

	<b>MEGACAST</b> BY ACTUALTECH MEDIA	<b>ECOCAST</b> BY ACTUALTECH MEDIA	<b>VERTICAL ECOCAST</b> BY ACTUALTECH MEDIA	<b>VIRTUAL SUMMIT</b> BY ACTUALTECH MEDIA	<b>DISCOVERY DAYS</b> BY ACTUALTECH MEDIA	<b>EXPERT SERIES</b>
<b>MINIMUM LEADS</b>	800	400	150	1,200	1,000	200
<b>VENDOR PARTICIPANTS</b>	5 to 8	2 to 6	2 to 6	7 to 12	Up to 20	No max
<b>VENDOR PRESENTS?</b>	Yes	Yes	Yes	Yes	Yes	No
<b>PRESENTATION LENGTH</b>	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	Day 1: 10 minute slot Day 2: 25 minute dedicated webinar	N/A
<b>JANUARY</b>	1/13: In Cloud We Trust: Ensuring Trust and Security in Enterprise IT and the Cloud 1/27: Understanding Your Cloud Native Data Protection and Disaster Recovery Options	1/6: IT Decisions Series: The Tools that Supercharge a Microsoft On-premises or M365/Azure Cloud Environment 1/25: Supporting and Enabling Modern Applications	1/11: Transforming Education and Government IT and Cloud Environments	1/19: Defense in Depth: Exploring the Elements of a Layered Security Program		
<b>FEBRUARY</b>	2/8: Ransomware: Best Practices for Prevention, Mitigation, and Recovery 2/17: Devising Cloud Strategies and Solutions 2/24: IT Decisions Series: Assessing and Improving Backup, Data Protection, & Disaster Recovery Capabilities	2/1: From Infrastructure to Cloud to Applications: Comparing and Contrasting the Full Spectrum of Monitoring Needs and Tools 2/3: Power Up Your Databases: Surveying the Tools That Take Data, Analytics, Integration, AI/ML, and Intelligence to the Next Level 2/10: From the Edge to the Data Center to Cloud and from LAN to WAN to Wireless: Surveying the Modern Networking Landscape 2/15: Protecting Endpoints: Human and Technical Solutions 2/23: How Distributed File Systems and Object Storage Support Ever-Expanding Data Capacity Challenges				2/4: Understanding SQL Server on VMware Storage Options (Part 1) 2/11: Soup to Nuts Ransomware: All the Elements of a Defense Plan 2/25: Optimizing SQL Server on VMware Data Protection and Disaster Recovery (Part 2)
<b>MARCH</b>	3/1: Wrangling the Cloud: Avoiding Missteps and Improving Application Environments 3/22: Crafting a Transformed IT Blueprint: Storage, Infrastructure, Cloud, DR, Security, Ops, and More	3/3: Supporting, Extending, and Protecting Virtual Environments 3/8: Securing Cloud Environments 3/10: Preventing Phishing Attacks 3/16: From the Data Center to the Cloud: Optimizing and Monitoring IT Infrastructure	3/24: Transforming IT in Healthcare Environments	3/30: IT Innovator's Day: Analyzing the Next wave of Tools, Products, and Services		3/4: SASE 101: What is SASE and Why Do You Need It? 3/11: Securing SQL Server in VMware Environments (Part 3) 3/18: Tuning and Monitoring Infrastructure and SQL Server Databases in a VMware Environment (Part 4) 3/25: Managing, Monitoring, and Securing Active Directory Best Practices
<b>APRIL</b>	4/7: Protecting SaaS Applications: Security & Data Protection Considerations 4/13: Supercharging Your Microsoft On-premises and Cloud Services 4/20: SecOps: Discovering Critical Capabilities in Leading SIEM and SOAR tools 4/28: Streamlining, Securing, and Protecting Cloud, IT, and Business Operations	4/5: Storage Evolution: Exploring Modern Storage Solutions 4/26: Surveying the Data Integration Tools Landscape				4/1: How AI and ML Are Transforming IT Operations 4/22: Understanding On-Prem, Hybrid, and Cloud-based Storage Solutions

