

COREITPROS.COM

SPONSOR INFORMATION

For More Information, contact
mike.shaw@coreitpros.com



CORE-IT PROS EVENT
AUGUST 22-26, 2022
(PLUS ON-DEMAND UNTIL SEPTEMBER 2)

Three industry leaders collaborate to share core knowledge, tips, and techniques for network analysis, management, troubleshooting, and security.

Laura Chappell
Mike Pennacchi
Tony Fortunato





LAURA CHAPPELL

Founder, CEO
Chappell University
www.chappell-university.com



MIKE PENNACCHI

Founder
Network Performance Specialists, LLC
www.nps-llc.com



TONY FORTUNATO

Sr. Network Performance Specialist
The Technology Firm
www.thetechfirm.com

LAURA CHAPPELL

Laura Chappell researches, documents, and presents information on network protocols, analysis, troubleshooting, Wireshark, network forensics, and interplanetary Internet communications. Ms. Chappell created the WCNA Certification program (formerly referred to as the Wireshark Certified Network Analyst Certification program). Ms. Chappell is often called in to analyze more complex network problems that require visibility into the communications system. Laura has been living at packet level since 1989.

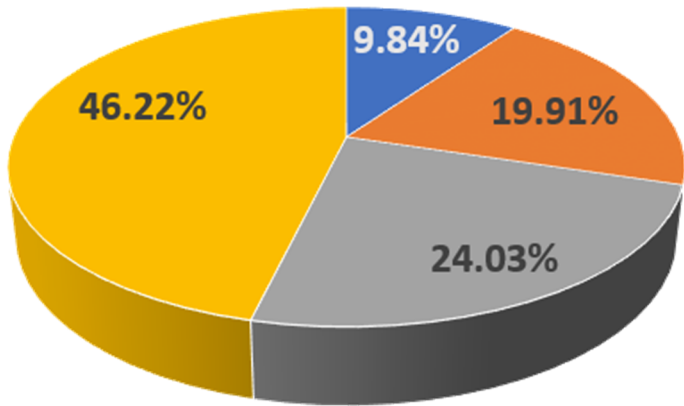
MIKE PENNACCHI

Mike Pennacchi has been troubleshooting networks for the last 25 years. He started out as an application developer and network administrator. When attending an Interop session in 1995, Mike discovered his love for capturing/analyzing network traffic with open source and commercial tools. Since then, Mike has traveled the world resolving network problems and teaching others how to solve their networking issues. Since 1997, Mike has been an Interop instructor, volunteer, sponsor, and lead network engineer.

TONY FORTUNATO

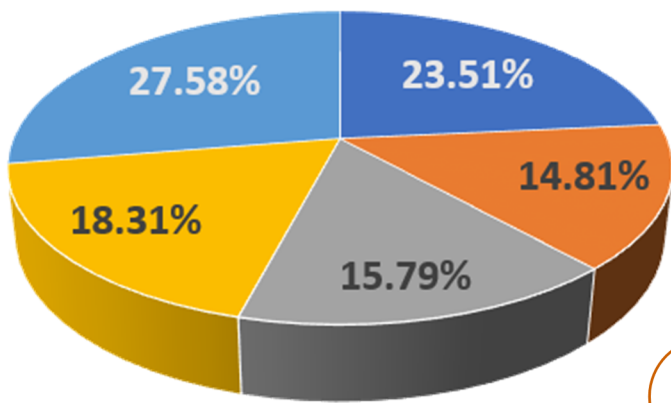
Tony Fortunato is a network performance expert who has been designing, implementing, and troubleshooting networks since 1989. The Technology Firm provides clients of all sizes with services ranging from project management, network design, consulting, troubleshooting, and custom-designed training courses, installation. Tony started his career building and supporting financial trading floor networks and ISPs, where he learned to integrate and support equipment from a variety of vendors.

