

# TECHCONNECT2.0

Selling Next-Gen Solutions

**A Special Invitation  
for Selected Providers  
of Next-Gen Solutions.**

**Embark** ▶ on a 3 day journey.  
**Engage** ▶ with next-gen sales & marketing tools.  
**Empower** ▶ your future success.

Presented by:

THE  ALLIANCE  
PARTNERS

# NOV. 5-7, 2018

THE SCOTT RESORT & SPA | SCOTTSDALE, AZ





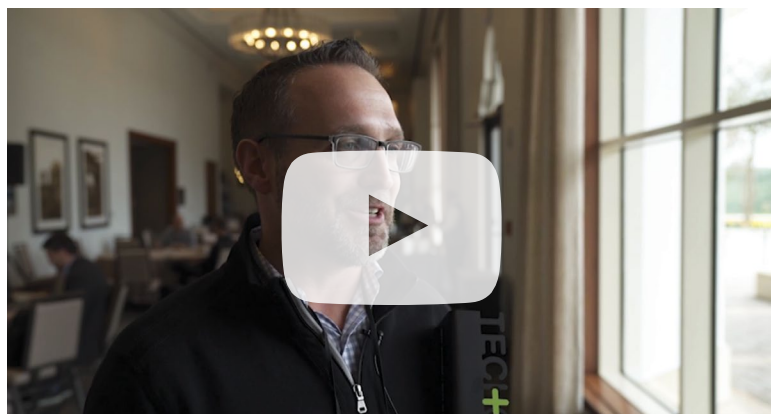
## As a leading industry provider,

picture yourself one year from today. Sure, you're older ... but are you wiser? Are you doing everything you can today to ensure your future delivers all it possibly can? Maybe not. How do you seize every opportunity, snag every connection and snap up every advantage? **This November, check in to the sales and marketing command center: Tech+Connect 2.0.**

## Tech+Connect 2.0 Will Deliver That Opportunity. And We'd Like You to be There When it Happens.

### This is an Industry "Un-Event" ... And Participation is By Invitation Only.

You heard the buzz on last year's first-time-ever "un-event." Crazy huge success on all fronts. In fact, a few of your own friends and long-time colleagues want to tell you about it here:



### Wouldn't you like to:

- Teach selling partners how to sell YOUR solutions?
- Foster long-term, meaningful relationships with sellers?
- Equip those sellers with the tips, tools and training to significantly grow your market share?

### Say No to Exhibit Halls, Trade Show Booths and Wasted Time

Our upcoming event is an even smarter, more intuitive experience than last year's Tech+Connect for partners and providers alike. Three days where bona fide business gets done and return on investment is immediate. And unless you were with us last year, it's unlike anything you've attended. We're all about engagement, empowerment and extraordinary business impact.

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## When Was the Last Time You Broke Away from the Pack?

Now's your chance to do just that. Plan to join us at Tech+Connect 2.0 and plug in to something electrifying. Here's how this exclusive and uncommon event works:

### Providers:

- Invitation only
- Max of 30 providers to keep the experience intimate
- \$15,000 registration fee (you just cover travel and hotel costs)
  - includes four of your sales focused people
- All-inclusive, no need to bring a booth, buy a suite or pay for group dinners and bar tabs

This is the place to mobilize, mentor and make ready more than 120 channel sales people to sell your solutions.

### Partners:

- Make the transition to effectively sell next-gen solutions
- Grow their next-gen practice
- Get high-powered training for their teams