						<b>EXPERT SERIES</b>
<b>MAY</b>	<p><b>5/5:</b> IT Decisions Series: Critical Factors in On-Prem and Cloud Data Storage &amp; Data Management</p> <p><b>5/12:</b> Best Practices Series: Creating and Implementing a Data Protection Strategy and Disaster Recovery Plan</p>	<p><b>5/10:</b> IT Decisions Series: Key Features and Decision Points Critical to Choosing Your Next Firewall</p> <p><b>5/26:</b> Identity Governance, Protection, and Administration</p>	<p><b>5/3:</b> IT Mgr+: Managing the IT Services and Project Portfolio</p>	<p><b>5/18:</b> Cloud: Tools, Products, and Services Critical to Cloud Migration, Security, Sustainability, and Success</p>		<p><b>5/6:</b> Protecting Microsoft Teams and M365 Environments</p> <p><b>5/20:</b> Moving to the Cloud Without AWS, Azure, or Google</p>
<b>JUNE</b>	<p><b>6/15:</b> Devising Cloud Strategies and Solutions</p> <p><b>6/29:</b> Building a Robust Security Awareness Program</p>	<p><b>6/7:</b> Top Tools to Maintain, Protect, and Manage Active Directory</p> <p><b>6/9:</b> Optimizing and Securing Email</p>			<p><b>6/21:</b> Streamlining, Securing, and Protecting Cloud, IT, and Business Operations</p>	<p><b>6/3:</b> The Layers of Defense in a Comprehensive Security Strategy</p> <p><b>6/17:</b> Ransomware Series: The Realities of Remote Workers and Ransomware Risk</p> <p><b>6/24:</b> Choosing Your Next Firewall: Key Features and Decision Points</p>
<b>JULY</b>	<p><b>7/26:</b> Choosing a Next Generation Data Protection &amp; Disaster Recovery Solution</p>	<p><b>7/28:</b> Wrangling Passwords, Authentication, and Identity: Keys to Success</p>	<p><b>7/13:</b> Supporting, Improving, and Securing Education and Government IT and Cloud</p>	<p><b>7/20:</b> Start Now: Discovering the Critical Tools and Services That Will Define IT Through 2030</p>		<p><b>7/15:</b> Ransomware Tripwires: Monitoring for Threats</p> <p><b>7/22:</b> VDI and EUC Best Practices</p>
<b>AUGUST</b>	<p><b>8/4:</b> Enhancing Your Public, Private, and Hybrid Cloud Security Posture</p> <p><b>8/17:</b> Ransomware: Best Practices for Prevention, Mitigation, and Recovery</p> <p><b>8/23:</b> Understanding Your Cloud Native Data Protection and Disaster Recovery Options</p> <p><b>8/30:</b> HOLD for VMworld</p>	<p><b>8/9:</b> Supporting and Enabling Modern Applications</p> <p><b>8/11:</b> Tool Time: The Tools that Supercharge a Microsoft On-premises or Cloud Environment</p> <p><b>8/25:</b> Azure Day: Discovering the Tools that Protect, Support, and Enable an Azure Environment</p>				<p><b>8/5:</b> DevSecOps 101: What is It and Why is it Important?</p> <p><b>8/12:</b> Ransomware Preparation: Laying the Groundwork in Case You're Attacked</p> <p><b>8/26:</b> Ransomware D-Day: Every Minute Counts When the Org is Hit</p>
<b>SEPTEMBER</b>	<p><b>9/13:</b> Enhancing Your Public, Private, and Hybrid Cloud Security Posture</p> <p><b>9/22:</b> AWS Day: Exploring the AWS Support, Enablement, and Extension Ecosystem</p>	<p><b>9/7:</b> Power Up Your Databases: Surveying the Tools That Take Data, Analytics, Integration, AI/ML, and Intelligence to the Next Level</p> <p><b>9/15:</b> Harnessing the Power of AI/ML to Accelerate Analytics, Business, and IT Operations</p>	<p><b>9/20:</b> Healthcare Health Check: Assessing IT Products and Services to Streamline Healthcare Operations</p>	<p><b>9/28:</b> Supercharging IT</p>		<p><b>9/9:</b> Ransomware Recovery Options: Best Practices Post-Attack</p> <p><b>9/23:</b> SD-WAN 101: Introduction &amp; Benefits</p>
<b>OCTOBER</b>	<p><b>10/4:</b> Wrangling the Cloud: Avoiding Misteps and Improving Application Environments</p> <p><b>10/12:</b> Transforming Data Protection, DRaaS, &amp; Disaster Recovery Capabilities</p> <p><b>10/25:</b> Battling the Ransomware Scourge: Prevention and Recovery</p>	<p><b>10/6:</b> Endpoint Management and Protection Tools</p> <p><b>10/18:</b> Supporting a Remote Workforce</p> <p><b>10/20:</b> From the Data Center to the Cloud: Optimizing and Monitoring IT Infrastructure</p> <p><b>10/27:</b> Cloud Migration Strategies: Avoiding Risk While Transforming IT</p>				<p><b>10/14:</b> Comparing Public, Private, and Hybrid Clouds: An Enterprise Primer</p> <p><b>10/21:</b> Effective Ransomware Training: What Works and Why</p>
<b>NOVEMBER</b>	<p><b>11/1:</b> Streamlining, Securing, and Protecting Cloud, IT, and Business Operations</p> <p><b>11/9:</b> Crafting a Transformed IT Blueprint: Storage, Infrastructure, Cloud, DR, Security, Ops, and More</p>	<p><b>11/3:</b> Preventing Phishing Attacks</p>	<p><b>11/29:</b> Supporting, Improving, and Securing Finance IT and Cloud Environments</p>		<p><b>11/15:</b> 99 Ways to Uplevel IT and Drive Business Results</p>	<p><b>11/4:</b> How to Plan, Monitor, Manage, and Control Cloud Costs</p> <p><b>11/11:</b> Observability 101</p>
<b>DECEMBER</b>	<p><b>12/1:</b> All About Cloud: Tools, Products, and Services Critical to Cloud Success</p>			<p><b>12/7:</b> Devising Your 2023 IT Strategy: Cloud, Security, Data Protection, and Infrastructure Strategies</p>		<p><b>12/2:</b> Ransomware and Microsoft 365</p> <p><b>12/16:</b> Ransomware: Anatomy of an Attack</p>