Network Size (in Hosts)



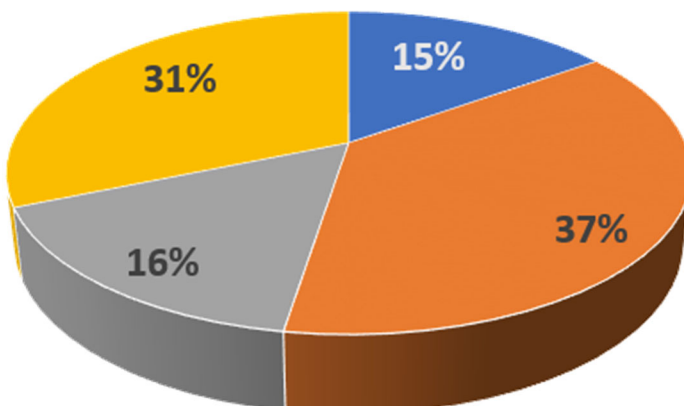
■ 1-20 hosts ■ 21-100 hosts ■ 101-500 hosts ■ 500+ hosts

Company Size (in Employees)



■ 1-50 ■ 51-250 ■ 251-1,000 ■ 1,001-5,000 ■ 5,000+

Role in Purchasing



■ Decision Maker ■ Evaluator/Recommender
■ Influencer ■ Not Involved

OUR AUDIENCE

Our events have brought in an average of 1,423 registrations per event and 895 attendees per event. Our audience is focused on four primary areas:

- Network monitoring
- Network management
- Network troubleshooting
- Network security

CORE-IT 2020

In 2020, we hosted a CORE-IT event with over 36 technical sessions, 18 virtual booths, and 2,201 attendees. CORE-IT 2020 vendors obtained an average of 800 leads from booth activity. That event was free at the start of the Covid-19 lockdowns.

INTERNATIONAL MARKET EXPOSURE

Our customers are global. The on-demand days (August 27-September 2) offer access to attendees regardless of time zone.





SOCIAL MEDIA REACH

Ms. Chappell, Mr. Pennacchi, and Mr. Fortunato have over 65,000 social media and subscriptions followers and over 4 million views of their YouTube videos.

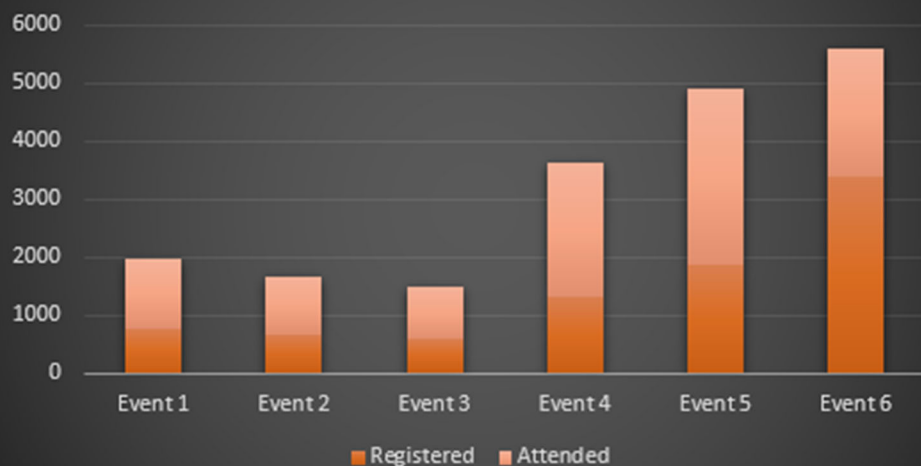
Together they represent the top of the industry in training and consulting practices.

Worldwide, they are trusted by leading companies.

Sample Attendee Company, Position, and Purchasing Influence

Bank of Oklahoma, Senior Data Security Analyst, Evaluator/Recommender
Booz Allen, Information Security Test Engineer, Evaluator/Recommender
BSE, Network Supervisor, Decision Maker
Canadian Broadcast Group, Senior Analyst, Evaluator/Recommender
Capital One, Network Engineer, Evaluator/Recommender
Celestica, Inc., Global Information Security Manager, Decision Maker
Chevron Corporation, IT Professional, Evaluator/Recommender
Citrix Online, Information Technology Specialist, Influencer
Dow Chemical, Network Architect, Decision Maker, Evaluator/Recommender
EDS, Infrastructure Specialist, Evaluator/Recommender
First Citizens National Bank, SVP/CIO, Decision Maker
GuideOne Insurance, Enterprise Security Architect, Decision Maker
Hewlett Packard, Telecom Lead, Evaluator/Recommender
IBM, Network Support Specialist, Evaluator/Recommender
Intel, Network Professional, Evaluator/Recommender
ITT, Infrastructure Manager, Evaluator/Recommender
Johnson Controls, Regional Field Support Manager, Decision Maker
JP Morgan Chase, Senior Network Engineer, Evaluator/Recommender
Kimberly-Clarke, Systems Administrator, Evaluator/Recommender
KPMG, Senior Consultant, Evaluator/Recommender
Lawrence Livermore National Lab, Cyber Counterintelligence Officer, Decision Maker
Massachusetts Department of Revenue, Network Manager, Decision Maker
Microsoft, Network Support Engineer, Evaluator/Recommender
NEC, Senior Manager, Evaluator/Recommender
Northern Telecom, Manager of Customer Solutions and Support, Decision Maker
Parker Hannifin Corporation, Technical Resource Analyst, Decision Maker
Pepsi, Sr. Manager, Evaluator/Recommender
Phillips Research, Principal Network Administrator, Evaluator/Recommender
Ricoh Americas Corp., Solutions Support Engineer, Evaluator/Recommender
Sophos, Inc., Sr. Global Technical Support Specialist, Influencer
SunTrust Bank, Infrastructure Analyst, Evaluator/Recommender
Synnex Corporation, Security Manager, Decision Maker
TD Ameritrade, Engineer, Evaluator/Recommender
TELUS, Network Technician, Evaluator/Recommender
The Hartford Group, Network Engineer, Evaluator/Recommender
Thomson Reuters, Network Engineer, Evaluator/Recommender

Register/Attend Count



SPONSORING THE EVENT

The CORE-IT Pros Conference offers pre-event visibility, post-event visibility, and the event virtual booths (staffing only required on August 25th and 26th).

Pre-Event Visibility

Laura, Mike, and Tony (and their sales/marketing team) will be promoting the event through their social media accounts, direct mailing lists, site memberships, and the coreitpros.com website. Partners are highlighted during our weekly Packet Pub Quizzes leading up to the event.

Post-Event Visibility

Our team will recognize all sponsors in the event follow-up emails and social media posts.

Virtual Booth Elements

One customized virtual booth will be created for each sponsor organization. Your virtual booth will include the following elements:

- Listing in the Partner Showcase Area
- Custom background branding
- Logo placement within the virtual booth
- Main video area for immediate interaction upon booth entrance
- Chat area to communicate with attendees
- Live Visitor Log so you can see who enters/leaves your booth
- Resources area to share videos, .pdfs, links, and other resources with the audience

Raffle Participation

Improve your lead count by participating in each of the “Raffle Runs” that take place from 12:15pm to 1:00pm Pacific Time on August 25th and 26th.

During the Raffle Run, specific sponsor booths are announced and attendees must “virtually run” to those booths to be present for the raffle.

Post-Event Analytics and Leads

Event analytics (including all lead information on booth visitors) will be available when the event is concluded.

EVENT ACCESS FOR SPONSORS

Sponsorship includes three (3) booth staff member logins.

**\$4,975
VALUE**

FIVE (5) FULL EVENT ACCESS TICKETS

Sponsors receive coupons to redeem five (5) FULL EVENT ACCESS tickets. Give your \$995 value FULL EVENT ACCESS coupons to key customers, internal employees, or winners of online contests.

SELECTION/SUBMISSION DEADLINES

To ensure your booth is rendered correctly and all your resources are ready for the event, we need the following information from you by the dates listed below. Late submissions are not guaranteed to be available at the start of the event.

Item Required	Date Due
Sponsor Payment	Within 15 days of Sponsor Agreement signing
Sponsor Logo Image (vector image required, .eps/.ai)	At time of Sponsor Agreement signing to be included in pre-event marketing
Sponsor Description (maximum 500 words; appears on event registration/entrance page and inside sponsor booth)	At time of Sponsor Agreement signing to be included in pre-event marketing
Booth Preparation	
Booth Background Image (2000 x 1000 pixels)	August 15, 2022
Booth Staff List (names and email addresses; maximum 5 booth staff members)	August 15, 2022
Booth Video (see <i>Video Format Recommendations</i> section below)	August 15, 2022
Booth Resources (additional videos, .pdfs, links, etc.)	August 15, 2022
Raffle Run Item Information (optional)	August 15, 2022

Video Format Recommendations

We recommend that submitted videos are 1080p HD format (1920x1080px). Review your video quality and content carefully before submitting. A \$100/video fee for video substitutions within one week of the event launch will be charged. No video substitutions will be made during the event.

