



2022 Producers Club Sponsorship Prospectus

**How To Promote Your Products, Services & Brand
To Our Most Successful, Forward-Thinking Clients
Looking For New Ways To Grow Their Business**



Producers Club

www.BigRedMedia.com/ProducersClub

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For More Information On Partnerships, Contact Our Strategic Alliances Team At:
(844) 999-0555 ✉ Partners@BigRedMedia.com 🌐 www.BigRedMedia.com



The Producers Club – A Robin Robins Event

What Is Producers Club?

The Producers Club is a C-level peer group of our most marketing-savvy and successful MSPs and IT services clients. With nearly 300 active members, it's one of the IT industry's largest C-level peer groups. Our members meet quarterly in 2 ½-day events that are focused on business growth, marketing, sales, leadership, hiring and business development. Sponsors tell us repeatedly that Producers Club events are the MOST lucrative and productive events they sponsor.

Who Attends?

Producers Club members are, without a doubt, our most ambitious members. They are the CEO/owner of an IT services firm (MSP, MSSP, VAR, solution provider or systems integrator) and often attend these events with their business partner and sales and marketing leadership team. That makes this group a VERY lucrative audience for our sponsors because they are decision makers with true entrepreneurial ambition, focused on growth, marketing and improving every aspect of their service delivery and customer service. Because they invest \$15,000 to \$20,000 annually to be a member, they clearly will spend money on marketing, learning and organizational excellence, and are constantly looking for new products, new services and new vendors who can help them with that growth.

Where Are These Events Held?

Our 2022 events will be held in Austin, TX (January), Nashville (July) and High Point, NC (October). Please contact our Strategic Alliances team for more details and to find out how you can sponsor this event at Partners@BigRedMedia.com.



Within Robin's Group Alone, We've Seen About 400% Growth In The Last 2 Years

We spend the time and money that we do in sponsoring Robin's programs and events because we found that the partners who come from Robin are more successful than those who don't and are growing faster than your average MSP. We have seen significant growth in the number of partners we have been able to recruit from Robin's group, and the success with those actual partners has been phenomenal. Through her events alone, we've seen about 400% growth in the last two years in the number of customers we've been able to acquire, and a number of MSPs have become partners; and those partners who are trained on marketing by Robin deliver a 200% higher sales rate than our 'average' partner acquired somewhere else. So if you're a vendor and you're actually interested in looking at a place to spend your money, you can't go wrong by sponsoring one of Robin's events. It's been one of our highest ROIs, often paying for itself in new partners and contracts before I leave the event.

– Rob Rae, Datto



Celebrity Guest Speaker, Former Heavyweight Champion Of The World, George Foreman , At The 2021 Producers Club Meeting



The Top 5 Reasons Why You'll Want To Sponsor A Producers Club Meeting



1 You get direct, unfettered access to nearly 300 CEOs of fast-growth managed services providers and IT services companies. These MSPs are intensely serious about investing in the growth and sales of their business and are constantly looking for new business solutions to help grow their companies. If your company sells a technology solution to small or medium-sized businesses (SMBs), you need to work with our Producers Club members!

2 You'll get the HIGHEST ENGAGEMENT from attendees of our Producers Club meetings. Our Producers Club member CEOs are serious about growth and invest serious time and money in attending these quarterly meetings. With an annual membership spend of \$19,164 (plus travel and hotel), these CEOs are true investors in their businesses. This is not a paid vacation...these CEOs are here to work on their business. They are ALWAYS eager to discover profitable new tools, software and technology solutions they can resell and recommend to their clients.

3 You will build consistent long-term RELATIONSHIPS with top members. Nearly all of our Producers Club members attend these business-building meetings every quarter. The consistency and frequency of in-person interactions gives you the ability to build long-lasting relationships with top-spending clients. This takes the pressure off of trying to capture someone's immediate attention at a onetime-only event. Our most successful sponsors attend every single Producers Club meeting.

4 You will be guided by one of our Senior Sponsorship Consultants dedicated solely to your success in sponsoring Producers Club. We value our sponsors and the results they achieve at our events as a critical component to the overall success of Producers Club. We are truly dedicated to YOUR SUCCESS in sponsoring our events and will offer strategies to maximize your sponsorship investment, build brand recognition and GENERATE A SOLID ROI on your marketing investment.

