

2026 Boot Camp Sponsor Prospectus

LIVE In Dallas | April 7-9, 2026

Hilton Anatole, Dallas, TX



BOOT CAMP

www.RobinsBigSeminar.com/Sponsors

**20
26**

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Who Is Robin Robins?

Robin is the author of the Technology Marketing Toolkit and Million-Dollar Managed Services Blueprint. To date, over 10,000 IT business owners across the US and in 23 different countries have learned and implemented the marketing systems she has developed to create hundreds of millions of dollars in NEW sales, NEW opportunities and NEW revenue streams for their business.



Robin Robins

Founder And Author,
Technology Marketing Toolkit, LLC



Join Us And Other Leading Experts

Technology Marketing Toolkit invites you to join us in Dallas, TX, April 7–9, 2026, at the Hilton Anatole, for our 19th Annual Boot Camp — the only event focused on teaching MSPs, MSSPs, VARs and IT consultants how to grow their business through sales and marketing.

There is no industry conference that matches the caliber, content or value available in three days. No boring speakers or subjects at this event: everything is staged to educate, motivate and equip IT business owners to make 2026 their best ever and continue to grow their business.

Our live event typically attracts about 1,200 attendees and an additional 2,000+ will attend the virtual event. The attendees are the owners/CEOs of IT service firms and firms that sell outsourced IT services and support, phone systems, computer hardware, cloud computing, cyber security solutions and managed services. The audience is made up of our clients who have enrolled in the Technology Marketing Toolkit program and are members of our high-performing Mastermind group (the largest in the IT world). What makes these partners unique is their willingness to invest time and money in marketing, sales and GROWTH.

How To Gain Access To Our Clients

What Is Boot Camp?

Over 1,200 of the most successful, fastest-growing IT business owners in the world will fly in and another 2,000+ will watch online via our Big Red Virtual events platform, to invest three days into learning how to become better marketers, grow their business, acquire more clients and substantially increase their bottom line. These decision makers will have paid up to \$2,297 to attend and are highly motivated to increase sales. Unlike other IT conferences, where most of the speakers are technicians, this conference features only business topics focused on helping our clients increase their personal wealth and business success.

Who Should Sponsor This Event?

- ✓ IT channel companies who want to get in front of **HUNDREDS** of quality prospects! Last year's event attracted over 3,000 attendees (in-person + virtual platform), and we anticipate even more this year! That's a **REAL** number of prospects, not an inflated number made up of other sponsors, our staff and non-prospects.
- ✓ Companies who want to engage with **BETTER** quality MSP and IT business owners who **KNOW** how to market and sell. Unlike the vast majority, who are whiners and complainers, our clients actually have invested a lot of time and effort into growing their business.



"Boot Camp Is A Terrific Opportunity And A Great Lead Source"

"We have been coming to TMT events for years now; they are a terrific opportunity for us to talk with MSPs, and they are a great lead source. Their events are attended by a very cohesive and passionate group of MSPs who are very willing to help. As a result, the sponsoring is always great for Beachhead and Simply Secure."

– **Cam Roberson, Beachhead Solutions**



"We Always Add More Partners At Each Event We Sponsor"

"Choosing the right events isn't about foot traffic - it's about getting in front of MSPs who actually move the needle. Big Red Media gets that. Every time we sponsor with them, we're not guessing - we're getting access to serious, growth-minded MSPs ready to engage. Their team doesn't just deliver events - they deliver results."