## Event Descriptions



### MEGACAST

BY ACTUALTECH MEDIA

ActualTech Media's themed MegaCast events have been proven to be a leading way by which business and technical decision makers educate themselves on technologies and what's available to them in the market. These multi-vendor virtual events offer viewers back-to-back presentations from 5 to 8 vendors that have a story to tell around the theme of the event.

Vendor participants in MegaCasts are provided with a 20-minute speaking slot, as well as registration details for a minimum of 800 registrants. Every event is managed by ActualTech Media's expert event logistics coordinator to help you understand exactly how the event works. In addition, we are happy to have a content planning session with you so that you can discuss your intended topic and approach and we can provide advice and feedback so that you can maximize your success with these events.

With these events, we define the general theme, host the registration page, and provide the presentation platform. After the event ends, we'll provide you with a recording of your final presentation so that you can use it for other campaigns or add it to your resource library.



### DISCOVERY DAYS

BY ACTUALTECH MEDIA

Discovery Days provide you with two distinct opportunities to engage with an enthusiastic audience eager to discover IT solutions that solve critical business and technology challenges. Spread across two days, you will have two engagement opportunities. The first is to make a massive audience aware of your message and the second allows you engage in a deep dive session with those that express interest in learning more.



### ECOCAST

BY ACTUALTECH MEDIA

The EcoCast is a smaller version of our MegaCast event and provide a variety of both broad and somewhat focused themes. With 3 to 5 vendor participants and a minimum of 400 event registrations, EcoCasts are a perfect way to, in 20 minutes, tell a receptive audience about your product or service.

These themed events are held at least monthly. We provide an expert event logistics coordinator and provides an advance content planning session with you to help you think through your topic. After your participation in an EcoCast event, we will provide you with all of the registration information for all people registered for the event. We will provide you with a recording of your final session to use as you like.

### EXPERT SERIES

The ActualTech Media Expert Series provides clients with the ultimate set-it-and-forget-it turnkey experience. We provide expert-level content, give you a sponsorship shout-out, and present a slide to our audience about your solution. The audience gets a great depth of education across various event topics while you collect leads. No need for you to procure speakers, build presentations, or juggle schedules. We do all the heavy lifting while you focus on your goals!



### VIRTUAL SUMMIT

ENTERPRISE IT  
BY ACTUALTECH MEDIA

ActualTech Media launched the Virtual Summit series to fill a different kind of need. Whereas MegaCasts and EcoCasts do a fantastic job of telling stories around particular types of technologies, Virtual Summits tell stories that span the market and are of critical important to organizations, regardless of the kinds of technology they're running. Previous Summits have revolved around the complex labyrinth that is Digital Transformation and the kinds of things that IT pros, IT decision makers, and business decision makers need to consider as they continually evolve their data center environments to embrace cloud technologies.

Virtual Summits feature up to 11 leading technology companies from a cross-section of concentrations, including cloud computing, enterprise storage, converged and hyperconverged infrastructure, networking, security, data protection, disaster recovery, data, development/ DevOps, and more. With a schedule intended to expose the audience to a broad swath of information, the event will consist of presentations from each vendor presenter as well as keynotes from independent experts, each of whom will share their thoughts, opinions, guidance, and advice with our audience.

During this event, each participating vendor will receive up to a 20-minute speaking slot followed by 5 minutes of Q&A from an audience that has proven time and again to be highly engaged. Participating vendors can also assign staff to answer audience questions in real-time throughout the event, in addition to the 5 minutes of live on-air Q&A. But make sure they can type very quickly! During our shorter events, we typically see more than 100 questions come in!



### WEBINARS

In addition to the events on our event schedule, we're happy to help you execute your next webinar. A standard ActualTech Media webinar is an event that is up to an hour long and carries with it a minimum commitment of 200 registrations. We provide a project manager, the platform, moderation services, and can even speak on the event as independent experts. We've performed dozens of highly successful webinars for a number of happy clients! If you have a webinar need, please contact us.



### CUSTOM ONLINE EVENTS

ActualTech Media routinely performs custom online events for our clients ranging from small gatherings to large expositions. For all events, we provide a project manager, the presentation platform, a moderator, and we can also supply a speaker for you. Whether you want an event that's as small as a 30-minute platform demo to as large as a 4-hour extravaganza with a full agenda, we're ready to lend a hand!