



NASCIO 2020 Annual Conference Sponsorship Opportunities

October 12 -15, 2020 | Virtual Event

*Sponsorship registration opens August 25 at Noon Eastern
and closes September 2 at 11:59pm Eastern*

All NASCIO conference sponsors receive the following mutual benefits:

- Recognized in the e-digest—*NASCIO Connections*—leading up to the event
- A “thank you for sponsoring” tweet sent out by NASCIO with an invitation to view company profile on conference website, along with the use of the company’s Twitter handle
- Company name and sponsorship level recognized during plenary sessions to conference attendees
- Company logo and website featured on the NASCIO Annual Conference website
- Complete sponsor profile on the NASCIO Annual Conference Hub - a desktop and mobile app centralizing all conference components and serving as the virtual conference lobby from which attendees access sessions, rosters, sponsor information and other details - to include: logo, URL, company profile bio, business development contact information, company Twitter handle with the option to provide a resource
- Access to NASCIO Annual Conference sponsor logo (promotional use only)
- Access to preliminary attendee lists leading up to the conference and a final attendee list after the conference

KEYNOTE SPONSOR

\$20,000

One (1) Keynote sponsorship is available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Keynote Sponsor receives:

- Ten (10) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Company representative to introduce the keynote session speaker (maximum of 5 minutes)
- Recognized during keynote session
- One block ad placed on the NASCIO Annual Conference website (sponsor to provide static ad 1140px wide by 300px high)
- One rotating banner ad placed on the NASCIO Annual Conference Hub homepage (sponsor to provide banner ad 950px wide by 380px high)
- Company logo on Keynote session page in NASCIO Annual Conference Hub
- Top tier placement of full color logo and link on the NASCIO Annual Conference website
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before September 28)

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REGISTRATION SPONSOR **\$18,000**

One (1) Registration Sponsorship is available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Registration Sponsor receives:

- Unlimited complimentary conference registrations
- Company logo on NASCIO Annual Conference registration portal
- One rotating banner ad placed on the NASCIO Annual Conference Hub homepage (sponsor to provide banner ad 950px wide by 380px high)

***DEEP DIVE SPONSORS - Leadership** **\$15,000**
(Oct 12, Monday)

Four (4) Deep Dive Sponsorships - Leadership is available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Deep Dive Sponsor - Leadership receives:

- Each Deep Dive has four (4) topic areas for selection during the sponsor registration process - *Leading Remote and Hybrid Teams; Connecting Remote Teams; Leading Client Relationships Management Remotely; Leading Efforts on Diversity, Equity and Inclusion*
- Five (5) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Company logo on deep dive session page in NASCIO Annual Conference Hub
- MAX 30-minute pre-recorded session of case study with partner state available with live Q&A organized with and recorded by NASCIO
- Session available on-demand to registered attendees for 30 days following the conference; then placed in the NASCIO Resource Center
- Recognized during conference-related NASCIO Voices Podcast

* SEE PAGE 4 FOR MORE DETAILS

***DEEP DIVE SPONSORS - CIO Priorities & IT Modernization** **\$15,000**
(Oct 13, Tuesday)

Four (4) Deep Dive Sponsorships - CIO Priorities & IT Modernization are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Deep Dive Sponsor - CIO Priorities & IT Modernization receives:

- Each Deep Dive has four (4) topic areas for selection during the sponsor registration process - *Legacy Modernization; Broadband/Rural Broadband Expansion; Cloud Adoption; Improving Digital Services/Experiences for Citizens (Government as a Platform)*
- Five (5) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Company logo on deep dive session page in NASCIO Annual Conference Hub
- MAX 30-minute pre-recorded session of case study with partner state available with live Q&A organized with and recorded by NASCIO
- Session available on-demand to registered attendees for 30 days following the conference; then placed in the NASCIO Resource Center
- Recognized during conference-related NASCIO Voices Podcast

*SEE PAGE 4 FOR MORE DETAILS

*DEEP DIVE SPONSORS - Cybersecurity & Privacy

\$15,000

(Oct 14, Wednesday)

Four (4) Deep Dive Sponsorships - Cybersecurity & Privacy are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Deep Dive Sponsor - Cybersecurity & Privacy receives:

- Each Deep Dive has four (4) topic areas for selection during the sponsor registration process - *Securing Work from Home; State and Local Cyber Collaboration; Dedicated Federal Cyber Funding; Pressing Privacy Issues (ID Management/Increased Use of Digital Services/ Privacy Related to Contract Tracing/Exposure Notification)*
- Five (5) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Company logo on deep dive session page in NASCIO Annual Conference Hub
- MAX 30-minute pre-recorded session of case study with partner state available with live Q&A organized with and recorded by NASCIO
- Session available on-demand to registered attendees for 30 days following the conference; then placed in the NASCIO Resource Center
- Recognized during conference-related NASCIO Voices Podcast

* SEE PAGE 4 FOR MORE DETAILS

* DEEP DIVE SPONSORS - Innovation & The Future of Technology

\$15,000

(Oct 15, Thursday)

Four (4) Deep Dive Sponsorships - Innovation & The Future of Technology are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Deep Dive Sponsor - Innovation & Future of Technology receives:

- Each Deep Dive has four (4) topic areas for selection during the sponsor registration process - *CIO Perspective on AI/Automation; Fraud Detection and Predictive Analytics; Low Code/No Code Development; Chatbots*
- Five (5) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Company logo on deep dive session page in NASCIO Annual Conference Hub
- MAX 30-minute pre-recorded session of case study with partner state available with live Q&A organized with and recorded by NASCIO
- Session available on-demand to registered attendees for 30 days following the conference; then placed in the NASCIO Resource Center
- Recognized during conference-related NASCIO Voices Podcast

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LIVE POLLING SPONSORS

\$12,000

Two (2) Live Polling Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Live Polling Sponsors receive:

- