

**SAN DIEGO, CA**

**DRJ**  
DISASTER RECOVERY JOURNAL



# Fall World 2009

THE WORLD'S LARGEST BC/DR CONFERENCE  
SAN DIEGO, CALIFORNIA

## EXHIBITOR PROSPECTUS

**Conference Dates:**  
**September 13-16, 2009**

**Exhibit Dates**  
**September 13-15, 2009**

# STRATEGIES FOR A SUCCESSFUL BUSINESS CONTINUITY PROGRAM

DRJ Presents Its 41st Conference

# The Industry's Most Comprehensive Exhibit Hall

DRJ has a longstanding reputation of providing relevant, high-quality content along with an exhibit floor that includes representation from both established and new players in the industry. DRJ is the largest and most comprehensive product exhibition that provides buyers with a first-hand look at technological advances that harness the power of the converged network. Every year Disaster Recovery and Business Continuity professionals come to DRJ to meet face-to-face with the top-tier vendors, learn about current and emerging technologies and evaluate the full spectrum of products and solutions available today—all so they can make smart purchasing and deployment decisions for their organizations.

## DRJ Attracts High-Quality Buyers

Creating a connection between your company and prospective buyers can be a difficult endeavor. DRJ provides a platform for you to reach and engage with high-level, high-quality business technology/service buyers—giving you the opportunity to meet face-to-face with a broad reach of senior level management and educate them about your company and services.

DRJ draws its audience through an intensive, comprehensive attendee marketing program. This program attracts qualified professionals from the industry's largest companies who are looking for suppliers to provide solutions to their technology challenges—solutions YOU can provide.

## Sponsorship Opportunities and Marketing Programs

We understand your budget is tight and you must justify every expenditure and quantify the return you expect on your investment. DRJ shows maximize the return on your investment of time, money, and energy. Below is a sample of the many sponsorship opportunities available to you. See the enclosed insert for more details about:

Gold Sponsorship, Silver Sponsorship, Full Conference Sponsorships, Lunch and Breakfast Sponsorships, Coffee/Snack Break Sponsorship, Mock Disaster Sponsorship and the Cyber City Sponsorship. For more information on any of these, please see the attached flyer or contact our office at (636) 282-5800.

### Industry Leaders Utilize DRJ as a Key Part of Their Marketing Plan



For a complete list of past exhibitors or sponsors, please visit: [www.drj.com/sd2009](http://www.drj.com/sd2009)

## Venue Information

### Location

Located on the water's edge of San Diego Bay, Sheraton San Diego Hotel and Marina is an exceptional facility. Situated at the heart of a premier California destination, the 1,050-room resort complex offers easy access to both the airport and numerous area attractions and recreational opportunities.

### Conference Facilities

The Sheraton San Diego Hotel and Marina provides the ideal environment for any type or size conference or business meeting. Featuring 42 meeting rooms, including four elegant ballrooms, the hotel offers optimum flexibility in the design and coordination of events.

### Area Attractions

With its commanding location on San Diego Bay, the hotel is close to numerous area attractions. Along with pristine beaches, abundant golf and literally every water sport imaginable, local attractions include the world famous San Diego Zoo, Sea World, Balboa Park, and the historic Gas Lamp district. In addition, there's the San Diego Opera, Old Globe Theater, and downtown San Diego is just minutes away.

### Recreation

The hotel has a unique "action" pool, featuring two large free-form swimming pools with fountains, waterfalls and extensive decking. Four lighted tennis courts, sand volleyball court and full-service European Health Club and Spa are also available. Other on-site activities include sailing, power boat rentals, tennis, paddle boats, an island jogging path, and bike rentals. For the night owl, there is the Piano Lobby Bar, in-room movies on demand, and dancing and live entertainment at Quinn's Pub.

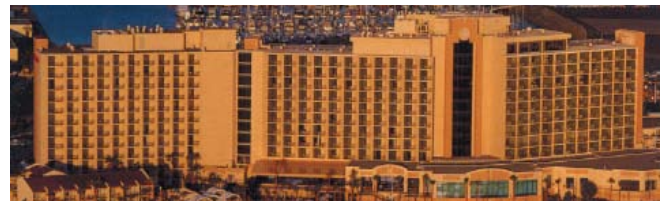
### Transportation

The hotel offers complimentary 24-hour shuttle service between the airport and hotel. Vans depart every 15 minutes for the guest's convenience. In addition, local taxi service is available for a fee. See the concierge for details on this and other available transportation.

### Hotel Reservations

Hotel reservations must be made early. A block of rooms have been reserved at the hotel. Once that block is filled, reservations will be made on a space basis, with the rate subject to change at the discretion of the hotel.

