



DRJ FALL 2018

# REIMAGINING BUSINESS RESILIENCY

SEPTEMBER 23-26, 2018  
IN PHOENIX, AZ

## EXHIBITOR GUIDE

Conference Dates:

**Sept. 23-26, 2018**

Exhibit Dates:

**Sept. 23-25, 2018**

DISASTER RECOVERY JOURNAL  
**DRJ**



Register Today for the World's Largest Show Dedicated to Business Continuity

# 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/fall2018](http://www.drj.com/fall2018)

## Venue Information

The JW Marriott Desert Ridge Resort & Spa is now accepting hotel reservations for DRJ Fall 2018. You can make your reservations online at <https://aws.passkey.com/go/DRJ2018> or call 1-800-835-6206. Through this website you can book, modify or cancel your hotel reservations at any time and receive updated information about DRJ Fall 2018. Please remember that you are responsible for making your hotel reservation. Contact conference director Patti Fitzgerald at [patti@drj.com](mailto:patti@drj.com) for government room rates.

With the renowned Revive Spa and popular Wildfire Golf Club, you have the best-in-class options for relaxation between conference sessions. Schedule a massage or a round of golf with your colleagues. Enjoy a swim in one of the many pools and even take a ride down the Serpentine Waterslide! Take advantage of the on-site dining opportunities, choosing from six restaurants with a range of menu options. With a Starbucks at the hotel, you've got the ideal place to relax and catch-up with friends.

### Discover Phoenix

Our new conference city is the ideal place to bring your entire family for a getaway. With a vibrant downtown and beautiful surrounding area, Phoenix has something for everyone. The JW Marriott Phoenix Desert Ridge Resort & Spa is ideally located with easy access to the best of the city. Whether it's fine dining, shopping, a round (or two) of golf, or a relaxing hike – you can do it all just steps from the DRJ Fall 2018 conference venue. Be sure to put the Desert Ridge Marketplace, Phoenix Zoo, McDowell Sonoran Preserve, and a ball game at Chase Field on your list of things to see and do.

**JW Marriott**  
**Phoenix Desert Ridge Resort & Spa**  
**5350 East Marriott Dr.**  
**Phoenix, AZ 85054**  
**480-293-5000**



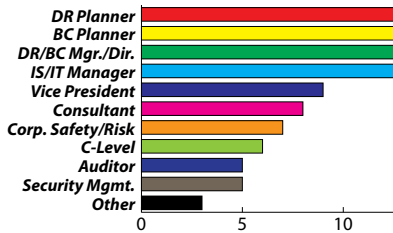
# Call Today To Reserve Your Space For DRJ Fall 2018

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

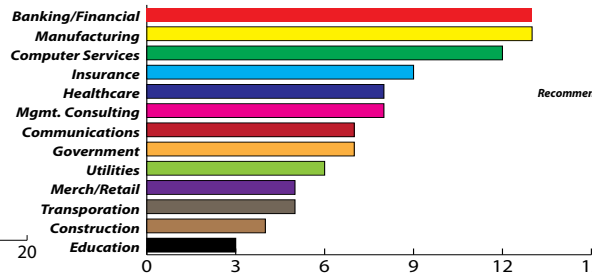


## - DRJ Attendee Demographics -

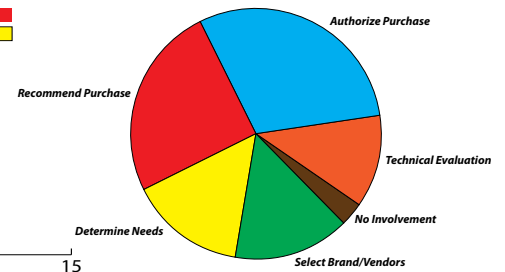
### Attendee Job Titles



### 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
- ◆ 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'x10' Regular Booth	\$2,495
10'x10' Corner Booth	\$2,595
10'x10' Regular Booth (Discounted)	\$2,395
10'x10' Corner Booth (Discounted)	\$2,495

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

### Fees Include:

- ◆ A 10' Wide x 10' Deep Exhibit Area - Piped, Draped and Carpeted
- ◆ 125-Word Description in the Conference Book
- ◆ Post-Show Attendees List
- ◆ Additional Full Conference Passes Available for \$675 a person
- ◆ Listing/logo on our website, conference book, and mobile app
- ◆ Full Exhibit Hall Security

