Subject Line: Easy Access to $500M in IT Spend

**Main Body Text**

**Header: How do you access $500 million in IT Spend?**

**Subhead: Through a white glove vendor experience at the Midmarket CIO Forum**

Midmarket CIO Forum **|April 10-12|Doral Golf Resort & Spa |Orlando, Florida**

3 Days of Focused Business Discussions with the Top IT Decision Makers from the Midmarket

The Midmarket CIO Forum brings together IT Executive decision makers with leading IT vendors who are interested in getting down to business. The collective buying power of this prequalified IT Executive audience for the spring event equates to over $500M.

This event is designed for vendor success with an approach that ensures our vendors are positioned to get the most ROI from this event. Here are just a few of the ways we do that:

* Event concierge services
  + Vendors are assigned a dedicated event representative who will walk you through the entire process, handling all event logistics and customized arrangements to assist you in setting up one-to-one meetings with those IT Executives seeking your solutions.
* Boardroom preparation services
  + Take the guess work out of how to present to this audience. We know what works and what doesn’t and we’ll help you customize your case studies for maximum impact.
* No cost show floor
  + Show floor costs are included in your package
* Pre-event access to attending IT executives
  + Start your conversations ahead of time via our online Midmarket CIO Forum community
  + Preschedule onsite meetings prior to the event
  + Learn exactly what this audience is looking to purchase  
      
    <insert vendor quote>

Not only does the [Midmarket CIO Forum](http://www.midmarketcioforum.com/) bring together *highly prequalified IT Executives* from the midmarket with leading vendors for the sole purpose of getting down to business. We make it easy to do so. Show up with your team and we’ll handle the rest.

Learn more about sponsorship benefits.

**Secure your preferred sponsorship package today!**

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| For more information, contact XXXX via  e-mail or by phone at |

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