SPONSOR FEE

A one-time \$2,500 (twenty-five hundred dollars) sponsor fee is required to participate in this CORE-IT Pros Conference.¹

¹ This is the sponsor fee for the August 2022 event only.

EXHIBITOR/SPONSOR APPLICATION FORM

CORE-IT PROS CONFERENCE (AUG 22-26, 2022)

Company: _____ Country: _____

Address: _____

City: _____ State/Territory: _____ Post Code: _____

Primary Event Contact: _____

Primary Event Contact Title: _____

Phone: _____ Email: _____

PAYMENT TERMS

Full payment (by check or EFT) due within 15 days of sponsorship agreement signing.

CANCELLATION POLICY

Written cancellations received before August 10, 2022, will be entitled to a 50% refund. No refunds given for cancellations after August 10, 2022.

PAYMENT DETAILS

If paying by check, please make payable to **Chappell University** and send to the address listed below within 15 days of submission of this form.

Chappell University
Attn: Brenda Cardinal – Sponsorship
59 Damonte Ranch Pkwy, B340
Reno, NV 89521 USA
(775) 360-5162
info@coreitpros.com

If paying by EFT, please follow these instructions:

Account Number:	501019648415
EFT/ACH Routing:	122400724 026009593 (International wires)
Swift Code:	BOFAUS3N (for incoming US currency)
Bank Address:	Bank of America 710 S. Meadows Pkwy Reno, NV 89521 (775) 851-8200

Questions about transfers? Contact Brenda Cardinal <<mailto:brenda@chappellu.com>>.

PLEASE REFERENCE **COREITPRO-AUG22 SPONSOR PAYMENT** ON FUNDS TRANSFER FORM

CORE-IT PROS (AUG 2022) SPONSORSHIP AGREEMENT

Liability: Sponsor assumes full responsibility and liability for its acts and omissions and the acts and omissions of its agents, employees, and independent contractors, whether acting within or outside of the scope of their authority and Sponsor shall indemnify, defend, and hold harmless Chappell University and vConference event facilitators from all claims, losses, liabilities, damages, expenses, and costs resulting directly or indirectly from such acts or omissions.

Use and Operation of Virtual Exhibitor Booth: Subleasing of virtual exhibitor booth space is not allowed. Your virtual exhibitor booth must be staffed from 9:00am until 4:00pm Pacific Time on August 25th and 26th. You may staff your booth additional days/hours, if desired.

While Chappell University will do everything possible to ensure a successful event, there may be cases where an event is unable to be provided as planned. If Chappell University and/or the event platform provider, Engagez, is unable to provide the event as planned for a technical reason in or beyond their control, the following remedies will be applied:

- A new date for the event will be selected.
- Email notification will be sent to registrants of the new date.
- An extension of 2x the normal on-demand period will be applied to the event.

It should be noted that this applies to catastrophic failure of the event – the inability of participants to take part in the event, overall. For all events, there will typically be some access issues (issues of compatibility, connectivity, end-user bandwidth, system performance or other factors outside the control of Chappell University or Engagez) for a small percentage of attendees. These are to be expected and will be worked through with the attendee as best as possible via customer support and do not constitute an inability to provide the event.

Choice of Law; Jurisdiction: This Agreement shall be governed and enforced in accordance with the laws of the state of Nevada and its federal and state courts. If it shall be necessary for Chappell University to bring suit to enforce any of its rights hereunder, Chappell University shall be entitled to recover all costs of such suits including reasonable attorney's fees.

Submissions: Sponsor must submit all elements required and listed in SELECTION/SUBMISSION DEADLINES by the deadline to ensure the Virtual Sponsor Booth is rendered properly. Sponsor understands that additional fees may be charged for late element submissions.

The Sponsor authorizes the Conference event facilitators to reproduce the logos, distinctive signs and company description, materials provided by the Sponsor for the purpose of promotional communications about the Sponsor's participation in the Event, before, during, and after the event. The Conference event facilitators shall use the materials in the version sent by the Sponsor and undertakes not to modify them unless Sponsor approves the changes.

This Sponsorship Agreement (this "Agreement") is made between Chappell University, Inc. ("Chappell University") and the Sponsor signing below.

Sponsor Company: _____

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

Please email your signed Agreement to: info@coreitpros.com