WELCOME BACK!

2022 EVENTS
Government Technology events set the standard for connecting companies with the state and local government leaders responsible for $118 billion in annual technology spending.

With on-the-ground presence in state capitals and major cities throughout the country, Government Technology’s events are unmatched in bringing companies face-to-face with the influencers and buyers in state and local government.

events.govtech.com
Digital Government Summits

Government Technology’s mission is to spread best practices and spur innovation in the public sector’s use of technology. Digital Government Summits are designed to bring people together to share ideas and build relationships with the goal of making government better. Held virtually in 2020 and 2021, these events reached thousands of public leaders across the nation and helped scores of companies establish themselves as thought leaders by sharing job-critical resources with governments in need of solutions.

In 2022, we are very excited to return to live, in-person events! Our Digital Government Summits will be held in more than 40 locations and will attract top public-sector tech influencers from a variety of jurisdictions. Each event’s agenda is designed by an Advisory Board of public-and private-sector leaders to meet the specific objectives of that jurisdiction.

**LOCATIONS**

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**EVENT AT-A-GLANCE:**

**AUDIENCE:**
Top C-level IT talent (CIO/CTO/CDO, etc.), general IT decision makers

**PURPOSE:**
Reach public-sector technology influencers and implementors.

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

**ADD-ONS TO CONSIDER:**
Enroll your sales representatives in our market certification program to bring them “up to speed” on the state and local government market.
IT Leadership Forums

Government Technology’s highly popular IT Leadership Forums (formerly named CIO Academies) are invitation-only regional events for C-level state and local IT executives. These events are designed specifically to build leadership and management skills for current and up-and-coming CIOs during a time of constant change. These conferences are a one-of-a-kind opportunity for government and industry executives to collaborate on important issues surrounding the future of digital government, share leadership insights and build relationships.

LOCATIONS
Los Angeles  Florida
New York  Texas

“Great insight from the C-level customers. They shared pain points that will help us cater to them in the future.”
- Account Manager

EVENT AT-A-GLANCE:

AUDIENCE:
Agency/Department CIOs and directors, senior-level IT executives

PURPOSE:
Reach senior-level, public-sector technology decision makers.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an Exhibitor sponsor to reserve a tabletop exhibit space to prominently promote your brand.

ADD-ONS TO CONSIDER:
Create a custom content piece to be hosted as a virtual booth asset and/or to be distributed as collateral at the event.
Industry Market Briefings

**BEYOND THE BELTWAY**

Designed for companies selling to state and local government, Beyond the Beltway is the definitive industry event for the state and local IT market. Featuring top analysts and government executives, this highly regarded industry event gives attendees the inside track on the trends, opportunities and budget forecasts driving the state and local market.

March 3-4, 2022 / Virtual

**STATE OF TECHNOLOGY CA INDUSTRY FORUM**

Produced by Techwire, the leading platform focused on California’s public-sector IT market, the State of Technology CA Industry Forum provides attendees with the inside track on the trends, opportunities and budget forecasts driving the $14 billion government IT market.

December 2022 / Sacramento, California

**EVENTS AT-A-GLANCE:**

**AUDIENCE:**
Private-sector sales and marketing IT executives

**PURPOSE:**
Get the inside track on trends, opportunities and budget forecasts.

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

**ADD-ONS TO CONSIDER:**
Enroll your sales representatives in our market certification program to bring them “up to speed” on the state and local government market.
The GovX Summit (Government Experience Summit & Awards) celebrates the achievements and best practices from states, counties and cities that have gone beyond the web to push the boundaries of how services are delivered. This premier event provides a unique opportunity for attendees to learn from the successes of CIOs and IT leaders redefining the digital government experience and to network with those at the forefront of the government experience movement.

September 2022 / Virtual

EVENT AT-A-GLANCE:

AUDIENCE: Agency/Department CIOs and senior-level IT executives

PURPOSE: Network with state and local leaders at the forefront of the government experience movement.

HOW TO MAXIMIZE INVOLVEMENT: Upgrade your sponsorship level to include a speaking role.

ADD-ONS TO CONSIDER: Reserve banner ads on govtech.com and governing.com to announce your participation to our public-sector audience in advance of the event.
Ed Tech Events

Arizona CIO/CTO Forum
The Arizona CIO/CTO Forum addresses the unique interests and needs of Arizona’s K-12 educational IT community. This event is a networking and professional development opportunity that attracts over 200 CIOs, CTOs and leaders from around the state. The Forum provides a unique opportunity for sponsors to help promote IT expansion throughout Arizona K-12 school systems.

Phoenix, AZ / October 2022

City University of New York (CUNY) IT Conference
The CUNY IT Conference explores the challenges and opportunities of using technology in higher education. With over 850 attendees in IT, administration and education, this highly-successful event offers sponsors an opportunity to directly engage with decision makers in this dynamic college system.

New York City, NY / December 2022

“...The event was top notch — very well-executed, relevant subject matter, and the right customer attendees. The setting was intimate enough where I could get 1:1 time with all the customers and hear about their issues, challenges, initiatives and projects.”
- Senior Regional Manager

EVENTS AT-A-GLANCE:

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

PURPOSE:
Reach educational technology influencers and implementors.

HOW TO MAXIMIZE INVOLVEMENT:
Participate as an anchor sponsor for a speaking opportunity during the event.

ADD-ONS TO CONSIDER:
Create a custom content piece to be hosted as a virtual booth asset and/or to be distributed as collateral at the event.
Custom Virtual Events

If your company is looking for a custom event hosted online, our team of event and market experts are ready to work with you. Whether it’s finding the right speaker, crafting the perfect message or drawing a specific government audience, we convene state and local government leaders important to your business.

WEBINARS
Webinars are an effective way to tell your story in the context of issues or trends important to state and local government leaders nationwide.

STATE-SPECIFIC WEBINARS
State-Specific Webinars are an effective way to tell your story to a targeted group of state and local government leaders. As the exclusive industry presence, you can leverage this opportunity to discuss topics that are important to you with the decision makers you want to reach.

VIRTUAL EDITORIAL ROUNDTABLES
Virtual Editorial Roundtables are custom events that help you cultivate relationships with a targeted group of state and local government leaders in a more casual, conversational environment.

POWERFUL BENEFITS:

• Co-hosted by our market experts
• Build relationships in targeted jurisdictions
• Educate the market on your brand and the problems you solve
• Identify, nurture and convert qualified leads into buyers
• Our full-service custom webinar team delivers impactful results
Join us!

To learn more about sponsorship opportunities, contact:
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916-932-1339
MEDIA & EVENTS

**Government Technology**
Solving problems in states and localities through the smart use of technology

**Governing**
The future of states and localities

**Techwire**
Real-time access to California state and local IT news, opportunities and insight

**Center for Digital Government**
A national research and advisory institute focused on technology policy and best practices in state and local government

**Center for Digital Education**
A national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding