event website, event materials.



Demo Rooms give you the opportunity to create a fully customized display and demonstrate your newest solutions and products more personally. Participate in the passport program to encourage more visitors during designated agenda times. Rooms are available throughout the event for private meetings.



Workshops and Boot Camps create a targeted learning environment in which you can train, enable or recruit based on your goals. Both exclusive and multi-vendor options available. Includes all recruitment and operations management.



Award Winner Activities to celebrate your success with channel partners. Sponsor fun and stimulating programs that will provide a platform to continue engagements.



Custom Targeted Sponsorships provide you the opportunity to engage with a very specific and targeted group of attendees.

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Customize Your Experience

We are here to help you create the package that best fits your goals and your budget. Whether you are looking to recruit new partners or enable existing partners, custom options include, but are not limited to:

- Target specific partners
- Private meals
- Receptions
- Activities (fun, training, etc.)
- 1:1 Meetings
- Branding strategy

What Differentiates XChange

- High quality executive decision maker attendees
- Hosted model to guarantee execs' time and attention
- Variety of opportunities to network and interact
- Full attendee list with demographics provided
- Editorial coverage by CRN
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XChange Solution Provider

Security University: Cyber Madness

XChange IT Security University

A Strategic Plan For Growing Your IT Security Business

The IT security market represents one of the greatest areas of growth for today's mainstream solution providers. To capitalize on the opportunity, integrators need strategic advice on how to sell, market and build security solutions. Time is of the essence as customer demand is rising--for the first time, midmarket CIOs say IT security is their **No. 1 challenge** as they combat a wide range of threats from both inside and outside their organizations.

The Audience:

- Solution Providers that are looking to increase their investment and revenue from their security practice in answer to their **customer needs** and **market demand**
- **More than 50%** of the audience expect to **increase** their Security Practice by more than in the next 12-18 months.
- Partners who address the **largest customer opportunity** in the market – Small Business (1-100 employees) & Midmarket (101-1500 employees)
- Services driven organizations that want to move up the value chain and are investing in security to address needs of current and future customers

SECURITY UNIVERSITY

March 7-8, 2016

XChange Solution Provider

March 8-10

JW Marriott LA Live | Los Angeles, CA

Security Priorities for Attendees

- Spam / Content Filters
- Anti-Virus / Malware / Threat Management
- Firewall
- Encryption
- Intrusion Detection / Prevention
- Security Appliances
- Vulnerability Assessment
- Cloud Security
- Data Protection
- Security Management
- Software / Tools



XChange Solution Provider

Security University: Cyber Madness

Workshop Agenda

Monday, March 7th

5:30 PM	Registration & Attendee Welcome Desk
6:00 pm- 6:45 pm	Security Thought Leader
6:45 pm - 7:10 pm	Security Keynote #1
7:15 pm - 9:15 pm	Private Dinners

Tuesday, March 8th

7:15 am - 8:30 am	Late Registration
7:45 am - 8:15 am	Networking Breakfast
8:30 am - 9:00 am	Security Thought Leader: Security As A Service
9:00 am - 9:25 am	Security Keynote #2
9:25 am - 9:45 am	Break
9:45 am - 10:15 am	Security Thought Leader: Market Security to Clients
10:15 am - 10:45 am	Security Briefing #1
10:45 am - 11:05 am	Break
11:05 am - 11:35 am	Security Brief #2
11:35 am - 12:05 am	Security Thought Leader: CISO Panel
12:05 am - 12:30 am	Lunch

Why Security Vendors Need to Sponsor:

- Influence solution providers who are looking to grow their existing security practice and/or attach more sophisticated security offerings to an existing practice area (mobility, data center, cloud)
- Get your security solutions evaluated and top of mind for partners who are making critical decisions now
- Diversify your security focused partner base through mainstream solution providers who want to increase their security practice