– **Matt Solomon, Channel Program**

Top 5 Reasons Why You'll Want To Partner With Big Red Media

- 1 You'll gain access to a UNIQUE and influential group of IT services CEOs (MSSPs, VARs, IT consultants).**
 They are the MOST INFLUENTIAL resellers of IT services, hardware, software and communication systems, acting as the IT departments for hundreds of thousands of small to midsize businesses from around the world. If your company sells any kind of technology solution to small-medium businesses (SMBs), you need to work with our members!
- 2 You'll get the HIGHEST ROI from our events and services over any other company in the MSP industry.**
 That's because our IT services CEO members are serious about growth and have invested serious time and money into marketing, sales and expanding the IT services offerings to their clients. They are ALWAYS eager to discover new tools, software and technology solutions they can resell and recommend to their clients.
- 3 You will be assisted by one of our VP Level sponsorship consultants who are dedicated to your success**
 and who will offer strategies to maximize your sponsorship investment, build brand recognition and generate a solid return on your marketing investment.
- 4 We will work with you to customize the perfect sponsor opportunity to fit your specific goals and brand-building ideas.** Yes, we have standard sponsorship packages that work, but we can also offer any combination of speaking engagements, in-person events, virtual events, digital marketing services, our virtual event software platform, plus a wide variety of unique "experiences" that will build name recognition and engagement, and drive sales.
- 5 We consistently deliver the highest quality and quantity of attendees at our events, workshops, webinars and websites.** Our numbers always reflect a true and accurate representation of the audience we attract.



"Sponsoring TMT's Events Is An Opportunity To Get In Front Of The People Who Are Making Decisions"

"We've been sponsoring TMT's events since our inception in the channel and keep coming back because nearly every attendee is the decision maker. They're either the owner or they've got the capability of purchasing new products and really driving that for their organization. A lot of other shows will attract the techs, or the lower-level employees, so they have to bring everything back home to the owner or the president. At Robin's events, we always have meaningful conversations with quick ROI right there at the event."

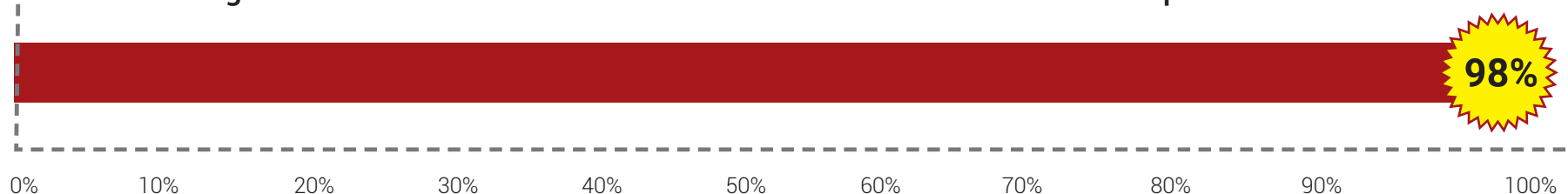


– Natasha Boyko, Nerdio



Boot Camp Attendee Profile

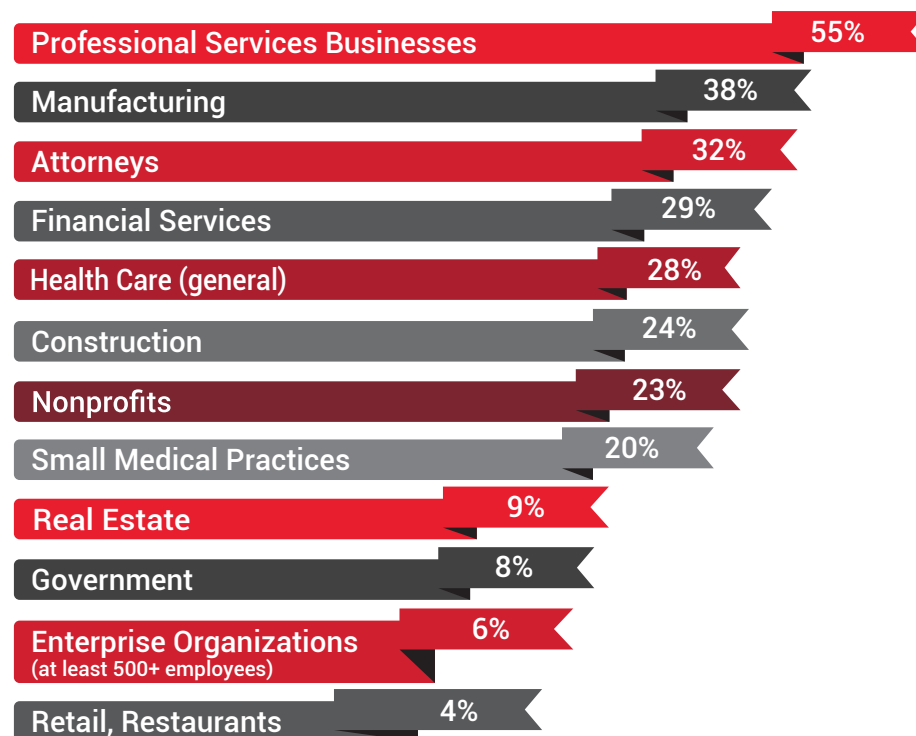
The Percentage Of Attendees Who've Done Business With One Or More Of The Sponsors Of Our Events