5 We offer a large VARIETY OF SPONSORSHIP OPPORTUNITIES at every meeting. Whether you're interested in a main-stage speaking session, a breakout lunch-and-learn, a small focus group of highly targeted members or brand-building experiences such as book sponsorships or "fun member event" outings, we can create a special package to fit your company's needs and budget.



Who Is Robin Robins?

- ✓ Robin has more documented client success stories than any other marketing consultant in this industry, period.
- ✓ She has spent over a decade researching, developing, testing and refining marketing campaigns for MSPs and IT services companies.
- ✓ She has over 10,000 IT services clients that span the globe and are made up of brand-new start-ups, multimillion-dollar IT firms and everything in between.
- ✓ She has developed at least a dozen marketing campaigns and systems directly responsible for generating over a MILLION dollars in IT services revenue for her clients.



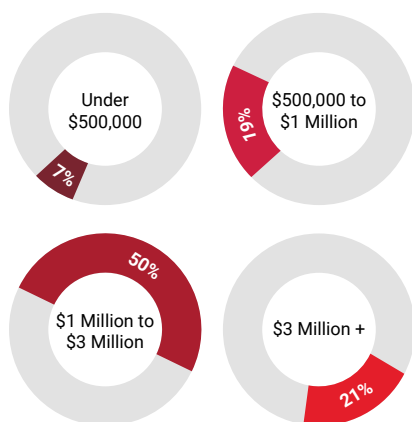
About Our Members

The **Producers Club** peer mastermind group and coaching program is for Senior Technology Marketing Toolkit Members who have mastered the fundamentals of marketing in our **Accelerators Club** and Rapid Implementation Programs and want to continue developing the business development, marketing and sales systems within their business.

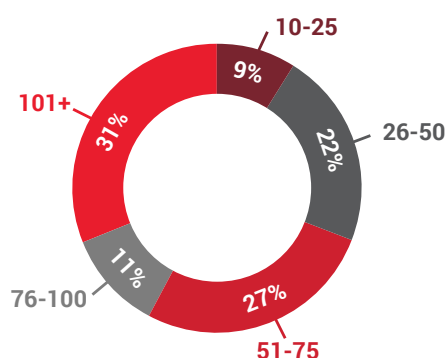
This group is our top-level program for our most serious MSP members. Many members have belonged to the program for 10+ years.

Producers Club Membership Profile

Range of Annual Revenue



Average total clients per member: 116



Average Increases By All Candidates In The Producers Club "Better Your Best" Competition



Annual Qualified SalesLeads Generated Via Marketing

Producers Club Members

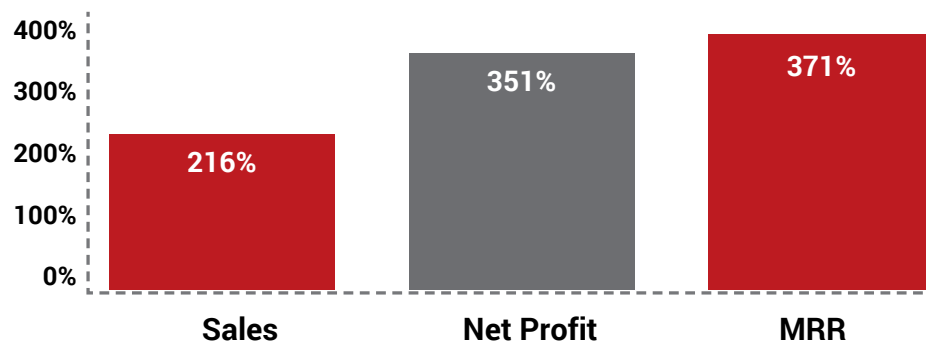


MSP Industry Average



0 25 50 75 100

3-Year Average Growth Rate





2022 Producers Club Meeting Dates And Locations



Four Seasons

Austin, TX

Q1 Jan 20–21, 2022



Franklin Cool Springs Marriott

Franklin, TN

Q3 Jul 14–15, 2022



High Point University

High Point, NC

Q4 Oct 13–14, 2022

Note: Vendor Booth Dates are Day 1 and Day 2 of the 2 ½ day events

**“If You Are Looking To Get In Front Of, Have A Conversation With,
And Ultimately Sell Your Product To MSPs, This Is The One Organization
You Do Not Want To Overlook”**

