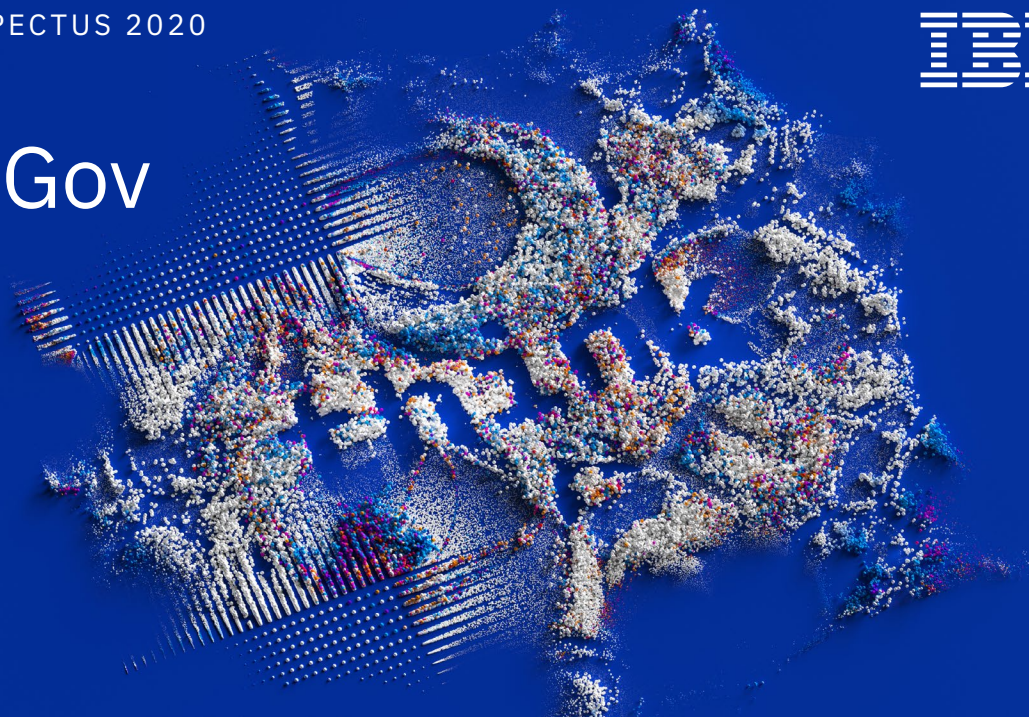


think Gov

Digital Event
July 1, 2020

Produced by
fedscoop



Forging the Future of Government Together

Reach hundreds of influencers and decision-makers in the federal community* at **Think Gov 2020** digital event experience, IBM's annual federally and state and local-focused mission and technology conference. Let us provide you with an invaluable opportunity to build brand recognition, foster relationships and position yourself as a trusted thought leader in the community.

Why Sponsor

Think Gov 2020 digital event experience will offer a virtual experience in the latest advancements in open technologies from hybrid multicloud to data and AI and an opportunity to hear from the luminaires who are using them to transform government.

1K+

ATTENDEES

130+

AGENCIES & FORTUNE
500 COMPANIES

1M+

SOCIAL
IMPRESSIONS*



Engage and network
with influential C-level
government IT leaders



Position your brand
at the center of
transformation
conversations



Build and accelerate
your sales pipeline
with access to
C-level attendees

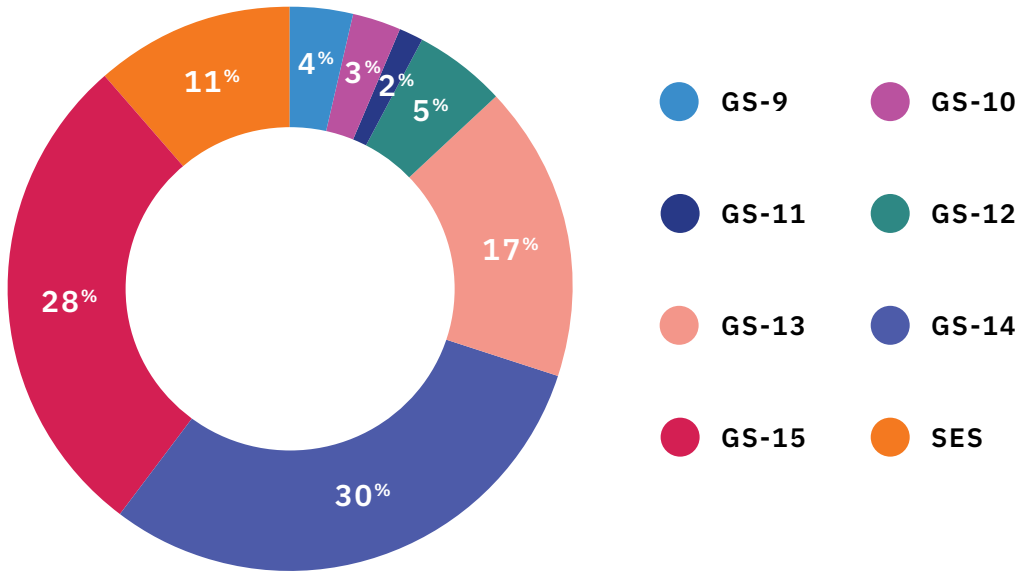


Demonstrate
thought leadership and
market expertise

**All information and statistics projected for 2020 are based on previous events and expected growth.*

2019 Highlights

Notable Titles



CIO Acting

CIO

Deputy Special Agent in Charge – CIO

Chief Technology Officer

Chief Resource Officer

Information Warfare Officer

Chief Product Officer

Deputy Chief Human Capital Officer

Deputy CIO

Deputy CIO, Operations

Chief of Staff

Lieutenant Colonel

Chief Cybersecurity Advisor

2019 Sponsors

BOX

BryTech, Inc.