According To A Recent Poll, These Are The Services Our Clients Are Going To ADD To Their Services Offering:



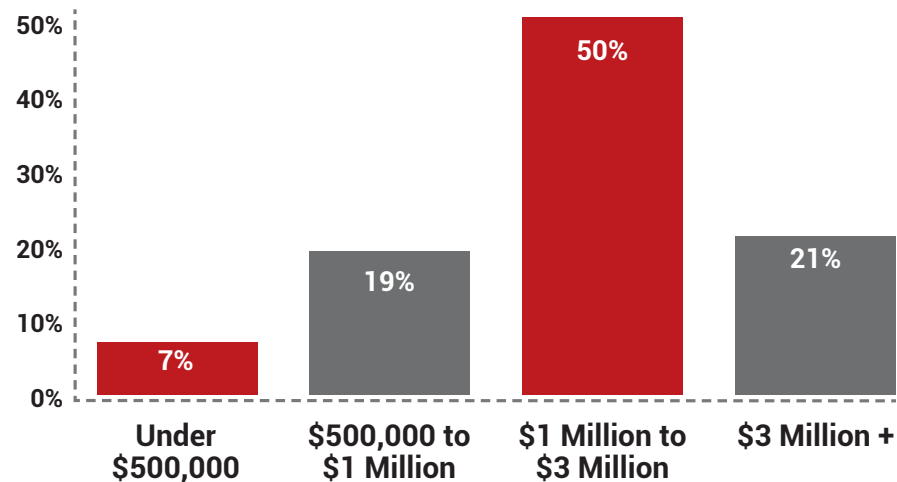
These Are The Vertical Markets Our Clients Sell To:



