

2019 Think Gov | Washington DC

What Makes You Think?

Sponsor Prospectus

think

March 14, 2019

Grand Hyatt, Washington D.C.





2019 Overview

Are you ready to think? Immerse yourself for 2 days in groundbreaking technologies and see first-hand how federal clients are using them across the federal government mission.

We will explore the future of AI, blockchain, cloud, data and security, and other emerging technologies. Through innovative speakers, case study presentations, and technology demos we will answer “What’s Next?” in the world of government transformation. Be a part of the conversation as we talk about innovations that will make the world safer and more productive by capitalizing on opportunities across all sectors of government.

Challenge yourself to think. Let’s think together.

2018 Think Gov **By-the-Numbers**

677
attendees

318 government
32 military
28 media



1,559
registrants

852 government
65 military
49 media



960
social posts

309
unique authors


411
engagements

2.6m
impressions

30
on-site media
representatives

Audience & Reach

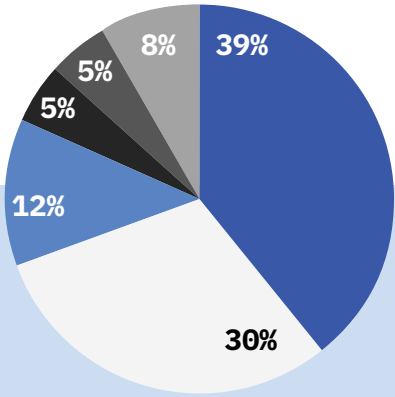
43.4%
attendance
rate



799.9k
social
audience



2018 Think Gov **By-the-Numbers**



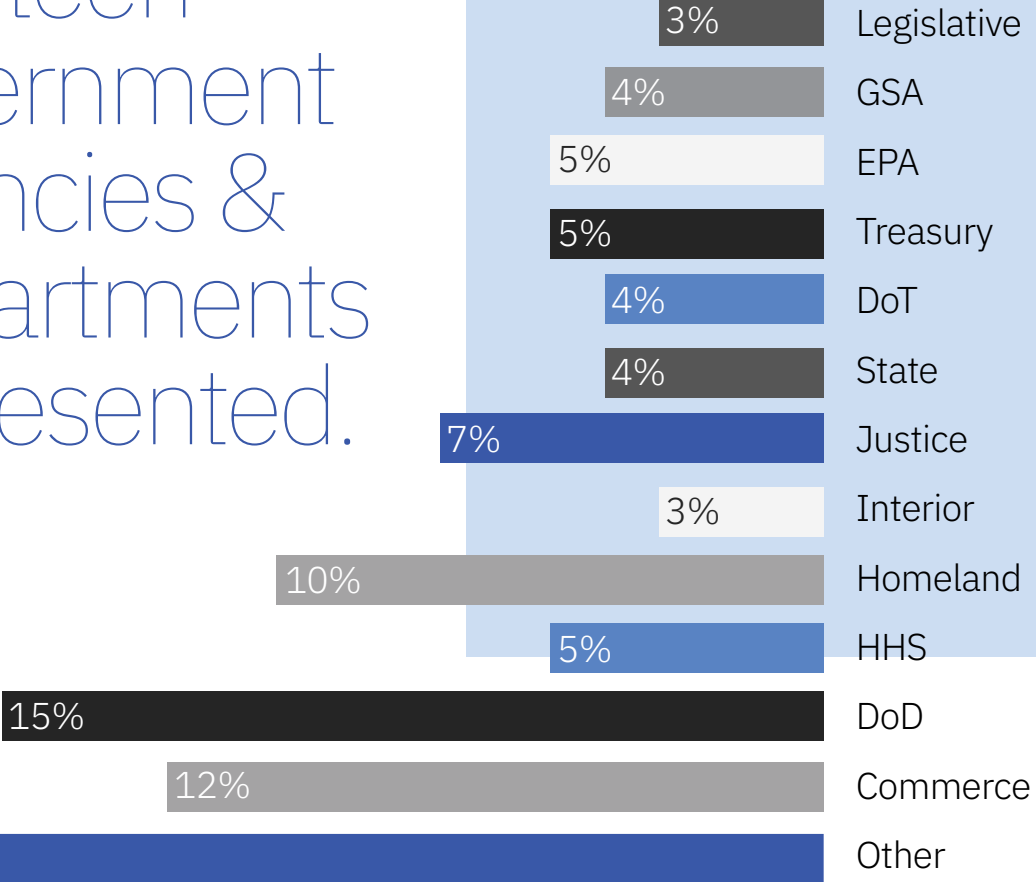
Attendee Job Function



Demographics

Eighteen government agencies & departments represented.