“Last year alone we worked 37 different live events with just about 3% of people actually interested enough to have a follow up. This is the first time we’ve worked with Robin and her team as a vendor and not only did her team work around the clock to make sure we were well prepared for the virtual event, but we ended up with 72 booked first time appointments and 300 plus leads. Money well spent!”

— Bruce McCully, Galactic Advisors





2022 Producers Club Sponsor Opportunities At A Glance

FAIR WARNING:
There are a limited number of tables and sponsorship spots at each meeting, and premium spots fill FAST.

Descriptions	Platinum 1 Available	Gold 1 Available	Silver 5 Available	Bronze 14 Available
Booth Size	8' x 8'	8' x 8'	8' x 8'	8' x 8'
6 ft Exhibit Table, 2 Chairs And Electrical	•	•	•	•
Employee Passes, Including Meals & Entertainment	4	3	3	2
Logo And URL Included On Producers Club Website	•	•	•	•
Logo And Listing Included In Mobile App	•	•	•	•
Logo Featured On Rolling Slide Preceding General Session	•	•	•	•
Customized Virtual Trade Show Booth	•	•	•	•
Premium Booth Placement	•	•		
LeadCapture Device	1	1		
Full Slide In Rolling PowerPoint Preceding General Session	•	•		
30-Second Commercial Played At Breaks	•			
Banner Ad On Mobile App	•			
Main-Stage Speaking Session	25 min – Day 1	25 min – Day 2	2 min	
Session Promoted On Mobile App & Big Red Virtual	•	•		

For Availability And More Information, Contact Our Strategic Alliances Team
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2022 Producers Club Sponsorship Opportunities



Danny Jenkins,
CEO & Co-Founder –
ThreatLocker,
Platinum Sponsor 2021

PLATINUM (1 Available)

What's Included:

6 ft Exhibit Table, 2 Chairs
and Electrical

(4) Employee Passes,
Including Meals and Entertainment

Logo and URL Included
on Producers Club Website

Logo and Listing Included
on Mobile App

Logo on Rolling Slide
Preceding General Session

Premium Booth Placement

(1) LeadCapture Device

Full Slide in Rolling PowerPoint
Preceding General Session

30-Second Commercial
Played at Breaks

Banner Ad on Mobile App

25-Minute Main-Stage
Speaking Session – Day 1

Video Recorded Session –
Posted on Members-Only Dashboard
Post-Conference

Session Streamed Live to Virtual
Attendees

Session Promoted on Mobile App
and Big Red Virtual

Virtual Event Trade Show
Sponsorship Included

“Our Partnership With Big Red Media Has Proven To Be A VERY Strong ROI Driver”

The reason we continue to sponsor events by Big Red Media is because our partnership with them has consistently proven to be a VERY strong ROI driver. The Producers Club members are a community that sticks together. By breaking in, we were very quickly able to go from a small foothold to almost complete coverage. Robin Robins team makes the experience as a sponsor top notch and seamless. If you are looking to add more qualified partners, look no further then Big Red Media.

– Danny Jenkins, ThreatLocker



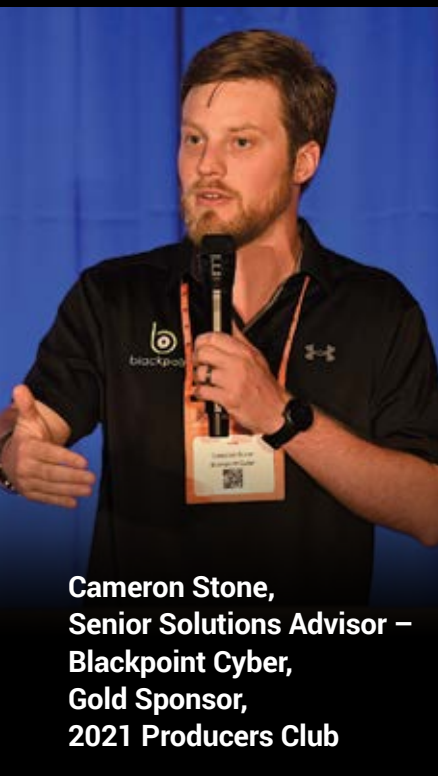
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2022 Producers Club Sponsorship Opportunities



