

TechMixer EXPO



TECHMIXER EXPO 2010 & ALABAMA HIMSS SPRING 2010 CONFERENCE 2 GREAT EVENTS IN 1 DAY – MAY 4, 2010

Event Information

HIMMS Conference: 9:00am – 4:00pm

TechMixer Expo Event: 5:00pm – 8:00pm

Location: Sheraton Birmingham, 2101 Richard Arrington Jr. Blvd North, Birmingham, AL 35203

TechMixer Expo is a networking event for the technology community of the greater Birmingham region. Tech professionals and enthusiasts from the region are invited to attend this FREE event which is centered on the numerous Technology User Groups and technology supporting companies in the region. This is the 6th edition of TechMixer Expo. The last Expo attracted over 1000 attendees. Past attendees come from a broad spectrum of demographics including attendees from every major company in the Birmingham Region. The event is organized by TechBirmingham whose mission is to promote Birmingham as a great city to locate a technology company.

Alabama HIMSS Spring 2010 Conference

The Alabama Chapter of HIMSS (Healthcare Information & Management Systems Society) shares the basic objective with the national society of promoting the professional development of members, working to improve the reputation of the profession, and encouraging advancement in the field of health care management systems. Through bi-annual conferences, we provide chapter members and other interested persons with an opportunity to share ideas, exchange experiences in the field of health care management systems, and provide educational opportunities on emerging technology and innovation in the healthcare IT field.

HIMSS & TechBirmingham - Partnering Together for This Event

Many of us have been touched by revolutionary healthcare technologies that did not exist just a few years back. As healthcare technology has advanced so has the rest of technology in our lives. Today, we are always connected. As healthcare and technology moves to grow those connections--now to care givers, patients, and everyone, please join HIMSS Alabama and TechBirmingham for a joint event. In addition to the full TechMixer Expo event you may have experienced in the past, this is your opportunity to meet the leaders and technologists who are advancing technology innovation across our state.

Thanks to the following Users Groups & Sponsors for making
TechMixer Expo 2009 such a success....



TechMixer EXPO

BIRMINGHAM'S ONLY TECHNOLOGY EXPO EVENT

FEBRUARY 19TH, 5:30 PM | MCWANE SCIENCE CENTER

PRE-REGISTER AT WWW.TECHBIRMINGHAM.COM/EXPO

PRESENTING SPONSOR

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BUSINESS JOURNAL
25th Anniversary

GOLD SPONSORS



SILVER SPONSORS



USER GROUPS



Sponsorship Opportunities

TechMixer Expo 2010 is made possible by sponsors who provide financial assistance in exchange for a booth 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 1000 attendees at TechMixer Expo 2010.

PRESENTING SPONSOR - \$10,000

Maximum # of Presenting Sponsors: 1

Confirmed as Bradley Arant Boult Cummings LLP

- Advertised as Presenting Sponsor for the events
- First choice of booth location.
- Logo on event advertisements in Business Journal editions prior to the event
- 3/4 page advertisement in Special Section of April 30th issue of Business Journal (\$4246 value)
- Opportunity to provide bags to all attendees branded with your logo.
- Right to place media inside attendee bag.
- Triple booth space at the event.
- Sponsor logo on marketing materials
- Sponsor logo on web registration site, with link to your home page.
- Sponsor name on event sponsor boards at the event.
- 6 Power Point slides in rotation at event monitors.
- Access to registration list.

PLATINUM SPONSOR - \$5,000

Maximum # of Platinum Sponsors: 4

- Advertised as Platinum Sponsor for the events
- Option to sponsor one session speaker (approximately 1 hour) to speak on a significant topic of interest to the HIMSS membership. (Speaker and topic to be pre-approved by HIMSS / TechBirmingham in advance of session)
- Second choice of booth location.
- Logo on event advertisements in Business Journal editions prior to the event
- Right to place media inside attendee bag
- 1/2 page advertisement in Special Section of April 30th issue of Business Journal (\$3245 value)
- Double booth space at the event.
- Sponsor logo on marketing materials
- Sponsor logo on web registration site, with link to your home page.
- Sponsor name on event sponsor boards at the event.
- 6 Power Point slides in rotation at event monitors.
- Access to registration list.

GOLD SPONSOR – \$3,500

- Advertised as Gold Sponsor for the events
- Double booth space at both events.
- Logo on event advertisements in Business Journal editions prior to the event
- 1/4 page advertisement in Special Section of April 30th issue of Business Journal (\$1872 value)
- Sponsor logo on marketing materials.
- Sponsor logo on web registration site, with link to your home page.
- Sponsor name on event sponsor boards at the event.
- 3 Power Point slides in rotation at event monitors.
- Right to place media inside attendee bag.
- Access to registration list.

SILVER PLUS SPONSOR - \$1000

- Advertised as Silver Sponsor for the events.
- Single size booth space at both events.
- Logo on event advertisements in Business Journal editions prior to the event
- 50% discount for advertisement placed in Special Section of April 30th issue of Business Journal
- Sponsor logo on marketing materials & web registration site.
- 1 Power Point slide in rotation at event monitors.

SILVER SPONSOR - \$500

- Advertised as Silver Sponsor at TechMixer Expo event.
- Single size booth space at the TechMixer Expo event.
- Logo on event advertisements in Business Journal editions prior to the event
- 50% discount for advertisement placed in Special Section of April 30th issue of Business Journal
- Sponsor logo on marketing materials & web registration site.
- 1 Power Point slide in rotation at event monitors.

Additional Opportunities

Other sponsorships and options are available upon request on a first come, first serve basis.

- Sponsor branded nametag lanyards
- Flashdrive sponsorship

Questions about sponsorship can be directed to the following volunteers:

Sponsorship Chair:

Dan Reynolds | (205) 238-3048 Office | (205) 516-4663 Mobile | Dan.Reynolds@MyBrightHouse.com

Event Chair:

Kate Megaw | (205) 439-5764 Office | (205) 601-0840 Mobile | Kmegaw@xsp.com