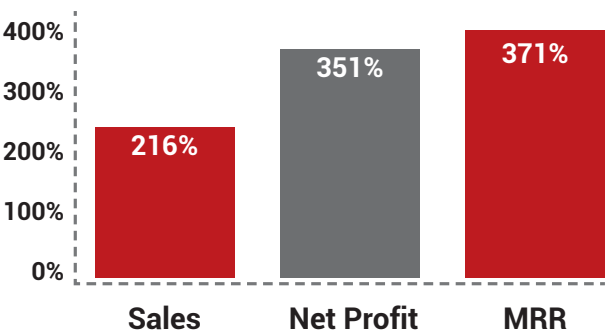
Client Profiles



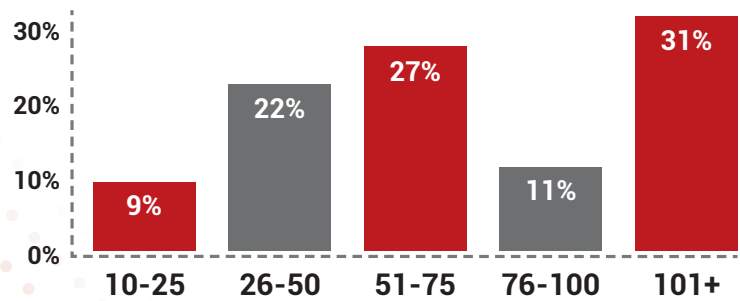
Range of Annual Revenue



3-Year Average Growth Rate



Average Total Clients Per Member: 116



2026 Boot Camp Sponsor Opportunities At-A-Glance

Descriptions	Diamond 1 available	Platinum 8 available	Gold 10 available	Silver 8 available	Bronze 20 available	Exhibitors 25 available
Breakout Session	30 Minutes (Tuesday) 30 Minutes (Wednesday)	30 Minutes (Choose Tuesday or Wednesday)	30 Minutes (Choose Tuesday or Wednesday)	30 Minutes (Thursday)	30 Minutes (Tuesday)	
Speaking Spot – Main Stage on Opening Night	15 Minutes					
Quick Fire Main Stage		1 Minute				
Premium Booth Location and Premium Exhibit Space	•	•	•			
Virtual Trade Show Booth for Hybrid Event on Big Red Virtual	•	•	•	•	•	•
Employee Passes, Including Meals and Entertainment	10	8	6	4	3	2
Boot Camp Tickets For Your Top Clients or Prospects (not for staff)	•	•	•	•		
Logo and URL Included on Boot Camp Website	•	•	•	•	•	•
Logo and Company Listing Included on Mobile App	•	•	•	•	•	•
Logo Featured on Rolling PowerPoint	•	•	•	•	•	•
Cvent Lead Retrieval Licenses	4	2	2	1		
Co-Branded Main Stage with Logo	•					
Thursday Night Party Sponsor	•					
Event Emcee will wear your branded t-shirt/swag on main stage for a portion of the event.				•		
Participation in Pub Crawl	•					
Private Meeting Room	•					
Conference Bag Insert (If Available)	•		•			
Banner Ad on Mobile App	•					
Full Slide in Rolling PowerPoint	•					
Opening Welcome Reception Sponsor		•				
Conference Workbook Ad	Full Page Color		Half Page Color			
Sponsorship Package:	\$150,000	\$98,500	\$72,000	\$54,000	\$38,000	\$25,000

2026 Boot Camp Sponsor Opportunities

DIAMOND \$150,000 (1 Available)

Speaking Spots:

- 15 Minutes Main Stage on Opening Night
- 30 Minute Breakout Session on Tuesday
- 30 Minute Breakout Session on Wednesday

Exhibit Space:

- Premium Placement and Size
- 15' x 25' Booth Space
- (2) 6 Foot Tables
- (4) Chairs
- Grey Carpet From Freeman Included
- Electrical Included
- 293.5" W x 37.25" H Cling Included - To Be Adhered To Glass Wall In Booth

(10) Employee Passes Includes Meals and Entertainment

Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(4) Cvent Lead Retrieval Licenses

Logo Displayed on Main Stage

Thursday Night Party Sponsor

Participation in Pub Crawl

(1) Private Meeting Room

Conference Bag Insert (If Available)

Conference Workbook Ad (Full Page, Color)

Banner Ad on Mobile App

Full Slide in Rolling PowerPoint

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual



Mike DePalma
VP of Business Development,
OpenText Cybersecurity



For More Details And Information, Contact Our Big Red Media Team At:

☎ (844) 999-0555 ✉ Partners@BigRedMedia.com 🌐 www.RobinsBigSeminar.com/sponsors

2026 Boot Camp Sponsor Opportunities

PLATINUM \$98,500 (8 Available)

Speaking Spots:

- 1-Minute Quick Fire Main Stage
- 30-Minute Breakout Session (Choose Tuesday or Wednesday – First Come, First Served)

Exhibit Space:

- Premium Placement and Size
- 10' x 20' Booth Space
- (2) 6-Foot Tables
- (4) Chairs
- 8-Foot-High Back Drape
- 3-Foot High Side Drape
- Grey Carpet From Freeman Included
- Electrical Included

(8) Employee Passes Includes Meals and Entertainment

Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(2) Cvent Lead Retrieval Licenses

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual



PLATINUM ADD ONS: Choose Two To Include In Your Platinum Sponsorship!