### Exhibit Hall Hours:

#### Sunday, Sept. 23, 2018

8:00 am - 4:00 pm  
5:00 pm - 7:00 pm

Setup  
Welcome Reception

#### Monday, Sept. 24, 2018

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, Sept. 25, 2018

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

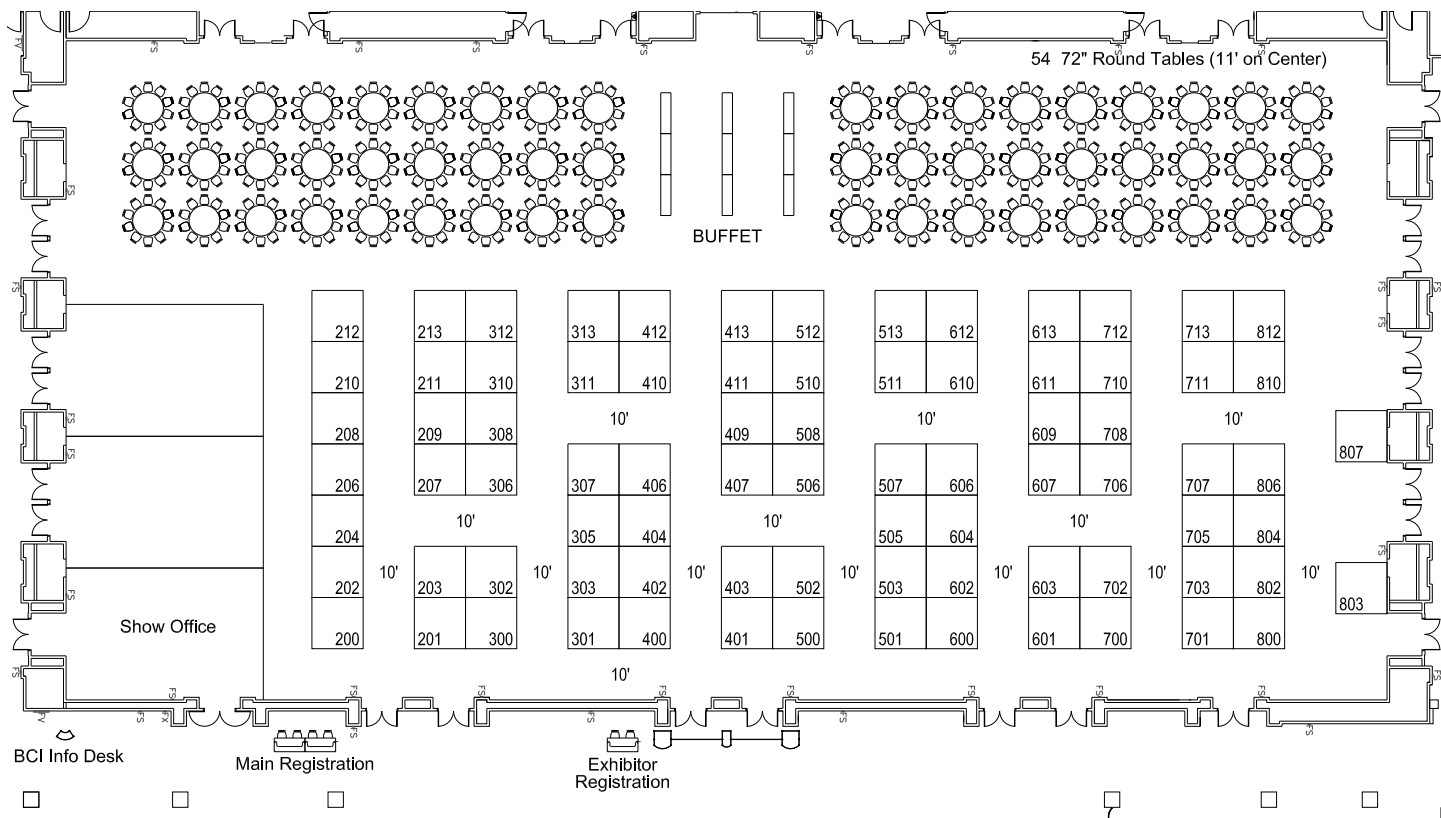
\*Product Demos are to be conducted only during the allotted times and special arrangements must be made through the hotel to reserve a product demo room. Contact our offices for details.



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Don't miss the opportunity to exhibit at the world's largest conferences dedicated to business continuity