

TechMixer Unplugged

General Event Information

Date: November 13, 2008

Time: 5:30 pm – 8:30 pm

Location: Innovation Depot, 1500 1st Avenue North, Birmingham, AL 35203

This casual event will bring together Birmingham's tech crowd to meet fellow professionals, network, and share ideas. Join us at Innovation Depot, the newest hotspot for Birmingham tech companies and a great place to throw a party!

Enjoy live music, finger food, and a cash bar while you meet and mingle with other tech-minded professionals in a fun and laid-back environment.

TechMixer events are attended by the metro area's best and brightest companies who value the enrichment of the technical community. The Birmingham area consists of growing firms in many vertical markets including manufacturing, medical, financial, and law to name a few.

The entrepreneurial spirit thrives at Innovation Depot, a business incubation facility and program that focuses on the development of emerging biotechnology/life science, information technology and service businesses, and operates in partnership with the University of Alabama at Birmingham.

Innovation Depot combines the expertise of business incubation professionals with a next-generation facility offering entrepreneurs the space and equipment needed to take businesses from concept to reality. Located in the heart of Birmingham, Innovation Depot is just minutes away from the University of Alabama at Birmingham, an internationally recognized research university and academic health center, and from the city's legal and financial district.

TechMixer Unplugged attendees will have the unique opportunity to learn more about the companies who currently make Innovation Depot their home as they host an open house during the event.

TechMixer Unplugged

Previous TechMixer events have been attended by representatives from:

- Alabama Power
- Alagasco
- Baptist Health Systems
- BE&K
- Birmingham Business Journal
- Bradley Arant
- Cardinal Health
- Children's Hospital
- City of Birmingham
- Command Alkon
- Compass Bank
- Energen
- McKesson
- Protective Life
- Regions Bank
- Sirote Permutt
- St. Vincent's Health System
- UAB Hospital
- University of Alabama at Birmingham
- Wachovia

Previous sponsors of TechMixer events include:

- Microsoft
- ITAC Solutions
- McWane Science Center
- Sungard
- Cisco
- Cardinal Health
- CTS, Inc.
- UAB School of Engineering
- Energen
- Intermark Interactive
- Time Warner Telecom
- Comframe
- Plexcom
- Savella Solutions
- Charter Business
- Daxco
- Command Alkon
- VMWare
- New Horizons Computer Learning Center
- Paetec
- Wachovia

Previous TechMixer events have been supported by the following technical organizations:

- AITA (Alabama Information Technology Association)
- AlabamaSMB
- Birmingham .Net Users Group
- Birmingham Area Linux Users Group (BALU)
- Birmingham InfraGard
- Birmingham Microsoft Management Users Group
- Birmingham Midrange Users Group (BMUG)
- Birmingham Society for Technical Communication
- Birmingham Software Developers Association
- Birmingham Software Quality Assurance Association
- Black Data Processing Associates (BDPA)
- Central Alabama Oracle Users Group (CAOUG)
- INeta.org Liaison
- International Association of Microsoft Certified Partners (IAMCP)
- Internet Professionals Society of Alabama (IPSA)
- Magic City Technology Council (MCTC)
- Microsoft Project Association (MPA)
- PMI Birmingham
- Rubyham
- SAP Users Group
- AB Game Developers Club

For our inaugural edition of the training event branded TechMixer University we had over 500 participants register to attend. The organization's sister events, TechMixer Expo and TechMixer Unplugged, have become staples of the Birmingham technical community. The last TechMixer Expo attracted 826 attendees and has long been the ultimate event for technical networking.

Information about previous and future TechMixer events can be found at www.Techmixer.org.

TechMixer Unplugged

Sponsorship Opportunities:

TechMixer Unplugged is made possible by sponsors who provide financial assistance in exchange for recognition at the event. The event is a great opportunity for sponsors from various industries to get in front hundreds of technology oriented professionals in the Birmingham Region. We expect at least 300-400 attendees at the inaugural TechMixer Unplugged.

Headlining Sponsor - \$5,000

Maximum # of Headlining Sponsors: 1

Sponsor Benefits:

- Advertised as Headlining Sponsor in all Media and Promotional Vehicles
- Opportunity to Provide a Band for the Event
- First Choice of Booth Location
- Right to Distribute Media to Attendees
- Static Image on LCD Monitor Behind Registration Table
- Sponsor Logo on Marketing Materials
- Sponsor Name on Event Sponsor Boards at the Event
- Sponsor Logo on Web Registration Site
- Access to Registration List

Game Room Sponsor - \$2,500

Game room will feature such games as Rock Band and Wii Golf

Sponsor Benefits:

- Advertised as Game Room Sponsor
- Opportunity to Display Booth in Game Room
- Sponsor Logo on Marketing Materials
- Sponsor Name on Event Sponsor Boards at the Event
- Sponsor Logo on Web Registration Site
- Right to Distribute Media to Attendees
- Access to Registration List

TechMixer Unplugged

Table Sponsor - \$1,000

Sponsor Benefits:

- Advertised as Table Sponsor
- Single Size Booth Space at Event
- Sponsor Logo on Marketing Materials
- Sponsor Logo on Web Registration Site

Silver Sponsor - \$500

Sponsor Benefits:

- Advertised as Silver Sponsor
- Sponsor Logo on Marketing Materials
- Sponsor Logo on Web Registration Site

Bronze Sponsor - \$250 **Only available to Innovation Depot Tenants*

Sponsor Benefits:

- Advertised as Bronze Sponsor
- Sponsor Logo on Marketing Materials
- Sponsor Logo on Web Registration Site

Additional Sponsorships:

We are open to additional sponsorship suggestions. Please contact Jennifer Lyles with these suggestions at 205.259.2300 or jlyles@askcts.com