**Sheraton San Diego Hotel and Marina**  
1380 Harbor Island Drive  
San Diego, CA 92101  
(619) 692-2265



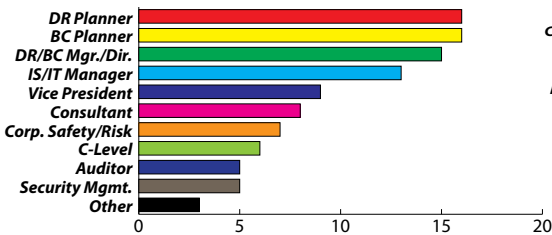
# Call Today To Reserve Your Space For DRJ's Fall World 2009

\*Space is limited and most shows do sell out!

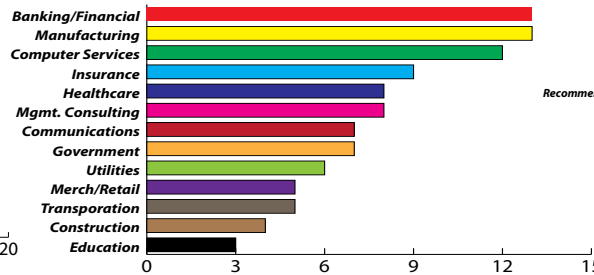


## - DRJ Attendee Demographics -

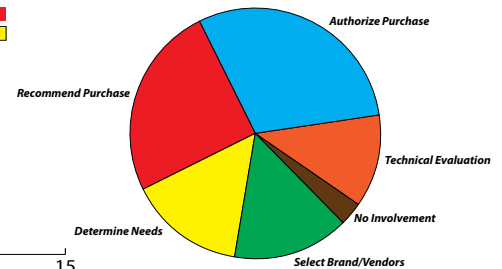
### Attendee Job Titles



### Industries Covered



### Attendee Purchasing Power



## Exhibitor Benefits

### Position Your Organization as an Industry Leader

Exhibiting at DRJ shows will maximize your exposure and position your organization as an industry leader. The exhibits represent an invaluable opportunity to network and conduct business with business continuity and disaster recovery professionals.

- Present your business message to prequalified BC/DR directors and executives in virtually every market.
- Add hundreds of BC/DR professionals to your contact base
- Announce your latest developments to an information hungry audience

### Take Advantage of Our Exhibitor Benefits

The following benefits have been designed to offer you additional ways to maximize your presence on the show floor and to target a larger audience outside the show:

#### Exhibit Benefits

The following items are included in the cost of your exhibit space:

- Pipe and drape
- Company identification sign
- Aisle carpet nightly vacuuming
- Hall Security in the Evenings

#### Benefits for Your Staff

- Complimentary conference program passes
- Additional booth personnel conference passes available for only \$675

#### Benefits for Your Customers

- Passes providing free admission to the exhibition for customers, prospects, and staff

#### Marketing/Advertising Exposure

- A company profile in the Official Program Guide,
- Complimentary access to the attendee direct mail database
- Optional access to the pre-registered attendees contact list
- Optional piece of marketing collateral dropped in all attendee bags
- Access to premier sponsorship opportunities to position your organization as an industry leader

## Booth Fees

10' x 10' Regular Booth	\$2,395
10' x 10' Corner Booth	\$2,495
10' x 10' Regular Booth (Discounted)	\$2,295
10' x 10' Corner Booth (Discounted)	\$2,395

\*Discounted Booths - Are Vendors that participate in both of our annual trade shows.

### Fees Include:

- One (1) Full Conference Pass and Unlimited Booth Personnel Passes.
- A 10' Wide x 8' Deep Exhibit Area - Piped, Draped and Carpeted
- A 7" x 44" I.D. Sign
- 125 Word Description in the Exhibitors Guide and Conference CD-ROM
- Full Post-Show Attendees List
- Additional Full Conference Passes Available for \$675 a person
- Full Exhibit Hall Security

