



Avaya Technology Forum 2015, Vienna 5-8th May

Sponsorship Opportunities

Avaya Technology Forum 2015, Vienna Overview

The 2015 Avaya Technology Forum is a 3-day event intended to provide technical information and offer an invaluable learning experience with access to an array of Avaya subject matter experts. **Now in its fourth consecutive year, the ATF Europe will be held at the Hilton Vienna, Austria, 5-8th May 2015**

What's different? In 2015, the ATF will have an **expanded content lineup across the full Avaya portfolio - Networking, Customer Engagement and Team Engagement solutions** giving you additional exposure to customers and partners in the Avaya ecosystem.

Building on the best from previous years, we will provide ample opportunity - through technical sessions, demos, expo and one-on-one discussions - to network with a select group of experts and leaders from Avaya's ecosystem Europe. What you will experience:

- ▶ Access to approximately 350 attendees
- ▶ Parallel technical tracks that span the full Avaya portfolio – Networking, Customer Engagement and Team Engagement
- ▶ Enhanced demos showcasing the breadth of Avaya's technology
- ▶ Interactive sessions with customers, partners and a wide selection of Avaya subject matter experts.

Why consider sponsoring? The ATF 2015 lets you leverage Avaya's event-promotion investment for our solutions and partners specifically designed for this event. We expect approximately 350 industry professionals to attend with a mix of partners, customers and Avaya Sales Engineers, Product Managers and Executives. You will not want to pass up this opportunity to connect with industry professionals to share your products, solutions and services.

What are the next steps? Take a minute to review the following sponsorship offerings prospectus for the opportunities that best suit your business objectives. **If you would like to secure sponsorship at the ATF 2015, please contact Amie Daniels at danielsa@avaya.com for an application and contract. We look forward to your partnership and support!**

Sponsorship Package

Onsite:

- Dedicated sponsor exhibition space - 3x2.45m area with Avaya backdrop and sponsor logo. The sponsor is responsible for supplying their own stand and equipment. Wi-Fi connectivity and power sockets contacted at registration through the Lead Generation sponsorship opportunity will be provided.

Sponsor Responsibility:

All travel, accommodation and shipping expenses. Additional demo equipment (if required.) Costs for additional services ordered will be incurred

Additional Add-On Sponsorship Options

Lead Generation - \$500

The opportunity for “lead generation” via an optional event registration function.

Delegates will be given a “tick option”, allowing them to select sponsors with whom their contact information can be shared prior to the event. This will enable sponsors who have been selected to set up meetings proactively in advance of the Event. Pre-conference email to registrations (through Avaya)

Welcome Reception / Beer & Gear sponsorship, Tuesday 5th May (only 1 available) \$3,000

Includes access for 1 sponsor attendee if purchased as a stand alone package

Sponsor an evening in the Demo Zone to showcase your solutions.

Prominent branding and visibility at the “Welcome Reception / Beer & Gear” event, where delegates can network with other delegates as well as experience and learn about the technology, products and solutions on display at the event.

SOLD

“Gala Dinner” at the Hilton Vienna, Thursday 7th May (only 1 available) \$5,000

Includes access to the event for 1 sponsor attendee if purchased as a stand alone package

Prominent branding and promotional recognition during “Gala Dinner” in the main Plenary room.

This sponsorship opportunity includes a welcome presentation on stage before dinner (Up to 15 minutes.).

Sponsor Workshop / Breakout Session (time slot to be confirmed once event agenda finalised) \$5,000

Includes access to the event for 1 sponsor attendee if purchased as a stand alone package

One (1) 60-minute session per sponsor. Sponsor session to be scheduled during the main program breakout sessions. If there are multiple sponsors, the sessions will be scheduled back-to-back so that the sponsors do not compete for attendees. The selection of the time slots will be chosen in order of receipt of the signed sponsorship contracts.

Previous Event Feedback

“Best Event of the Year!”

*“**Good people doing great things with exceptional technologies.**”*

“Outstanding”

*“**Great event and essential to AVAYA Networking customers and partners - technology that differentiates!**”*

*“**Very worthy experience** because of having the opportunity to know your last and next trends of your portfolio, from your principal experts and product managers”*

*“The sessions and the plenary sessions were good. But the **most value for me was talking to other customers and Avaya employees.** Sharing/understanding/learning their problems, experiences etc.”*

*“**The event certainly made it clear to me of Avaya’s strategic direction and commitment in collaboration and network virtualisation** and how this is being adopted on the current and future product portfolio”*

*“**Without a doubt, this is the very best experience that I have had in relation to a Technical Event.** The quality and content of the presentation material, and the presenters, was Top Notch. In addition, **the live demo centre was "Spot On"**. All feed-back received from customers and Partners so far has been VERY positive. Impressive!”*

*“Many customers told me it was a real "Eye Opener". **They said they saw a new side of Avaya which they are not used to.**”*

*Great content, excellent sessions. Interactions with team and executives was great. **Demo zone was very “valuable.”***

*“In summary, a very good overview of products, solutions and strategies from Avaya as well as the integration of partner products **in the solutions and strategies**”*



ATF Europe 2014 Demo Zone





ATF Europe 2014



AVAYA

Engage The Power of We™