

“You 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

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

— 2020 Sponsor

“THANK YOU FOR A GREAT SESSION TODAY.”

— 2020 Sponsor

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

— 2020 Sponsor



“You did a super job of navigating the conversation and it was great to be a part of it.”

— 2020 Sponsor

Last year, our Virtual Digital Government Summits reached thousands of public leaders in 38 jurisdictions across the nation. We helped scores of companies share job-critical resources with governments looking for the best solutions to manage through these challenging times. Based on the success of last year’s events and positive feedback from state and local executives, we will continue to deliver our Summits virtually in 2021.

To ensure our events provide an excellent experience for our public- and private-sector partners, we continue to invest in and refine our state-of-the-art digital event platform. We’ve added tools to create more interaction between attendees and sponsors and boost engagement with content and exhibits. In addition, at the end of each event, we’ve added a virtual networking reception option to allow sponsors and attendees to connect one-on-one. From engagement incentives to post-event metrics reports, our Virtual Digital Government Summits will strengthen your company’s relationships with the leaders driving the \$118 billion government technology market.

NEW IN 2021:

- ✓ **ADVISORY BOARD MEETINGS**
- ✓ **POST-EVENT ENGAGEMENT METRICS**
- ✓ **REDESIGNED EVENT HUB & EXHIBIT AREA**
- ✓ **ENGAGEMENT INCENTIVES**
- ✓ **VIRTUAL NETWORKING**

NEW IN 2021!



SHARE RESOURCES & GENERATE LEADS IN THE UPDATED EXHIBIT AREA

The **Exhibit Area**, formerly known as the Solutions 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 1-minute (sponsor produced) video.

To make it easier for attendees to access and engage with exhibits and content, we've completely redesigned the Event Hub and Exhibit Area. To encourage visits to exhibits, we've added new engagement incentives that reward participants for sharing their contact information, providing valuable leads to sponsors.

For Ambassador sponsorship levels and above, you will receive a **metrics report** with the full contact information of attendees who visited your exhibit, downloaded a resource or submitted their card.



MAKE CONNECTIONS AT OUR VIRTUAL NETWORKING RECEPTION

Our enhanced platform includes a new networking tool that allows attendees and sponsors to join a virtual reception at the conclusion of each event. You can instantly join video chats by maneuvering an avatar around in a virtual space and engage in one-on-one conversations or in groups of up to 15 people.



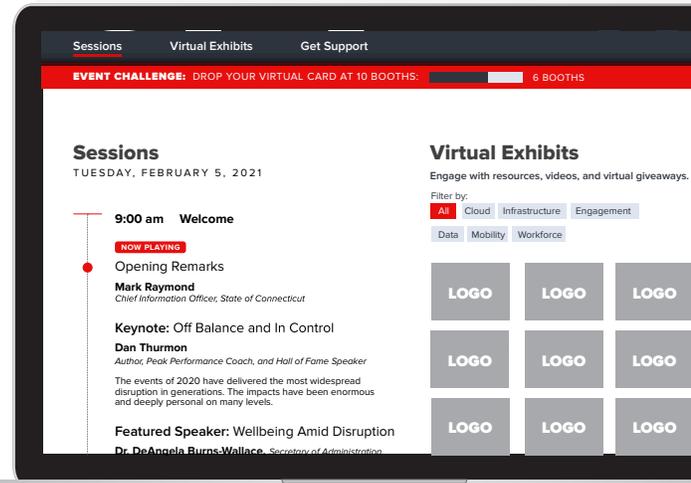
BE THE FIRST TO MEET WITH TOP DECISION MAKERS

Advisory Board meetings are back in 2021! Months before each event, we will hold a virtual Advisory Board meeting with a high-level group of state and local officials to develop the program agenda.

This exclusive gathering is an opportunity to:

- Be the first to meet with top decision makers.
- Get the inside track on priorities and projects.
- Offer your input on the program agenda.

Sponsors are positioned as a trusted partner and are welcome to introduce topics to the discussion.



FAST-PACED, ONE-DAY PROGRAM

Our new condensed event program fits more actionable content into a one-day format. During a general session, **all sponsors will have a 30-second opportunity to share a pre-recorded pitch** to drive traffic to their exhibit area and increase visibility. In addition, each event will highlight perspectives from local government agencies during a panel discussion.