### Exhibit Hall Hours:

#### Sunday, September 13, 2009

8:00 am - 4:00 pm  
5:30 pm - 8:00 pm

Setup  
Welcome Reception

#### Monday, September 14, 2009

11:00 am - 5:00 pm  
12:30 pm - 1:30 pm  
5:30 pm - 6:30 pm

Exhibit Hall Open  
Product Demos \*  
Product Demos \*

#### Tuesday, September 15, 2009

11:00 am - 3:00 pm  
12:30 pm - 1:30 pm  
3:30 pm - 10:00 pm

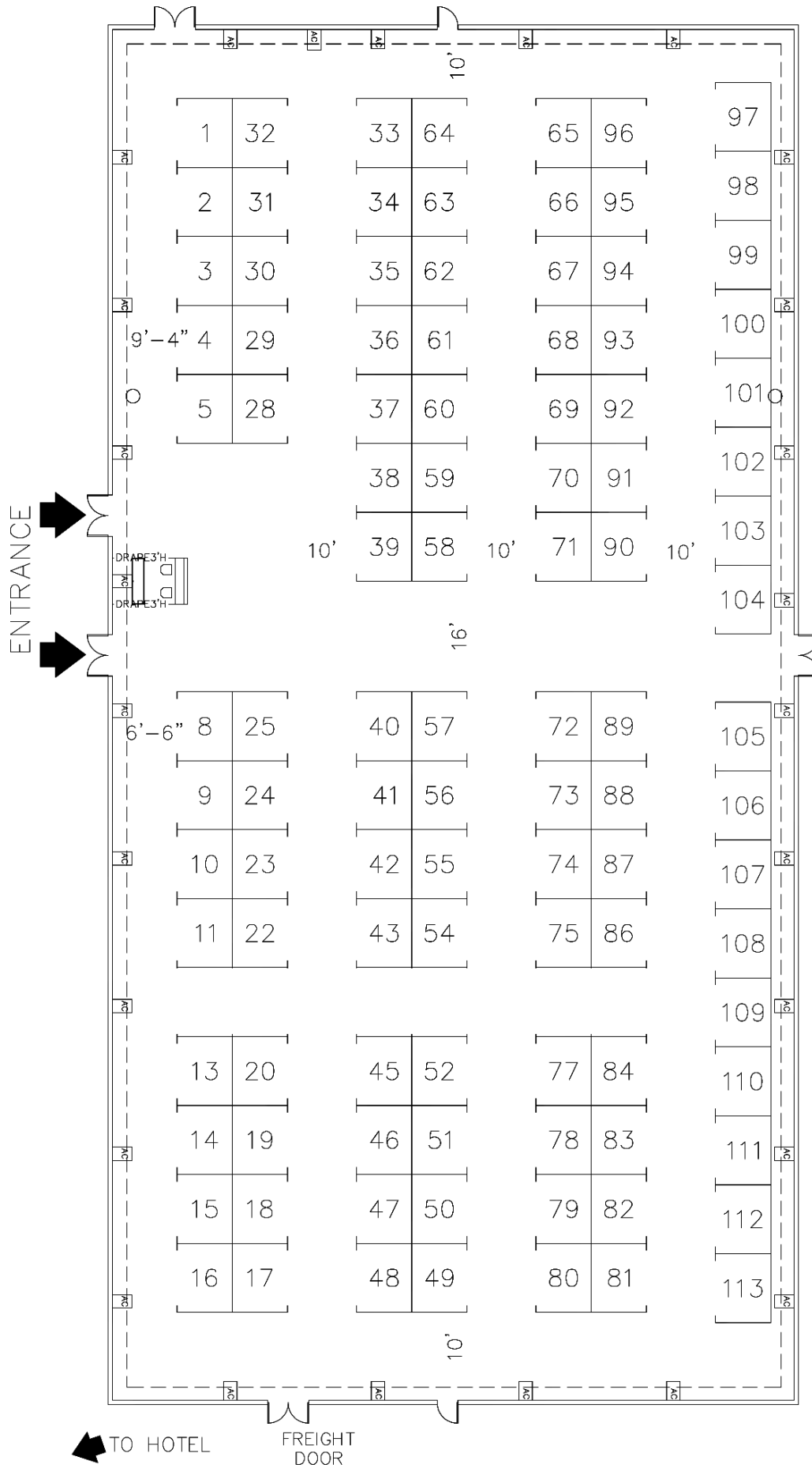
Exhibit Hall Open  
Product Demos  
Tear-Down

\*Product Demos are to be conducted only during the allotted times and special arrangements must be made through the hotel to reserve a product demo room. Contact our offices for details.



# DRJ's Fall World 2009 - September 13-15, 2009

ALL BOOTHS 9'x9' UNLESS OTHERWISE NOTED - TOTAL 109 BOOTHS  
 ALL AISLES 10'-0" UNLESS NOTED OTHERWISE



[www.drj.com/sd/2009](http://www.drj.com/sd/2009) for more information on the event!

DRJ presents its 41st Conference

**DON'T MISS THE OPPORTUNITY TO EXHIBIT AT THE WORLD'S LARGEST CONFERENCES DEDICATED TO BUSINESS CONTINUITY**