General Session Seat Drop

Banner Ad on Mobile App or Big Red Virtual

Logo Included on Lanyard

30-Second Video Commercial Played During Breaks



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2026 Boot Camp Sponsor Opportunities

GOLD \$72,000 (10 Available)

Speaking Spots:

- 30-Minute Breakout Session (Choose Tuesday or Wednesday – First Come, First Served)

Exhibit Space:

- Premium Placement and Size
- 10' x 10' Booth Space
- (1) 6-Foot Table
- (2) Chairs
- 8-Foot-High Back Drape
- 3-Foot High Side Drape
- Grey Carpet From Freeman Included
- Electrical Included

(6) Employee Passes Includes Meals and Entertainment

Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(2) Cvent Lead Retrieval Licenses

Conference Bag Insert (If Available)

Conference Workbook Ad (Half Page Full Color)

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual



Jon Murchison,
Founder and CEO,
Blackpoint Cyber

For More Details And Information, Contact Our Big Red Media Team At:

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2026 Boot Camp Sponsor Opportunities

SILVER \$54,000 (8 Available)

Speaking Spot

- 30 Minute Breakout Session on Thursday

Exhibit Space:

- Premium Placement
- 8' x 8' Booth Space
- (1) 6 Foot Table
- (2) Chairs
- Electrical Included

(4) Employee Passes Includes Meals and Entertainment

Boot Camp Tickets You Can Give Away to Your Top Clients or Prospects (Not for Staff)

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

(1) Cvent Lead Retrieval License

Event Emcee will wear your branded t-shirt/swag on main stage for a portion of the event to promote your brand.

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

BRONZE \$38,000 (20 Available)

Speaking Spot:

- 30 Minute Breakout Session on Tuesday

Exhibit Space:

- 8' x 8' Booth Space
- (1) 6 Foot Table
- (2) Chairs
- Electrical Included

(3) Employee Passes Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual



J. Colin Petersen,
President, HelpDesk.tech



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2026 Boot Camp Sponsor Opportunities

EXHIBITORS \$25,000 (25 Available)

Exhibit Space:

- 8' x 8' Tabletop
- (1) 6 Foot Table
- (2) Chairs
- Electrical Included

(2) Employee Passes, Includes Meals and Entertainment

Logo and URL Included on Boot Camp Website

Logo and Company Listing Included on Mobile App

Logo Featured on Rolling PowerPoint

Virtual Trade Show Booth for Hybrid Event on Big Red Virtual

20% Discount
For First-Time Exhibitors
Cannot Be Combined With Any Other Offer.



ADD-ON BREAKOUT SESSION \$12,000 (6 Available)

Add a 30 Minute Breakout Session (Tuesday, Day 1) To Your Exhibitor Sponsorship



2026 Boot Camp A La Carte Sponsorship Opportunities

NETWORKING

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Focus Group	Onsite breakout room for 1 hour during the event to meet with 10 MSP members, recruited by TMT, that fit your criteria.	2	\$12,000
Additional Sponsor Attendee	Add an additional sponsor attendee.		\$1,000
Lounge Sponsor	<ul style="list-style-type: none"> • Co-branded Lounge area located within the exhibit hall, near sponsor booth • Includes signage, main stage mentions • Push Notification from Mobile App • Sponsor access to lounge • One 3' x 3' Carpet Cling • Partner Testimonial Video - Company's AV team will film client with chosen partners onsite • Pub Crawl Participation with Specialty Drink 	3	\$15,000
Private Meeting Rooms	Private meeting room for the Day or entirety of event.	3	Call
Top Golf Swing Suite (located inside Hilton Anatole)	Private rental of Top Golf Swing Suite, an interactive gaming simulator with a variety of virtual games, paired with comfortable lounge seating. Can be used as a "Present and Play" for up to 60 people for 90 minutes. AV included. <i>*Sponsor to work with Top Golf on ordering and paying for food and beverage.</i>	2	\$10,000+

