

TECH FIELD DAY

CURRENTLY
VIRTUAL
DUE TO COVID-19

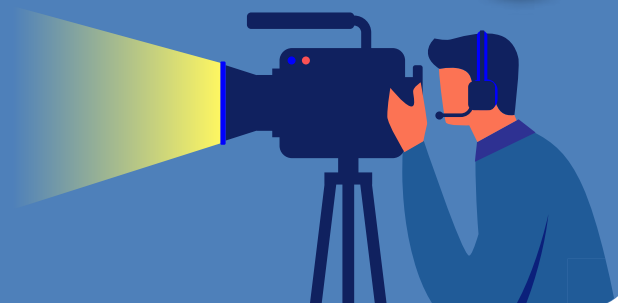
What is Tech Field Day?

Field Day events are live streamed, interactive events bringing together innovative enterprise IT companies and global tech influencers to share, learn, and interact in focused technical sessions



We organize, record, and stream live video of interactive sessions where sponsors present and discuss their products and technologies with expert independent technical influencers

Watch Stephen Foskett's intro video



Gestalt IT maintains a network of independent technical influencers...



Independent
No competitive vendor employees or axe grinding
Technical
IT practitioners and experts who know how systems work
Influencers
Each has a public platform (blog, podcast, seminar)

...in a variety of enterprise IT topics...



Tech Field Day



Networking Field Day



AI Field Day



Storage Field Day



Mobility Field Day



Cloud Field Day



Security Field Day

...giving presenting companies an active role in the community

- 12 delegates participating "around the table"
- Live streaming video
- Organic YouTube audience
- Advice and best practices for presentation and marketing
- Co-promotion across our social media channels



35,000+ 1,800

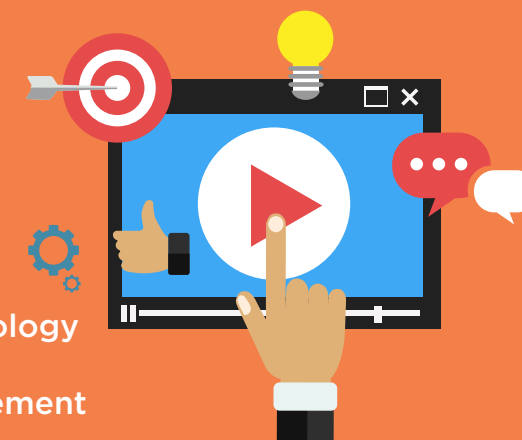
YouTube subscribers



YouTube average views per video

Benefits of presenting at Field Day events:

- Live delegate interaction creates credible and memorable presentations
- Expert feedback on technology and product positioning
- Professional event management and video production
- Joint promotion of videos and coverage through our social media channels



View event calendar



What our presenting companies have to say:

"Tech Field Day events are always a great way to show off our newest products and features. They gave us a huge online bump in terms of awareness, while providing invaluable feedback from industry experts to our product team and engineers."



Jeff Aaron
VP Enterprise Marketing,
Juniper Networks

View customer reactions



Social media channels

