

# DRI 2018

The Professional's Conference

February 11 - 14

Renaissance Hotel | Nashville, TN

# Exhibitor Prospectus



Train  
Prepare  
Recover

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## CONFERENCE OVERVIEW

As a supplier to the BCM community, you are invited to **demonstrate your products and solutions to an elite audience of professionals** with a display booth at DRI International's seventh annual conference, DRI2018.

Scheduled for February 11 – 14 at the Renaissance in Nashville, TN, DRI2018 will welcome a global audience of the most accomplished and influential professionals in the field of business continuity.

DRI International is the world leader in BCM education and certification, setting the standard for professionalism in business continuity. More than 15,000+ professionals from all industry and business sectors maintain active certification with this not-for-profit organization.



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## EXHIBIT RATES

Exhibiting at DRI2018 gives you the opportunity to engage BC professionals at the highest levels of education, experience, and intellectual curiosity. Don't miss your chance to influence this exclusive audience!

Booth price:	8' x 10'	\$2,895
	8' x 20'	\$5,790
	16' x 20'	\$11,580

Space rental includes one conference registration per 8' x 10' (\$1,495 value). Sponsorship packages, with exhibit space included, are available - see pages 4, 5.

For additional info on exhibiting, or to learn about sponsorship and exhibit space packages, contact:



ROC Exhibitions, Inc.  
1963 University Lane  
Lisle, IL 60532

### Companies #, A-L

Mark Sorensen  
(630) 271-8218  
msorensen@rocehibitions.com

### Companies M-Z

Mike Lisberg  
(630) 271-8227  
mlisberg@rocehibitions.com

### Sponsorship Opportunities

Russell Woolridge  
(410) 379-2101  
rwooldridge@drii.org



## EVENT SCHEDULE

2/10

Saturday

DRI Volunteer Day

2/11

Sunday

Opening Reception in Expo Hall

4:00 PM – 6:00 PM

2/12

Monday

Breakfast Served in Expo Hall

7:00 AM - 8:00 PM

Morning Conference Sessions

8:00 AM - 11:45 AM

Expo Hall Open

11:45 AM - 1:45 PM

Lunch Served in Expo Hall

12:00 PM - 1:30 PM

Afternoon Conference Sessions

1:45 PM - 5:30 PM

2/13

Tuesday

Breakfast Served in Expo Hall

7:00 AM - 8:00 AM

Morning Conference Sessions

8:00 AM - 11:45 AM

Expo Hall Open

11:45 AM - 1:45 PM

Lunch in Expo Hall

12:00 PM - 1:30 PM

Afternoon Conference Sessions

1:45 PM - 5:30 PM

DRI Foundation Reception & Auction  
Benefit

6:30 PM - 8:00 PM

Awards of Excellence Gala

8:00 PM - 10:00 PM

2/14

Wednesday

Continental Breakfast

7:15 AM - 8:15 AM

Morning Conference Sessions

8:30 AM - 10:45 AM

Order of the Sword & Shield National  
Honor Ceremony / Conference Wrap

11:00 AM - 12:00 PM



# REASONS TO EXHIBIT

## Engage BC Professionals

Engage highly-qualified prospects – Committed BC professionals.



# DRI2018

## The Professional's Conference

Unlike other conferences, DRI2018 is a senior-level meeting of accomplished BC professionals who hold responsible positions within their company. Participants enjoy complete access to all events, meals, and sessions.

## Engage Attendees

An ideal networking environment—an event schedule designed to fully engage attendees with exhibitors.



## Generate New Business Opportunities

Meet with decision makers who are actively seeking solutions.



## Network with an Exclusive Audience

Network with accomplished BCM professionals who meet DRI's demanding criteria.



## Sponsorship Opportunities

A variety of sponsorship opportunities are designed to enable you to reach your target audience during the lead-up to the event, and achieve results during your face-to-face encounters on site. Call for more info.

# DRI2017 DEMOGRAPHICS

Registration for the 2017 DRI Conference & Expo in Las Vegas was 435, representing 316 organizations from 43 states and 21 countries.



**56%**

Anticipate spending \$25,000 or more on DR Products / Services for the next 12 months



**56%**

More than 50% are senior level decision makers



**84%**

Look to either recommend, specify or make the final purchasing decision on DR Products / Services

## Types of BC/DR Products

Alternative Sites (General)	19%
BC / DR Software	16%
BC & Recovery Training	24%
Business Continuity Planning	70%
Cloud-based Disaster Recovery	21%
Co-location Services-Cloud Sites	11%
Communications	20%
Computer / Data Center Equip. / Svcs.	9%
Consulting	14%
Crisis Management	51%
Critical Accident Response	8%
Data Vaulting / Replicating Services	41%

Disaster Recovery	46%
Email Continuity Services	5%
Emergency Equipment / Supplies	12%
Emergency Management	29%
Information Security	11%
Insurance	9%
Natural Disaster Mitigation	10%
Notification Services	10%
Off-site Storage	9%
Restoration Services	4%
Risk Management	28%

## Types of Organizations

Consultants / Contractors	7%
Commercial	3%
Education	9%
Energy / Allied Firms	3%
Financial	21%
Government	8%
Healthcare	11%
Hospitality	1%
Insurance	8%
Manufacturing	5%
Not-for-Profit	2%
Retail	2%
Software / Technology	3%
Utility	4%
Other	13%

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DRI International is the leading nonprofit that helps organizations around the world prepare for and recover from disasters by providing education, accreditation, and thought leadership in business continuity and related fields. Founded in 1988, DRI International has 15,000+ certified professionals in more than 100 countries and conducts native-language training in more than 50 countries. The annual DRI Conference brings together leading business continuity professionals from both the public and private sector to share best practices and participate in continuing education and volunteerism.

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