MESSAGE DELIVERY

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Sponsor Spotlight	5-minute video interview with Robin Robins to be filmed during the event.	1	\$15,000
Pre-Event or Post Event Postcard Mailer to Attendees	Ability to send a postcard mailer to all Boot Camp attendees either prior or post Boot Camp. Sponsor responsible for postage and printing from 3rd party fulfillment house designated by TMT.	2	\$7,000
Guest Room Drop	One piece of collateral placed in guest rooms at guest rooms at conference hotel.	2	\$8,000
Co-Branded Confirmation Mailer	Provide a piece of collateral to include in TMT's confirmation mailer that is mailed to all Boot Camp attendees prior to the event.	1	\$7,500

Lounge Sponsor



Pre/Post Event Postcard Mailer



2026 Boot Camp A La Carte Sponsorship Opportunities

BRANDING

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Guest Room Hotel Mirror Cling	Display your brand on a custom cling for guest room mirrors at conference hotel.	1	\$18,000
WiFi Sponsorship	Customized password within Meeting Network. Your company listed as exclusive WiFi sponsor on WiFi access signage and on mobile app.	1	\$10,000
Guest Room Hotel Key Card	Ability to brand attendees' hotel key cards at conference hotel.	1	\$14,000
Conference Bag	Exclusive sponsor of conference bag to include logo on bag.	1	\$15,000
Tower Elevator Hallway Clings (4 clings)	Add your branding to the elevator hallways leading from lobby to guest rooms.	1	\$15,000
Square Panel Door Clings (4 clings)	Add your branding above General Session doors.	1	\$8,000
Grand Atrium Lanterns	Add your branding to 10 of the lanterns in the Grand Atrium Lobby	1	\$10,000

TRAFFIC DRIVERS

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Guest Speaker Book Sponsor	A sticker with your logo on the book cover of our guest speaker's book and the ability to provide a bookmark in each book. All books will be handed out at your exhibit space. Includes 2 Cvent LeadCapture Devices.	2	\$21,500
Pub Crawl	Participation in Pub Crawl. A bar will be set up in close proximity to your booth. You'll be promoted as a Pub Crawl sponsor and included on signage and Pub Crawl cup/koozie.	4	\$12,000
Push Notification	A dedicated push notification to be sent out to conference attendees on the mobile app.	2	\$1,500
Bar at Breakout Session	Bar stationed directly outside of breakout room. *Sponsor to work with Anatole on ordering and paying for alcohol.	3 Available (1 each day)	*\$2,500 +

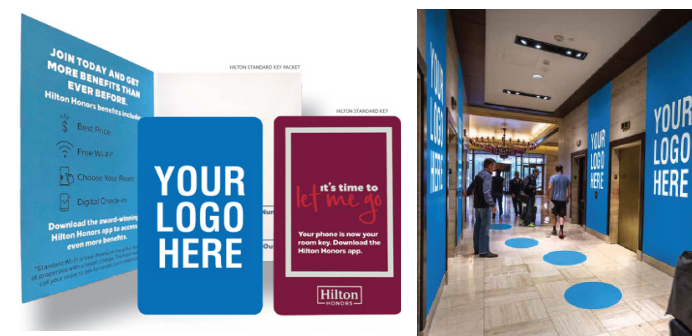
Guest Speaker Book Sponsor



Pub Crawl



Hotel Branding



2025 Boot Camp A La Carte Sponsorship Opportunities

DIGITAL

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Mobile App Sponsor	Includes co-branded launch screen, your logo featured on the main screen and a banner ad on the mobile app. You'll also be featured on mobile app signage.	1	\$7,000

