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2014 Coverage Sponsorships



Giving You Tech Faster

techfaster.com

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TechFaster is a general tech website catering to the tech enthusiast, consumer and innovator communities across the US and around the world.

TechFaster delivers a mix of original content that is relevant to today's fast paced technology information consumers.

TechFaster links top and emerging brands and companies across a variety of technology categories and disciplines to active technology information consumers

TechFaster excels at delivering news, reviews and information expeditiously across social channels

900,000 uvm

source: Cision Digital Reach
200% mom growth

100,000+

Followers

relevant followers [@imkyles](https://twitter.com/imkyles)
[@techfaster](https://twitter.com/techfaster)

Led by serial tech media entrepreneur, Kyle Sandler founder of TheDroidGuy.com and Nibletz.com



Techfaster Readers Love EdTech

- 2.1 Million Page Views
- 42% Educational Viewers
- 4.4 million social reach
- 31 stories in two days
- Meaningful interactions

FETC 2014 Coverage

email: kyle@techfaster.com

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As expected we found out during the Florida Educational Technology Conference and Expo that Techfaster readers love Education Technology. Not only is EdTech one of the fastest growing segments in the technology space, it's the fastest growing category at techfaster.com

Educators, administrators, general tech readers, investors and other tech readers enjoyed over 30 stories, most with video, from the FETC event. (and that was with a team of 2 covering)

Technology apps, projectors, teacher tools, educational online platforms, and even budding biologists were all topics that maintained consistent performance on techfaster.com and across our social channels, during and up to three weeks after, FETC. Our FETC sponsors had no idea what to expect, but saw 77% improvement, over CES (yes over CES)





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There is no better place to get in front of the educational audience than as a coverage sponsor or partner with our SXSWedu coverage.

During last years SXSWedu, through nibletz.com we produced over 40 stories and saw engagement with an audience of over 4 million with a purely startup focus. With Techfaster.com we will be able to provide that coverage and more as a general tech site and with our huge EdTech audience.

Our coverage team has over a decade of experience providing quick, relevant, engaging and impactful coverage.

As a coverage sponsor you will maximize your reach to the most influential and important EdTech audiences, well past SXSWedu, the quickest growing portion of the SXSW conference series.

email: kyle@techfaster.com





TECHFASTER

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Reach Your Audience... Faster

Whether you're looking to reach EdTech influencers, investors or even buyers on-site in Austin or the masses of consumers at home tuned into all the action, TechFaster delivers your audience faster.

Video- By working with our partners we've crafted a way that gets our videos out to the web and with views typically less than 50 minutes after the video is shot.

Social- Our engaged social following is over 108,000 strong (@imkyles @techfaster) all opt in, targeted, engaged and active.

Blog- Experience means that we know the ins and outs of covering a show this size and get out blog entries faster

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The Game Plan

Our Silver and Bronze coverage sponsors will enjoy optimized, engaging sponsors with many points of entry across all of our channels as described in the grid below. In addition we will support these sponsors with custom content, not marked as “sponsor”

Our Gold and Presenting Sponsors will get all that the gold and bronze sponsors receive and they will be able to partner with us either in person or by proxy with one of our staffers to extend SXSWedu into SXSWi. When SXSWedu shuts down we will segue to the top floor of the Hilton Garden Inn for the Techfaster pavilion showcasing the best technology we’ve worked with all year. We will be able to show your product, app or platform off, giveaway swag and collect your leads, regardless of whether you are on-site with us or not.

We’ll also hold Google Hangouts so our off-site partners can participate with our on-site audience.

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Opportunities

- Customized Engagement Promotions
- Traditional Sponsorships with strategically placed ads
- Sponsored on-site content without a glaring tag
- Video interview opportunities
- Video product reviews
- Contesting
- On-Site quantifiable social engagement
- Sponsored Tweets without a glaring tag
- Radio sponsorships on Slacker Radio's only tech focused station slacker.com/tdgn
- Techfaster pavilion on site during SXSWi

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	Presenting	Gold	Silver	Bronze
Banner Ads	720x90 fixed 300x250 fixed	720x90 float 300x250 rotate	720x90 rotate	300x250 rotate
Content	10 pieces	7 pieces	4 pieces	2 pieces
Roving Video Wall	:60 second ad and 720x90 banner	:30 second video ad 300x250 rotator	Email	Email
Multimedia	All video intros* Slacker fixed	All video outros Slacker fixed	Rotating video outro Slacker	Rotating video outro Slacker
Engagement promotion/contest	Yes Pavilion during SxSWi	Yes Pavilion during Sxswi	No	No
Social	100 tweets 100 tweets in show	50 tweets ramp 50 tweets show	25 tweets ramp 25 tweets show	25 tweets show
Investment	\$8500	\$5700	\$3650	\$2700

Email kyle@techfaster.com for more information.