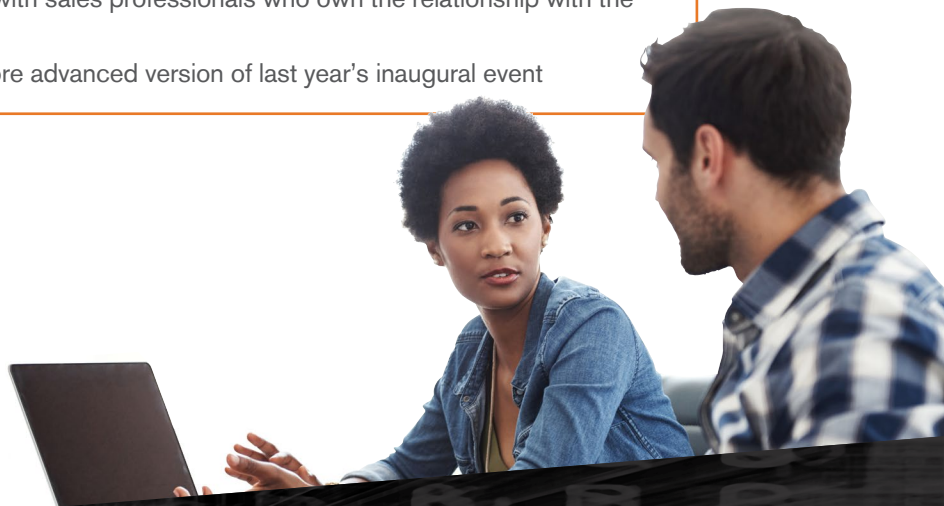
There is no cost for the 150+ partner salespeople to attend!

### Primary Objectives:

- **TECH:** To help partner sales people learn how to sell YOUR solutions
- **CONNECT:** To align YOU with sales professionals who own the relationship with the end user customer
- **2.0:** To create a smarter, more advanced version of last year's inaugural event

### Tech+Connect 2.0 is a very big deal

... yet it's not a big event. That's intentional. The exclusivity for partners and providers creates results for YOU! Among our elite group of participants, count on this: Your voice will be heard. Your products and services will be seen. Your future success will be assured.



**Providers** ▶ **Embark, Engage and Empower** ▶ **Partners**

Contact me personally to save your seat at Tech+Connect 2.0.

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## Tech+Connect 2.0 Agenda at a Glance

Unexpected ideas. Unconventional speakers. Uncommon learning. That's what characterized 2017's Tech+Connect as the first sales empowerment event of its kind. And it was an unrivaled success as providers and partners alike told us during and after the fact.

We're building an even more dynamic program for Tech+Connect 2.0, including:

- Added time for optimal partner/provider interaction
- More effective and engaging content, delivered in true, "how to sell" format
- Greater partner involvement in the program delivery
- Staggered sessions to provide collaboration and relationship building time
- Facilitated learning by creating a more relaxed environment

We'll begin at 2 pm on Monday, November 5th and end after lunch on Wednesday, November 7th. That scheduling will allow everyone to fully participate without unnecessary time away from home and office.



**"I like the interaction of the event. Building momentum among partners, sub agents. Great event and I'll be back in 2018."**

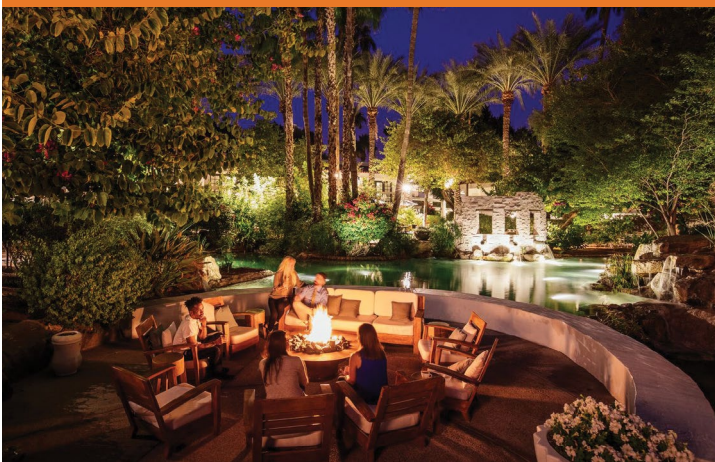
— John Young, NetFortris, Provider

**"We've met so many new partners and companies here that I've not had access to before. Three days here have been awesome."**

— Lydia Gallagos, NICE inContact, Provider

**Embark ▶ Engage ▶ Empower ▶ Because the Future Is Us.**

It's All Happening at the Incomparable  
Scott Resort & Spa in Scottsdale, AZ.



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