Government Attendee Agency



23%



2018 Think Gov **By-the-Numbers**

Past Agenda

7:30 AM Registration & Networking Breakfast

8:15 AM Welcome Remarks

8:20 AM Event Overview

8:30 AM Opening Keynote

8:55 AM Transforming the Army for the Future

9:20 AM From the CIO: The Future of Federal IT

9:40 AM Modernizing the Mission

10:10 AM Creating a Culture for Cross-Agency Information

10:30 AM Coffee and Networking

10:50 AM Breakout Sessions

12:00 PM Networking Lunch

1:00 PM Exclusive Interview

1:30 PM Breakout Sessions

2:45 PM The Road Ahead: Reinventing the Citizen Experience

3:15 PM Closing Remarks

Past Speakers Include

KEYNOTE

John Kelly

*Senior Vice President,
Cognitive Solutions &
Research, IBM*

Suzette Kent

*Federal Chief Information
Officer, Office of Management
& Budget*

Marcy Jacobs

*Executive Director, Digital
Service, Department of
Veteran Affairs*

Frank Konieczny

*Chief Technology Officer, Office
of Information Dominance and
Chief Information Officer, Office
of the Secretary of the Air Force*

Kevin Mahoney

*Chief of Human Capital
Officer and Director of
Human Resources,
Department of Commerce*

Major General William Hix

*Deputy Director, Army
Modernization Command
Task Force*

Dr. Theresa Lang

*Director, SPAWAR Washington
Operations, Director, Navy
Cybersecurity Division, US Navy*

Justin Herman

*Lead, Emerging Citizen
Technology Office, GSA*

Premium Sponsor Packages



Sponsorship Level	Platinum 18,000	Gold (sold out)	Silver (sold out)
<i>Lead generation and networking opportunities</i>			
Turn-key kiosk in partner pavilion (kiosk, signage, monitor, wireless Internet, and electrical power)	✓	✓	✓
<i>Thought leadership and demo opportunities</i>			
Host a 30 minute midday exclusive workshop for a targeted audience of up to 25 attendees. Sponsor will be responsible for capturing attendee information and bringing any required workshop materials and developing the workshop content		✓	
VIP speaking role	✓		
<i>Brand Recognition Opportunities</i>			
Acknowledgment from mainstage	✓	✓	✓
Logo included in event promotions, event guide, on-site signage in the partner area, and on-site digital signage	✓	✓	✓
Email invite and social media materials to promote your role in Think Gov 2019	✓	✓	✓
Provide a piece of collateral to be included in the conference kit distributed to all attendees	✓	✓	✓
Logo and 100-word demo description in event guide	✓	✓	✓
Ad in program guide distributed to all attendees	Full page	Half page	

Ad and collateral specifications TBD

Sponsorship Packages



Platinum (one available) 18,000

- VIP speaking role
- Logo and 100-word demo description in event guide
- Full page Ad in program guide distributed to all attendees
- Includes silver sponsorship package

Gold (SOLD OUT) 13,000

- Host a 30 minute midday exclusive workshop for a targeted audience of up to 25 attendees. *Sponsor will be responsible for capturing attendee information and bringing any required workshop materials and developing the workshop content.*
- Logo and 100-word demo description in event guide
- Half page Ad in program guide distributed to all attendees
- Includes silver sponsorship package

Silver (SOLD OUT) 8,000

- Turn-key kiosk in partner pavilion (kiosk, signage, monitor, wireless Internet, and electrical power)
- Logo included in event promotions, event guide, on-site signage in the partner area, and on-site digital signage
- Logo and 100-word demo description in event guide
- Email invite and social media materials to promote your role in Think Gov 2019
- Acknowledgment from mainstage
- Provide a piece of collateral to be included in the conference kit distributed to all attendees

Additional Sponsorships



Exclusive Re-Charging Lounge Sponsor (one available)* **15,000**

Exclusively sponsor the charging station lounge allowing attendees to network and relax while charging their electronic devices. By branding the lounge area, you increase visibility among attendees and give them a comfortable, relaxed setting to charge mobile devices

WiFi Sponsor (one available)* **12,000**

Put your company's name in front of every attendee as our wifi sponsor including on-site signage as wifi sponsor, as well as a 3x5 card with company logo and wifi information to be included in conference kit distributed to all attendees. Logo also included in event guide

Lanyard Sponsor (one available)* **10,000**

Connect with attendees by having your logo featured on the think conference lanyard. This is a high visibility opportunity, see your logo worn by every attendee! *Distributed to all attendees*

Continental Breakfast Sponsor (one available)* **7,500**

Capture the attention of all the attendees with signage and other branding opportunities at the morning continental breakfast

Break Sponsor (two available)* **5,000**

Promote your company with your logo in break area that will be well-branded with signage indicating you as the sole provider for refreshments and snacks

Supporting Sponsor **3,000**

Place a 1/4 page ad in the conference program and distribute a piece of collateral to all attendees. Receive an email invite and social media materials to promote your role in Think Gov 2019.

**Not eligible for co-marketing funds.*



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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