In a matter of months, our world changed. How we live. How we work. How we **connect**.

During this crisis, public-sector executives are seeking insights and best practices on strategies for effectively managing in these challenging times.

Connecting with state and local government leaders has never been more important.
IN 2021, Government Technology will continue to deliver its market-leading Digital Government Summits virtually. These events will reach thousands of public leaders in 41 regions, delivering content tailored to the unique challenges confronting each jurisdiction.

“ You (Government Technology) knocked it out of the park! This event is very important to our teams and we thank you for doing it. Great job!”
- STEVE SIEGLER, MISSOURI DEPUTY CIO

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“Thank you for taking the time to be here and participate in the event.”
— Matt Behrens, CTO, Iowa

“Thank you all for the work you do promoting the best technology and the best innovations for the public sector.”
— Tate Reeves, Governor of Mississippi

“This conference could not happen without our vendor partners. Their willingness to sponsor and support us is truly appreciated.”
— Tim Dupuis, CIO, Alameda County, California

“Thank you to all the vendors here today.”
— David Johnson, Procurement Services Director, Department of Information Technology, Mississippi

“THANK YOU FOR ALL YOU DO FOR OUR INDUSTRY!”
— Dr. Keyanna Conner, Virginia Secretary of Administration
2021 LOCATIONS

VIRTUAL DIGITAL GOVERNMENT SUMMITS are held over the course of two consecutive, partial days. Summits utilize a real-time, online platform with dynamic links, polling questions, active chat and video capabilities. The event is recorded and available on-demand for 30 days, enabling our public-sector audience to view sessions in the comfort of their own office. Since attendees aren’t limited by the geography of the host location, sponsors can now reach technology decision-makers in every corner of each state.

“...I thought the event was very well run ... it was the most engaging of any virtual event I’ve attended this year.” - 2020 SPONSOR

REACH A LARGE & BROAD AUDIENCE:

30% INCREASE IN OVERALL REGISTRATION*

OVER 100% INCREASE IN CONCURRENT SESSION ATTENDANCE*

*Compared to 2019

SAMPLE AGENDA:

PRE-EVENT FUNCTION
Advisory Board Meeting

DAY 1
Welcome and Opening Remarks
Keynote Speaker Break
Concurrent Sessions
LUNCH BREAK
Concurrent Sessions

DAY 2
Keynote Break
Underwriter Sessions (2 max)
Executive Briefing (sponsors only)
JOIN THE CONVERSATION AS A SUBJECT-MATTER EXPERT

For companies interested in speaking at the event, Anchor sponsorship provides an opportunity for your subject-matter expert to join a panel discussion during a concurrent session. In addition, you can attend the virtual Advisory Board meeting with a high-level group of state and local officials and offer input on the program agenda.

““If you are serious about transforming our digital landscape and you can bring innovative strategies to the table ... let’s have a conversation.”

- THOMAS PARRISH IV, ACTING SECRETARY & STATE CHIEF INFORMATION OFFICER, NORTH CAROLINA

““I am thrilled to have had the opportunity to engage with the group this morning.”

- 2020 SPONSOR
Months before each event, we hold a virtual Advisory Board meeting with a high-level group of state and local officials and develop the program agenda. This exclusive gathering is an opportunity to join the conversation and gain insights into the challenges facing the jurisdiction. Sponsors are positioned as a trusted partner and are welcome to introduce topics to the discussion.

TOP TITLES IN ATTENDANCE:
- Chief Information Officers
- Chief Technology Officers
- Chief Digital Officers
- Chief Information Security Officers
- Chief Operating Officers
- Directors
- IT Directors
For companies seeking elevated positioning, we offer an Underwriter sponsorship which provides a featured plenary speaking session for your expert(s) in the form of a fireside chat. A high-level representative is required to participate, such as a corporate CTO, Global Director or Chief Innovation Officer. Both the speaker and an appropriate thought-leadership topic require advance approval from our event production team.