CloudBees

Cornerstone

Inpixon

Optiv

Red Hat

Salesforce

SUSE

1052

ATTENDEES

67%

ATTENDEES ARE
FEDERAL & SYSTEM
INTEGRATORS

Audience Reach



782.6K

SOCIAL IMPRESSIONS

280K

SOCIAL REACH

Sponsor Packages at a Glance Chart

Sponsorship Level	PREMIER	DIAMOND	PLATINUM	GOLD
General Session Exposure				
Speaking role on panel or fireside in general session	X			
Track Sponsorship				
Participation on track panel	X			
Speaking opportunity during track session		X		
Virtual Booth Expo Hall				
Solution Highlight – 2-3 min video on main page of exhibit hall	X			
Welcome Video – 1-2 min video to welcome attendees to the event	X	X	X	X
Premium location in virtual exhibit hall	X			
Virtual exhibit location in exhibit hall		X	X	X
Live chat sessions	X	X		
Capture lead information for virtual visitors to your booth	X	X	X	X
Ability to network with top prospects, clients, and partners virtually	X	X	X	X
Opportunity to provide 10 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees	X	X		
Opportunity to provide 5 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees			X	X
Additional benefits				
Thought leadership video interview produced by FedScoop of one executive that will be cross-promoted on FedScoop.com and in the daily newsletter, which is sent to 120,000 subscribers	X	X	X	
Attendee list with contact information for use of one follow-up email	X	X	X	
Provide digital ad	X			
Custom HTML invitation created for promotions	X	X	X	X
Premier logo placement (lobby and content showcase) and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees	X	X		
Logo for content showcase and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees			X	X
Pricing	\$40K	\$25K	\$15K	\$7.5K



Sponsorship Packages

\$40K PREMIER SPONSORSHIP

(Only 1 Spot Available)

General Session Exposure

- Speaking role on panel or fireside in general session

Track Sponsorship

- Participation on track panel

Virtual Booth Expo Hall

- Solution Highlight – 2-3 minute video on main page of exhibit hall
- Welcome Video – 1-2 minute video to welcome attendees to the event
- Premium location in virtual exhibit hall
- Live chat sessions
- Capture lead information for virtual visitors to your booth
- Ability to network with top prospects, clients, and partners virtually
- Opportunity to provide 10 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees

Additional benefits

- Thought leadership video interview produced by FedScoop of one executive that will be cross-promoted on FedScoop.com and in the daily newsletter, which is sent to 120,000 subscribers
- Attendee list with contact information for use of one follow-up email
- Provide digital ad
- Custom HTML invitation created for promotions
- Premier logo placement (lobby and content showcase) and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees



Sponsorship Packages Continued

\$25K

DIAMOND

(Only 5 Spots Available)

Track Sponsorship

- Speaking opportunity during track session

Virtual Booth

- Welcome Video – 1-2 minute video to welcome attendees to the event
- Virtual exhibit location in exhibit hall
- Live chat sessions
- Capture lead information for virtual visitors to your booth
- Ability to network with top prospects, clients, and partners virtually
- Opportunity to provide 10 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees

Additional benefits

- Thought leadership video interview produced by FedScoop of one executive that will be cross-promoted on FedScoop.com and in the daily newsletter, which is sent to 120,000 subscribers
- Attendee list with contact information for use of one follow-up email
- Custom HTML invitation created for promotions
- Premier logo placement (lobby and content showcase) and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees

\$15K

PLATINUM

(Only 6 Spots Available)

Virtual Booth

- Welcome Video – 1-2 minute video to welcome attendees to the event
- Virtual exhibit location in exhibit hall
- Capture lead information for virtual visitors to your booth
- Ability to network with top prospects, clients, and partners virtually
- Opportunity to provide 5 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees

Additional benefits

- Thought leadership video interview produced by FedScoop of one executive that will be cross-promoted on FedScoop.com and in the daily newsletter, which is sent to 120,000 subscribers
- Attendee list with contact information for use of one follow-up email
- Custom HTML invitation created for promotions
- Logo for content showcase and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees

\$7.5K

GOLD

(Only 6 Spots Available)

Virtual Booth

- Welcome Video – 1-2 minute video to welcome attendees to the event
- Virtual exhibit location in exhibit hall
- Capture lead information for virtual visitors to your booth
- Ability to network with top prospects, clients, and partners virtually
- Opportunity to provide 5 collateral uploads (documents, videos, on-demand webinars) included in Resource Center for all attendees

Additional benefits

- Custom HTML invitation created for promotions
- Logo for content showcase and on all event materials: invitation, virtual homepage, event slideshow, event website, and thank you email to attendees



IBM Co-Marketing Funds

Co-marketing funds may be available for the sponsorship offerings. Contact your local co-marketing team for more information.

Co-marketing is a reimbursement offering. For IBM conferences, the Business Partner acquires a qualifying sponsorship offering and is reimbursed for qualifying expenses by IBM after the conference. All requests for co-marketing funds require prior IBM approval and are subject to available funding. The IBM Co-Marketing Terms & Conditions apply.

Learn more at www.ibm.com/partnerworld/page/co-marketing

Contact Us for More Information

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