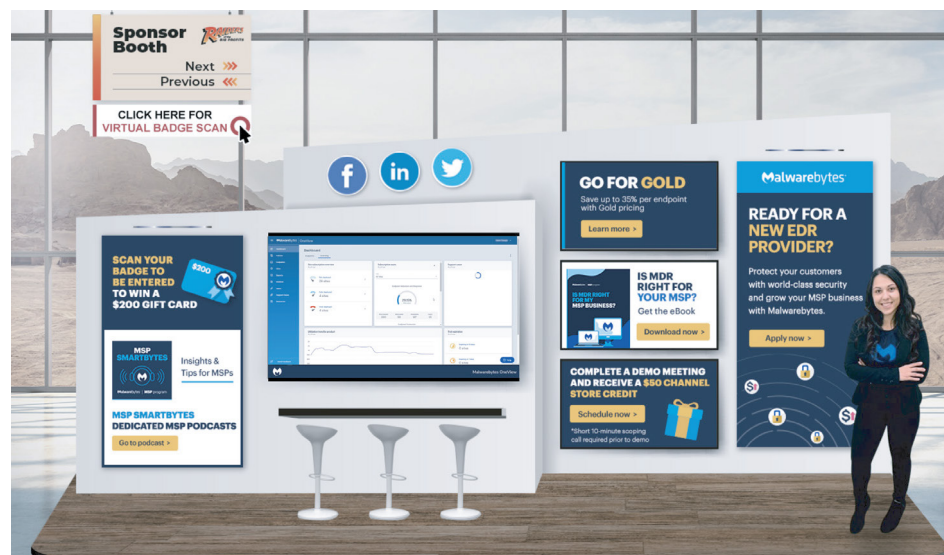
VIRTUAL

ITEM	DESCRIPTION	AVAILABLE	SPONSORSHIP
Commercial Interview	Pre recorded interview with virtual event host or client provided 5-minute video commercial to be played during the hybrid event.	3	\$5,000

Mobile App Sponsorships



Virtual Trade Show Booth



Celebrity Photo Sponsor



High-Level Agenda

(Subject To Change)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<div>APRIL 6</div> <p>Vendor Load-In</p>	<div>APRIL 7</div> <p>8:30 a.m. - 4:45 p.m. Breakouts</p> <p>5:15 p.m. - 7:00 p.m. General Session</p> <p>7:00 p.m. - 8:45 p.m. Reception</p>	<div>APRIL 8</div> <p>8:00 a.m. - 8:30 a.m. Breakouts</p> <p>8:45 a.m. - 12:15 p.m. General Session</p> <p>1:45 p.m. - 4:10 p.m. Breakouts</p> <p>4:30 p.m. - 6:00 p.m. General Session</p> <p>6:00 p.m. - 8:00 p.m. Pub Crawl</p>	<div>APRIL 9</div> <p>8:00 a.m. - 8:45 a.m. Breakouts</p> <p>9:15 a.m. - 10:50 a.m. General Session</p> <p>11:10 a.m. - 2:50 p.m. Breakouts</p> <p>3:10 p.m. - 6:00 p.m. General Session</p> <p>5:00 p.m. - 7:00 p.m. Vendor Load-Out</p> <p>7:30 p.m. - 9:30 p.m. Thursday Night Party</p>





Special Thanks To Our 2025 Boot Camp Sponsors

DIAMOND SPONSOR

Kaseya®

PLATINUM SPONSORS



GOLD SPONSORS



Axcient



SAPPHIRE SPONSOR

THREATLOCKER®
ZERO TRUST ENDPOINT PROTECTION PLATFORM

SILVER SPONSORS



ninjaOne

BRONZE SPONSORS



CYTRACOM



MSPBOT'S



VISION PRINT
formerly PrinterLogic®



EXHIBITOR SPONSORS



Wildix



Thoropass™