“Thank you for a great session today. I really enjoyed the interplay on the various questions ... I look forward to future opportunities to participate in panel discussions.”
- 2020 SPONSOR

“You did a super job of navigating the conversation and it was great to be a part of it.”
- 2020 SPONSOR
VIRTUAL DIGITAL GOVERNMENT SUMMITS

BOOST SALES & MARKETING

For companies focused on building their brand with state and local leaders, Ambassador sponsorship provides an opportunity to reach key decision makers across the entire state. From sharing resources digitally in the Custom Solutions Hub to developing targeted follow-up campaigns after the event, Ambassador sponsorship gets your company in front of state and local buyers and can boost your sales and marketing efforts.

“I think this virtual event even rivals the in-person event.”
- MICHELE BLOCKER, INTERIM CIO, DEPARTMENT OF INFORMATION TECHNOLOGY SERVICES, MISSISSIPPI

“Thank you (vendors) all for the work you do promoting the best technology and the best innovations for the public sector. The work you are doing is invaluable especially during the times our state is facing.”
- TATE REEVES, GOVERNOR OF MISSISSIPPI

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NO BOOTH? NO PROBLEM!

Share your thought-leadership and build your brand in the **Custom Solutions Hub**. The hub is a central location for attendees to learn more about your company and access resources, such as links to case studies, contact information for representatives in attendance and a 5-minute (sponsor produced) video. Leverage your video as an opportunity to stand out by telling a memorable story, sharing a clever virtual background and having some fun.

“ I thought the sponsor hub was a great benefit to all of us as sponsors.”

- 2020 SPONSOR

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GET THE INSIDE TRACK ON PRIORITIES AND PROJECTS FROM IT LEADERS

During the event, we will hold a Virtual Executive Briefing — open to Ambassador sponsors and above — featuring the state CIO (or a top member of the leadership team) and top IT officials from a major agency or procurement office. These briefings provide an inside look at tech-related priorities, challenges and trending opportunities. This is an opportunity to speak directly to key leaders and make your presence known.

“Great insight into the initiatives and forthcoming trends for the Commonwealth.”
- 2020 SPONSOR

“We enjoy every opportunity to connect with our vendor partners ... thank you for taking the time to be here and participate in the event.”
- MATT BEHRENS, CHIEF TECHNOLOGY OFFICER, STATE OF IOWA
## Sponsorships At-a-Glance

<table>
<thead>
<tr>
<th>UNDERWRITER</th>
<th>ROUNDTABLE</th>
<th>ANCHOR</th>
<th>AMBASSADOR</th>
<th>KEYNOTE</th>
<th>PATRON</th>
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<tbody>
<tr>
<td>Speaking participation and post-session report</td>
<td>Keynote Session</td>
<td>Concurrent Session</td>
<td>Concurrent Session</td>
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<tr>
<td>Advisory Board participation</td>
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<td>Custom Virtual Roundtable</td>
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<td>Virtual Executive Briefing passes</td>
<td>Eight (8)</td>
<td>Eight (8)</td>
<td>Six (6)</td>
<td>Four (4)</td>
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<tr>
<td>Full event passes</td>
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<td>Eight (8)</td>
<td>Six (6)</td>
<td>Four (4)</td>
<td>Two (2)</td>
</tr>
<tr>
<td>Option to purchase additional event passes</td>
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<td>Five (5)</td>
<td>Three (3)</td>
<td>Two (2)</td>
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<tr>
<td>Electronic program guide</td>
<td>Logo, corporate description (500-word max), resource links, representative contact info</td>
<td>Logo, corporate description (500-word max), resource links, representative contact info</td>
<td>Logo, corporate description (500-word max), resource links, representative contact info</td>
<td>Logo, corporate description (250-word max), resource links, representative contact info</td>
<td>Logo, corporate description (50-word max)</td>
</tr>
<tr>
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<td>Video, logo, corporate description (500-word max), resource links, name/title/email of attending representative(s)</td>
<td>Video, logo, corporate description (500-word max), resource links, name/title/email of attending representative(s)</td>
<td>Video, logo, corporate description (500-word max), resource links, name/title/email of attending representative(s)</td>
<td>Video, logo, corporate description (250-word max), resource links, name/title/email of attending representative(s)</td>
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What are you waiting for? Sponsor one of our events today!

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FOR MORE INFORMATION, CONTACT:
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hearney@erepublic.com / 916-932-1339