Zane Conkle,
CEO – Cytracom,
Gold Sponsor,
2021 Producers Club



Cameron Stone,
Senior Solutions Advisor –
Blackpoint Cyber,
Gold Sponsor,
2021 Producers Club

GOLD (1 Available)

What's Included:

6 ft Exhibit Table, 2 Chairs
and Electrical

(3) Employee Passes,
Including Meals and Entertainment

Logo and URL Included on
Producers Club Website

Logo and Listing Included
on Mobile App

Logo on Rolling Slide
Preceding General Session

Premium Booth Placement

(1) LeadCapture Device

Full Slide in Rolling PowerPoint
Preceding General Session

25 Minute Main-Stage
Speaking Session – Day 2

Video Recorded Session –
Posted on Members-Only Dashboard
Post-Conference

Session Streamed Live
to Virtual Attendees

Session Promoted on Mobile App

Virtual Event Trade Show
Sponsorship Included

“Every Time We Sponsor Robin’s Events, We Walk Away With Having Driven More Revenue Than The Expense Of Being There”

We sponsor the Robin Robins events for the community that she’s built up over the years. These MSPs really care about growing their business. It’s clear they have developed successful sales & marketing plans as a result of working with Robin. When we speak to them at the events, they are engaged and eager to find new partnerships to build their business. We also sponsor Robins Boot Camp and Producers Club meetings because her members become more familiar with us, and we always add more partners at each event we sponsor.



– Ryan Denning, CrewHu

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2022 Producers Club Sponsorship Opportunities



Dave Nankervis,
Director of Account
Management, Liongard,
Silver Sponsor,
2021 Producers Club

SILVER (5 Available)

What's Included:

6 ft Exhibit Table, 2 Chairs and Electrical

(3) Employee Passes, Including Meals and Entertainment

Logo and URL included on Producers Club Website

Logo and Listing Included in Mobile App

Logo Featured on Rolling Slide Preceding General Session

2-Minute Main-Stage Speaking Session

Session Streamed Live to Virtual Attendees

Virtual Event Trade Show Sponsorship Included

BRONZE

What's Included:

6 ft Exhibit Table, 2 Chairs and Electrical

(2) Employee Passes, Including Meals and Entertainment

Logo and URL included on Producers Club Website

Logo and Listing Included in Mobile App

Logo Featured on Rolling Slide Preceding General Session

Virtual Event Trade Show Sponsorship Included

"We Closed 20 New Partners So Far At This Event!"

"We've been to a lot of other shows, and we never have as much booth time as when we are at a Robin Robins' event. We have more time to spend with the attendees so we can show off our product, talk and start to build that relationship. The people attending this show are looking for tools to build their business, so when they come out to talk to the vendors, they're not ignoring us. In fact, we found them to be very focused and ready to buy because they are looking to grow their MSP. I anticipate we'll sell a lot after the show as well, based on the conversations we had here. It's been a great experience for us and we can't wait to come back."

– Cynthia Schreiner, Liongard



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2022 Producers Club A La Carte Opportunities

