2024 EVENTS

events.govtech.com
With on-the-ground presence in state capitals and major cities throughout the country, Government Technology’s events bring your company face-to-face with the IT influencers and buyers in state and local government and education.

What makes our events so special? Find out!
Digital Government Summits

AUDIENCE:
Top C-level IT talent (e.g., CIO/CTO/CDO), IT Directors/Management, City Managers/County Executives, Data Center Directors/Management, App Development Management, Program/Project Management, Network/Systems Management and more

PURPOSE:
Share your insights and build relationships with state-specific public-sector technology influencers and implementors.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an Anchor Sponsor for an opportunity to attend the Advisory Board meeting.

LOCATIONS:
Alabama
Alaska
Arizona
Arkansas
Bay Area
California*
Chicago Regional
Colorado
Connecticut
Delaware NEW!
Florida
Florida (Central) NEW!
Florida (South) NEW!
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Los Angeles
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nevada
New Hampshire
New Jersey
New York
New York City
North Carolina
North Dakota NEW!
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island NEW!
San Diego NEW!
South Dakota NEW!
Tennessee
Texas
Utah
Vermont NEW!
Virginia (COVITS)
Washington, D.C. NEW!
Washington
West Virginia
Wisconsin
Wyoming

*Known as the Government Innovation Summit
IT Leadership Forums

AUDIENCE:
Invitation only: Enterprise CIOs/CTOs/CISOs/CDOs, Agency/Department CIOs, Agency/Department Directors, Senior-Level IT Executives, Senior-Level Program Executives, Senior-Level Data Leaders, Senior-Level Cybersecurity Leaders and more

PURPOSE:
Hear firsthand the challenges facing your government prospects and share your insights with senior-level, public-sector technology executives and upcoming leaders.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an Exhibitor sponsor and promote your brand with a tabletop exhibit space.

LOCATIONS:
California*
Florida
Illinois NEW!
Los Angeles
Massachusetts
Michigan
New York
New York City
North Carolina
Ohio
Texas
Virginia**

*Known as the Public Sector CIO Academy
**Known as COVITS for Leaders
Beyond the Beltway

February 22 / Tysons Corner, VA

AUDIENCE:
Private-sector sales and marketing IT executives

PURPOSE:
Get the inside track on trends, opportunities and budget forecasts driving the state and local gov tech market.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an event sponsor for a larger industry presence.

State of Technology: Industry Forum

July / Sacramento, California
August / Austin, Texas

AUDIENCE:
Private-sector sales and marketing IT executives

PURPOSE:
Get the inside track on trends, opportunities and budget forecasts driving the state’s public-sector IT market.
Public Sector Cybersecurity Summits

AUDIENCE:
State-specific, public-sector executives and cybersecurity leaders

PURPOSE:
Network with leaders focused on the latest issues, technologies and developments in cyber defense.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an Exhibitor sponsor and promote your brand with a tabletop exhibit space.

LOCATIONS:
California
California (Finance Officers)*NEW!
Florida
Hawaii NEW!
Illinois NEW!
Indiana
Kansas
Massachusetts NEW!
Nevada NEW!
New York**
New York City
Oregon
South Dakota Regional NEW!
Wyoming Regional NEW!

* This event is ONLY for the CA Society of Municipal Finance Officers
**Known as the Public Sector Secure Operations (SecOps) Summit
Higher Education IT Leadership Summits

AUDIENCE:
CIOs, deputy CIOs, CTOs, deputy CTOs, IT managers/assistant managers, IT directors/assistant directors

PURPOSE:
Network with technology leaders (from multiple higher education institutions) who want to grow their technology leadership careers.

LOCATIONS:
Florida NEW!
Georgia
Ohio
Michigan
Texas
Ed Tech Events (Higher Ed)

**Harvard IT Summit**

Cambridge, MA / June

**AUDIENCE:**
1,000+ university technology leaders, educators and staff

**PURPOSE:**
Reach higher education technology influencers and decision makers from the Harvard system.

**HOW TO MAXIMIZE INVOLVEMENT:**
Participate as an Anchor Sponsor for a speaking opportunity during the event.

**City University of New York (CUNY) IT Conference**

New York City, NY / December

**AUDIENCE:**
800+ administration and education IT support staff

**PURPOSE:**
Reach higher education technology influencers and decision makers from the CUNY system.
Arizona CIO/CTO Forum

Phoenix, AZ / October

AUDIENCE:
200+ CIOs, CTOs, administration and education IT support staff

PURPOSE:
Reach K-12 technology influencers and implementors from across Arizona’s educational IT community.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an Anchor Sponsor for a speaking opportunity during the event.
Hawaii Data Summit
NEW!
Honolulu, HI / December

AUDIENCE:
Data professionals responsible for analytics, privacy, management, and governance

PURPOSE:
Network with Hawaii state, city and county public-sector technology and business leaders who are focused on data management.

Georgia Emerging Technology Summit: AI
Atlanta, GA / December

AUDIENCE:
Georgia CIOs, CTOs, CDOs, data privacy officers, CISOs, tech directors, app developers, program managers, business analysts, decision and policy makers and more

PURPOSE:
Network with Georgia state, city and county public-sector technology leaders, legislators and business leaders who are focused on emerging tech and AI.
Envision

TBD / December

AUDIENCE:
Hand-selected group of private- and public-sector IT leaders from across the nation

PURPOSE:
A leadership retreat to help prepare key technology leaders for 2025 and beyond.
Custom Virtual Events

AUDIENCE:
State-specific or national government leaders who are important to your business.

PURPOSE:
• Build relationships in targeted jurisdictions
• Educate the market on your brand and the problems you solve
• Identify, nurture and convert qualified leads into buyers

HOW TO MAXIMIZE INVOLVEMENT:
Host a virtual Editorial Roundtable to cultivate relationships with a targeted group of public-sector leaders in a casual, conversational environment.
Build a Successful Event Strategy

2-3 MONTHS BEFORE:

- Create a thought leadership piece to share with event attendees.
- Enroll your sales representatives in our market certification program to bring them “up to speed” on the state and local government market.

1-4 WEEKS BEFORE:

- Promote your product with geotargeted sponsored content in the same state as your event sponsorship. This will introduce your product to decision-makers and generate leads.
- Explore strategic plans and jurisdictional intel with Industry Navigator.

AT THE EVENT

- Leverage the badge scanner and capture contact information for targeted follow up.
- Attend the Executive Briefing (when available) to ask questions and learn about top IT priorities.

1-4 WEEKS AFTER:

- Leverage geotargeted sponsored content to remind decision-makers of your product and generate leads.
- Conduct targeted follow up with the contacts you made at the event.

2-3 MONTHS AFTER:

- Reinforce your point of view with a custom webinar targeting state-specific contacts.
- Track opportunities and map out purchasing influencers with Industry Navigator.

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Join us!

To learn more about sponsorship opportunities, contact:
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