



2015

MULTI-MEDIA CONTENT PLAN

CONTENT KEY

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LEAD GENERATORS

Published both in print and online as a gated download:

- **VSR Research:** exclusive industry-leading studies.
- **VSR Reports:** updates on sponsors' channel programs; preview guides to industry-leading events.
- **Solution Spotlights:** deep-dive on a specific technology areas. Sponsors receive choice of executive Q&A, product advertorial, or case study.



EVENTS

VSR Business Optimization Summit (BOS) East and **BOS West** are high-value educational and partnership-building events for solution providers, ISVs and hardware manufacturers. Sponsorships available. VSR may attend other industry events as noted.

JANUARY

EDITORIAL FEATURES:



| | | |
|----------------------------|---|-----------------------------------|
| Channel Thought Leadership | Solution Spotlight <i>Digital Signage</i> | NRF Big Show Jan. 12-15 |
| Physical Security | VSR Report <i>Partner Program Guide: POS & Peripherals</i> | RSPA Inspire Jan. 25-28 |
| Self-Service Tech | | |

FEBRUARY/MARCH

EDITORIAL FEATURES:



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|-------------------------|--|---|
| Mobile Wallet Wars | Solution Spotlight <i>Tablet/Mobile POS</i> | ETA Transact Mar. 31 - Apr. 2 |
| Finance Industry Trends | | |
| EMV Preparedness | | |

APRIL

EDITORIAL FEATURES:



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|-----------------------------|---|----------------------------|
| Solution Provider Spotlight | Solution Spotlight <i>Rugged Devices</i> | HIMSS Apr. 12-16 |
| Healthcare Industry Trends | VSR Report <i>BOS West Preview Guide</i> | |
| RFID/Barcoding | VSR Research <i>Payment Processing Study</i> | |

MAY

EDITORIAL FEATURES:



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|---------------------------|---|---|
| Hospitality & the Channel | Solution Spotlight <i>Printer Technology</i> | VSR Business Optimization Summit West May 6-8 |
| Payment Processing | VSR Report <i>Distributor Spotlight</i> | |
| ISV/VAR Partnerships | | |



JUNE/JULY

EDITORIAL FEATURES:



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|--------------------------------|--|--|
| ISV Game Changers | VSR Research <i>POS Study</i> | |
| Field Service Trends | | |
| Selling As-a-Service Solutions | VSR Report <i>Partner Program Guide: AIDC/Barcoding</i> | |

AUGUST

EDITORIAL FEATURES:



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|----------------------------|--|-----------------------------------|
| Innovative Solution Awards | Solution Spotlight <i>Data & Network Security</i> | RSPA RetailNOW Aug. 2-5 |
| Network Security | | |
| Software App Trends | VSR Report <i>Distributor Spotlight</i> | CompTIA Aug. 3-5 |

SEPTEMBER

EDITORIAL FEATURES:



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|---------------------------|---|---|
| Warehousing & the Channel | Solution Spotlight <i>AIDC/Barcoding</i> | BlueStar VARTECH TBD |
| Public Sector | | |
| Cloud Tech | VSR Report <i>BOS East Preview Guide</i> | CTIA Super Mobility Week Sept. 9-11 |

OCTOBER

EDITORIAL FEATURES:



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|-----------------------------|---|----------------------------------|
| Solution Provider Spotlight | Solution Spotlight <i>Payment Processing</i> | Money 20/20 Oct. 25-29 |
| Customer Engagement Tech | VSR Research <i>Mobility Study</i> | |
| Marketing Services | | |

NOVEMBER/DECEMBER

EDITORIAL FEATURES:



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|--------------------------|--|---|
| Retail Trends | Solution Spotlight <i>Point of Sale</i> | VSR Business Optimization Summit East Nov. 4-6 |
| State of SMB Market | VSR Report <i>Partner Program Guide: Cloud, Networking & Security</i> | VSR BUSINESS OPTIMIZATION SUMMIT 15 |
| Building Your Salesforce | | Customer Engagement Technology World CETW Nov. 2015 |



CUSTOM CONTENT

Published each issue in print, and online as gated download with lead-generation. Limited inventory!

EXECUTIVE Q&As:

Sponsor participates in one-on-one Q&A with VSR on hot trends and technology.

CASE STUDIES:

Sponsoring hardware and software manufacturers can highlight their technology through successful partner-led installations.

INFOGRAPHICS:

Topic-specific and trend-focused, based on VSR research.

ONLINE EXCLUSIVES

on VerticalSystemsReseller.com

WEB SEMINARS AND VIDEO INTERVIEWS:

Editorially-driven, topic-specific and featuring the expertise of sponsor and/or their partners.

WHITE PAPERS:

Editorially-driven, custom content, topic-specific.

BANNER ADS ON VAR CENTRAL e-newsletter. Delivered weekly with targeted editorial to 11,000 opt-in subscribers.

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All content subject to change.