TRAFFIC DRIVERS AND MESSAGE DELIVERY

ITEM	DESCRIPTION	AVAILABLE
Main Room Seat Drop	Exclusive drop of one item (sponsor provided) to be placed on each seat on the morning preceeding general session. Choose from Day 1 or Day 2.	2
Guest Room Drop	Provide a room drop for all Producers Club attendees staying at the conference hotel	2
Push Notification	Supply a dedicated push notification to be sent out to conference attendees on the mobile app.	2
Pre-event or Post-event Mailer to Attendees	Ability to send a pre-event or post-event postcard mailer to all Producers Club attendees prior to or post-event. (Printing and Postage not included).	2
Speaker Book Sponsor	At every meeting, we feature a high-quality business author on stage with a corresponding book giveaway. We'll drive all in-person and virtual attendees to your booth for a badge scan in exchange for a free copy of the speaker's book. This sponsorship also includes a custom printed sticker on the cover of the book with your logo and URL to drive traffic to your website.	1
Celebrity Speaker Photo Sponsor	At every meeting, we feature a high-profile speaker with an opportunity for all in-person attendees to get their photo with the speaker. Past speakers have included George Foreman, Robert Herjavec and Kevin O'leary. This sponsorship opportunity includes your signage on the photo backdrop PLUS the ability for you to scan the badge of all attendees in the photo line.	1

BRANDING

ITEM	DESCRIPTION	AVAILABLE
Cocktail Reception Sponsorship	Be the EXCLUSIVE Cocktail Reception sponsor. <ul style="list-style-type: none"> • Branding includes napkins, signage on bars and buffets and stage mentions • Includes a TBD attendee booth driver during the cocktail reception. 	1
Guest Room Key	Your artwork on the hotel room key given to all attendees staying at the Conference hotel.	1
Friday Night Party Sponsor	3 sponsorship opportunities are available for our big quarterly Friday Night All Attendee Party: <ul style="list-style-type: none"> • Party Sponsor: Includes 2-minute main stage speaking spot plus extensive branding at the event. Plus, you'll get the full list of all event attendees through a co-branded event RSVP page. • Signature Party Drink Sponsor: Includes 2-minute main room speaking spot (from the floor mic) plus branding at the signature drink stand at the event. Plus, all attendees will be directed to your event booth to obtain drink tickets for the event! • Photo Booth Sponsor: Includes 2-minute main room speaking spot (from the floor mic) plus branding at an exclusive themed photo booth at the event. Plus, all attendees will be directed to a co-branded opt-in page to download and view all party photos (and you'll get the opt-in information from everyone that accesses this page). 	3

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2022 Producers Club A La Carte Opportunities

NETWORKING AND EDUCATION

ITEM	DESCRIPTION	AVAILABLE
Eat-And-Learn Breakfast	25-minute breakfast and learn day 2 main stage presentation.	1
Focus Group / Executive Lunch	Focus group or Executive Lunch with a minimum of 10 MSP CEOs. Technology Marketing Toolkit will help recruit attendees based on provided criteria by sponsor. *Without Booth – \$12,000 With Booth – \$6,000	2
Additional Sponsor Pass	Add an additional sponsor pass.	

DIGITAL

ITEM	DESCRIPTION	AVAILABLE
90-Second Video Ad	90-second video played Day 1 or Day 2.	2
Banner Ad On Mobile App	See your banner ad in rotation on the mobile app, complete with a link to your company-provided website.	1
Push Notification	Dedicated push notification on mobile app sent out to conference attendees.	2

VIRTUAL

ITEM	DESCRIPTION	AVAILABLE
Virtual Trade Show Booth	Customized Virtual Booth Includes: <ul style="list-style-type: none"> • Ability to upload digital content including documents, videos, link to webpages and social media. • Ability to offer prize giveaways. • Ability to chat directly with attendees and engage in one-on-one Zoom meetings. • Lead Reporting • Badge Scanning • Gamification 	
Banner Ad on Virtual Event	See your banner ad in rotation on Big Red Virtual linked to your virtual booth.	1
Broadcast Message on Big Red Virtual	Broadcast Message on Big Red Virtual sent out to virtual attendees.	2

Friday Night Party



Focus Group / Executive Lunch



Virtual Trade Show Booth



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What Our Recommended Vendors And Sponsors Say About Working With Us



Sponsoring The Producers Club Has Really Been A Great Partnership For Us

"Producers Club members are truly investing in growing their business, and having the opportunity to meet

with the group on a routine basis allows us to meet new members and engage regularly with existing partners in the group. As we plan our annual events, this is one we make sure to attend."

