

2024

MDF Program



Your Technology Experts

What The 2024 MDF Program Has To Offer You



We've designed the MDF program to help you differentiate yourself from competitors and take advantage of every opportunity. We value our relationship with your business, and work to create partner-provider experiences that are unique, to increase leads and generate more business.



We focus on supporting partners through our hands-on channel teams. We strive to be there every step of the way for our channel partners — from monitoring current trends and forecasts, to developing tailored co-marketing initiatives — the GTS channel-first strategy is built to help you win more deals efficiently.

We're committed to working with you to create engaging, informative and fun experiences. We work to help guide the sponsor experience, so that we're creating meaningful, relevant and inspiring opportunities that will work to build a sense of community and understanding within the channel.

A GTS sponsorship gives you the exposure and the resources to connect with industry leaders and trailblazers to provide and share top trend solutions and needs for clients and partners. There will be opportunities for business development and growth and the ability to tap into marketing tools and resources that will help your business grow and thrive.



2024 MDF Packages with GTS

At all levels
you are responsible
for sharing
content with GTS
for promotion
& events.

Silver Supporter \$12,000

Partner & Client Newsletter Mention

Quarterly Partner Call Partner Call Mentions (these are not open for providers to attend)

1 Webinar**

1 In-Person Event (with non-competing providers)*

Booth at GTS Security Summit, Winter 2024 or Virtual Security Event Fall 2024 for Security Providers

GTS Open House (2 participant max):

- Table at trade show, signage, collateral mention & list of attendees.
- Participation in paneled discussion or breakout session (Determined by GTS).

GTS Open House Afterparty (2 participants)

Inclusion in Cybersecurity Provider Spotlights in the month of October. (For our non-Cybersecurity Partners we will work to customize a campaign best aligned with your company and solutions)

Gold Supporter \$18,000

Partner & Client Newsletter Mention

Quarterly Partner Call Partner Call Mentions (these are not open for providers to attend)

2 Webinars **

1 In-Person Event (with non-competing providers)*

Booth at GTS Security Summit, Winter 2024 or Virtual Security Event Fall 2024 for Security Providers

GTS Open House (3 participant max):

- Table at trade show, signage, collateral mention & list of attendees.
- Participation in paneled discussion or breakout session (Determined by GTS).

GTS Open House Afterparty (3 participants)

GTS Golf Event (1 player)

Inclusion in Cybersecurity Provider Spotlights in the month of October. (For our non-Cybersecurity Partners we will work to customize a campaign best aligned with your company and solutions)

Platinum Supporter \$24,000

Platinum Sponsorship is limited to the first 10 sponsors.

Partner & Client Newsletter Mention

Quarterly Partner Call Partner Call Mentions (these are not open for providers to attend)

2 Webinars **

1 In-Person Event (paired with non-competing providers)*

1 Regional in-person partner event
(GTS decides on market; MI/AZ/GA)

Booth at GTS Security Summit, Winter 2024 or Virtual Security Event Fall 2024 for Security Providers

GTS Open House (4 participant max):

- Table at trade show, signage, collateral mention & list of attendees.
- Participation in paneled discussion or breakout session (Determined by GTS).

GTS Open House Afterparty (4 participants)

GTS Golf Event (1 player)

GTS Partner Advisory Council:

Three day trip with top performing GTS partners, with hotel and airfare accommodation included for 1 guest. (End of November)

*Our calendar and potential in-person events are subject to change throughout 2024.

** Vendor would be responsible for event development & content. Please note all designated Lunch on Us webinars will include a \$25 gift card for each attendee. One of your events should be a "Teach Me How to Sell" session.