SAMPLE AGENDA:

PRE-EVENT FUNCTION

Advisory Board Meeting

DAY 1

- 9:00 AM Opening Remarks
- 9:10 AM Keynote
- 9:40 AM Featured Speaker
- 10:10 AM Underwriter (Fireside Chat)
- 10:30 AM Virtual Exhibits
- 10:50 AM Concurrent Sessions
- 11:40 AM Lunch Break
- 1:00 PM Concurrent Sessions
- 1:50 PM Featured Panel Session
- 2:30 PM Underwriter (Fireside Chat)
- 2:50 PM General Session
- 3:10 PM Virtual Exhibits and Networking
- 3:50 PM End of Conference
- 4:00 PM Executive Briefing

2021 LOCATIONS:

Alabama	Georgia	Maine	New York	Texas
Arizona	Hawaii	Maryland	New York City	Utah
Arkansas	Illinois	Massachusetts	North Carolina	Virginia (COVITS)
Bay Area	Indiana	Michigan	Ohio	West Virginia
California	Iowa	Minnesota	Oklahoma	Wisconsin
Chicago	Kansas	Mississippi	Washington	
Colorado	Kentucky	Missouri	Oregon	
Connecticut	Los Angeles	Nevada	Pennsylvania	
Florida	Louisiana	New Jersey	Tennessee	



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.



SHARE YOUR STORY WITH A BROAD, ENGAGED AUDIENCE

If you're 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.



BOOST SALES & MARKETING

If your company's goal is to generate leads and build your 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 Exhibit Area to developing targeted follow-up campaigns from leads obtained at the event, Ambassador sponsorship gets your company in front of state and local buyers and can boost your sales and marketing efforts.



GET THE INSIDE TRACK ON PRIORITIES AND PROJECTS

During the event, we will hold a **Virtual Executive Briefing** open to Ambassador sponsors and above. The briefing will feature the state CIO (or a top member of the leadership team). This will be similar to the Sponsor Briefing we traditionally hold during an in-person event and will include a Q&A opportunity at the end.

2021 VIRTUAL EVENTS SPONSORSHIPS AT-A-GLANCE:

	UNDERWRITER	ANCHOR	AMBASSADOR	KEYNOTE	PATRON
Speaking participation and post-session report	General Session	Concurrent Session			
Advisory Board participation	✓	✓			
Virtual Executive Briefing passes	Eight (8)	Six (6)	Four (4)		
Full event passes	Eight (8)	Six (6)	Four (4)	Two (2)	One (1)
Option to purchase additional event passes	Five (5)	Five (5)	Three (3)	Two (2)	No option to purchase
Virtual Exhibit	logo, corporate description (500-word max), resource links, name/title/email of attending representative(s)	logo, corporate description (500-word max), resource links, name/title/email of attending representative(s)	logo, corporate description (250-word max), resource links, name/title/email of attending representative(s)	logo, corporate description (50-word max)	logo, corporate description (50-word max)
Exhibit video	✓	✓	✓		
Metrics report (booth visits, resources downloaded, cards dropped)	✓	✓	✓		
Spotlight video: 30 second video played during breaks	✓	✓	✓		
Logo with link on event website and electronic program guide	✓	✓	✓	✓	✓
In-depth jurisdictional profile	✓	✓	✓	✓	✓
Pre- and post-event attendee/registrant list	✓	✓	✓	✓	✓

2021 VIRTUAL EVENT SPONSORSHIP OPTIONS:

Underwriter Sponsorship Deliverables:

- Participation in virtual Advisory Board (ONE corporate representative)
- Opportunity to provide plenary session speaker or panel member. (Speaker, topic and format are subject to approval by event production team.)
- Eight (8) passes to attend the virtual Executive Briefing from key IT decision makers
- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 500-word corporate description, local sales representative contact information, a hosted "meet-and-greet" video*, up to two links to resources on sponsor's website, hosted sessions, and sponsor representatives in attendance
- Personalized promotion of your company through a 30-second "spotlight" video from your company representative. Video will be displayed during breaks and other appropriate times. This is an opportunity to greet attendees and invite them to learn more about your products and services in your Virtual Exhibit
- Post-Event Metrics Report: exhibit visits, resource downloads and virtual card drops. Report includes attendees with full contact information
- Post-session report which includes attendee information
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Eight (8) full event passes

Anchor Sponsorship Deliverables:

- Participation in virtual Advisory Board (ONE corporate representative)
- Participation in educational program – concurrent session
- Opportunity to provide or have input on a poll question
- Six (6) passes to attend the virtual Executive Briefing from key IT decision makers
- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 500-word corporate description, local sales representative contact information, a hosted "meet-and-greet" video*, up to two links to resources on sponsor's website, hosted sessions, and sponsor representatives in attendance
- Personalized promotion of your company through a 30-second "spotlight" video from your company representative. Video will be displayed during breaks and other appropriate times. This is an opportunity to greet attendees and invite them to learn more about your products and services in your Virtual Exhibit
- Post-Event Metrics Report: exhibit visits, resource downloads and virtual card drops. Report includes attendees with full contact information
- Post-session report which includes attendee information and responses to poll questions
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Six (6) full event passes

Ambassador Sponsorship Deliverables:

- Four (4) passes to attend the virtual Executive Briefing from key IT decision makers
- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 250-word corporate description, local sales representative contact information, a hosted "meet-and-greet" video*, up to two links to resources on sponsor's website, and sponsor representatives in attendance
- Personalized promotion of your company through a 30-second "spotlight" video from your company representative. Video will be displayed during breaks and other appropriate times. This is an opportunity to greet attendees and invite them to learn more about your products and services in your Virtual Exhibit
- Post-Event Metrics Report: exhibit visits, resource downloads and virtual card drops. Report includes attendees with full contact information
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Four (4) full event passes

**Up to 1-minute sponsor produced/provided "meet-and-greet" video that will autoplay once an attendee enters your Virtual Exhibit. This video provides an opportunity to share who you are, highlight available resources in your exhibit and explain your perspective on what state and local leaders need to know as they navigate 2021.*

Book Sponsorship Deliverables:

- Book distributed to all advisory board members and registrants
- Logo recognition on all books through a branded bookplate sticker
- Six (6) passes to attend the virtual Executive Briefing from key IT decision makers
- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 500-word corporate description, local sales representative contact information, a hosted “meet-and-greet” video*, up to two links to resources on sponsor’s website, hosted sessions, and sponsor representatives in attendance
- Personalized promotion of your company through a 30-second “spotlight” video from your company representative. Video will be displayed during breaks and other appropriate times. This is an opportunity to greet attendees and invite them to learn more about your products and services in your Virtual Exhibit
- Post-Event Metrics Report: booth visits, resource downloads and virtual card drops. Report includes attendees with full contact information
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Six (6) full event passes

Registration Sponsorship Deliverables:

- High visibility logo placement throughout the registration process, including placement on Event Website registration information section, registration form, registration confirmation email and Virtual Event log-in page.
- Four (4) passes to attend the virtual Executive Briefing from key IT decision makers
- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 250-word corporate description, local sales representative contact information, a hosted “meet-and-greet” video*, up to two links to resources on sponsor’s website, and sponsor representatives in attendance
- Personalized promotion of your company through a 30-second “spotlight” video from your company representative. Video will be displayed during breaks and other appropriate times. This is an opportunity to greet attendees and invite them to learn more about your products and services in your Virtual Exhibit
- Post-Event Metrics Report: booth visits, resource downloads and virtual card drops. Report includes attendees with full contact information
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Four (4) full event passes

Keynote Sponsorship Deliverables:

- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 50-word corporate description, and sponsor representatives in attendance
- Logo recognition as Keynote Sponsor
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Two (2) full event passes

Patron Plus Sponsor Deliverables:

- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 50-word corporate description, and sponsor representatives in attendance
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- Two (2) full event passes (no additional passes available for purchase)

Patron Sponsor Deliverables:

- Logo recognition in electronic program guide delivered prior to event to all attendees
- Logo recognition on event website with link
- Virtual Exhibit to display sponsor logo and up to 50-word corporate description, and sponsor representatives in attendance
- Pre-event list of attendees (name & title); Post-event list of attendees with full contact information (excludes opt-outs)
- In-depth jurisdictional profile
- One (1) full event pass (no additional passes available for purchase)

**Up to 1-minute sponsor produced/provided “meet-and-greet” video that will autoplay once an attendee enters your Virtual Exhibit. This video provides an opportunity to share who you are, highlight available resources in your exhibit and explain your perspective on what state and local leaders need to know as they navigate 2021.*

FOR MORE INFORMATION, CONTACT:

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