– **John Tippet, Cytracom**

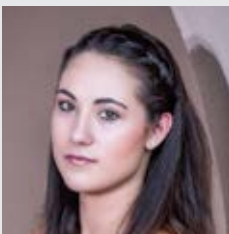


We've Never Had A Bad Show With Robin, And Our ROI Is Always Astounding

"Robin Robins' events are our favorite events time and time again. The quality of the leads here is terrific, and the people that Robin puts in front of us

are precisely the kind of people we try to get in front of. The attendees at Robin's events are extremely serious about growing their business and invest copious amounts of time and energy to be here. Technology Marketing Toolkit events are designed to let the attendees meet and speak with the sponsors, and many spend quite a bit of time talking with us and about us. This group is a great referral source. We've never had a bad show with Robin, and our ROI is always astounding. Since starting with Robin, we've grown to almost triple our original size."

– **Mark Winter, RapidFire Tools**



We Received More Active Leads And Higher Conversion Rates From The Virtual Event Than If We Were At A Traditional Trade Show

"I was apprehensive about sponsoring a virtual event, but the team from Technology Marketing Toolkit did a great job

transitioning the live event to a virtual platform. The training Robin's team provided helped make it go very smoothly, and we found it very easy to navigate through the virtual trade show floor."

– **Tori Burl, Ruby Receptionist**

"Robin's Events Continue To Be A Strong ROI Driver"

"The virtual event provided highly engaging conversations at the booth and during our live presentations, it gave us an opportunity to share multiple pieces of educational content and connect with more attendees than we normally would at a physical event. As a vendor, you feel well taken care of by the Robin Robins team!"

– **Katie Schlatter, Huntress**



Sponsoring Producers Club Along With The Focus Group Opportunity, Connected Us Directly With The Highest Quality, Most Motivated Partners In The Industry!

"Sponsoring Producers Club enabled us to have in-depth meaningful conversations with qualified prospective partners. In addition, the feedback from the Focus Group while at the event, proved invaluable to my team and I. The focus group was instrumental in helping our Product Development Team prioritise which features to build and opened our eyes to features and issues we hadn't yet thought of. That opportunity alone enabled us to fast track our new product to market sooner; if it hadn't been for the Focus Group, our product launch would have been delayed."

– **Paul Rosenthal, Appstractor**



We Had 20 To 30 Sales Demos At The Virtual Event, Which Far Exceeded Our Expectations

"We loved sponsoring this event and got great exposure, having anywhere between 12 and 30 attendees visiting the booth every hour. What also made the show so great was that our whole team was able to be engaged at a show, where we would otherwise not have that ability at a live event."

– **David Converse, UCXmarket**





Social Media Stats



FACEBOOK

18,523 people tracking this page ("Like")



TWITTER

5,485 followers



LINKEDIN

2,675 members in our
Technology Marketing Toolkit LinkedIn Group

14,878 connections



YOUTUBE

5,013 subscribers

593,334 video views



MSP SUCCESS MAGAZINE

www.MSPSuccessMagazine.com

8,660+ subscribers

Who Are Our Clients?

- ✓ Small to midsize VARs, systems integrators, MSPs, solution providers and IT consulting firms
- ✓ Over 10,000 clients in 23 different countries
- ✓ Over 1,200 active coaching members
- ✓ Database of over 34,200+ IT business owner subscribers to our e-zine who have requested more information on marketing and increasing sales in their business

Our Websites:

Average
monthly
site visits:



21,224

Average
unique visitors
per month:



12,848

Average
monthly
page views:



100,190

Average
daily
visits:



506

Featured Articles In:

- MSP Success Magazine
- eChannelLine
- Vertical Systems Reseller
- Channel Pro
- Channel Partners Magazine
- Business Solutions
- MSPmentor Magazine



Producers Club Meetings Are Attended By Approximately 250-300 CEOs Of IT Services Firms

Producers Club members are always looking for new ways to grow their business.



Sponsor Fun Parties



Celebrity Speakers



Celebrity Photo Shoot Sponsor



Main Stage Speaking Session





Here Are Just A Few Of The Companies Who've Partnered With Us



For More Information On Partnerships, Contact Our Strategic Alliances Team At:
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