À La Carte Opportunities

| Opportunity | Price | Details |
|--|---------|--|
| Vendor Table at the GTS Open House | \$2,500 | Includes attendance for 2 guests and inclusion on all event marketing materials. (Based off of availability after leveled supporters are confirmed). |
| Headshot Sponsor at the GTS Open House | \$1,000 | Includes attendance for 1 guest and inclusion on all event marketing material. Limited to 1 |
| Lunch Sponsor at the GTS Open House | \$2,000 | Includes attendance for 2 guests and inclusion on all event marketing material. Limited to 2 |
| Bar Sponsor at the GTS Open House | \$3,000 | Includes attendance for 2 guests, signature cocktail selected by provider, and inclusion on all event marketing material. Limited to 1 |
| GTS Security Summit, Happy Hour Sponsor | \$1,000 | Includes attendance for 2 to the Security Summit and inclusion on promotional materials. Limited to 2 |
| GTS Partner Advisory Council Golf Outing Sponsor | \$2,000 | For Platinum Supporters only. Logo placement on golf outing gift and additional event signage. Limited to 1 |
| GTS Partner Advisory Council Welcome Reception Sponsor | \$2,000 | For Platinum Supporters only. Logo placement on reception gift and additional event signage. Limited to 1 |
| GTS Partner Advisory Council Partner Experience Event | \$3,000 | For Platinum Supporters only. Exclusive experience for provider and select partners to attend/host. GTS determines experience setting. Limited to 2 |

We look forward to partnering
with you this year.



Event Details

Newsletter

GTS's monthly newsletters are sent to all GTS partners, partner prospects and clients. The newsletters promotes GTS vendors, new events and incentives.

Quarterly Partner Call

This is an exclusive call to the entire GTS partner community focused on new emerging vendors, case studies, industry knowledge/experiences and updates.

Regional Events

GTS is extremely invested on our expansion into the AZ & GA regions. Marketing sponsorships here would likely include events like tech talks, happy hours, golf events etc. These events could involve new partners, existing customers and new prospects.

GTS Annual Open House

The Open House is GTS's marquee event of the year. Typically, this event brings in over 100+ partners. This year the Open House, which is typically held at the end of July, will be held at the Detroit Athletic Club. It includes a vendor fair, presentations/panelists and an after party.

GTS Partner Advisory Council (PAC)

The GTS PAC is a smaller group of strategic partners. This group focuses on partner feedback and ideas for growth and usually holds an event in November or December.



All Sponsorships for 2024 should be confirmed by January 1, 2024. All Sponsorships must be paid in full, or agreed to quarterly installments, before sponsorship fulfillment can begin.

Please contact Mari Jackson, Director of Marketing & Partner Relations at mari@gtsdirect.com with any questions and to secure sponsorship.

ABOUT US

GTS is a technology solutions advisory firm with over 300 premier technology carriers and partners. Our strategic partnerships allow us to offer carrier solutions almost anywhere in the world. Our mission is to provide outstanding support and services to our customers and to act as an extension of our clienteles' staff.



Cybersecurity



Connectivity



IoT & Mobility



Colo & Cloud Services



SD-WAN



Telco Aggregators



Call/Contact Center



Expense Management



Security/Access Control



UCaaS, Hosted PBX & Voice



Software-as-a-Service



Work From Home

Partnering With Us

Follow us on social — [Facebook](#) and [LinkedIn](#). Please tag us in your social posts share your social media handles and hashtags with us so we can follow and tag you too! Here are some of the hashtags you can use to tag GTS:

#GTS

#technologysolutionprovider

#GTSsecurity

#GTScybersecurity

GTS Logo

We are excited to partner with you. If you are using sharing something with the GTS logo, please use a high resolution vector or PNG logo. If you don't have a good logo file then please ask us for one!

When using the GTS logo for any reason, please be sure not to crowd it, distort it, alter it, cover it, or place it on a background that makes it unreadable.



Use the blue logo on white or light colored backgrounds and the white logo on dark backgrounds.

GTS Blue // C:100 M: 69 Y: 8 K: 54 // Hex: #00246c

Contact Mari Jackson, Director of Marketing and Partner Relations, at mari@gtsdirect.com with any questions or requests.

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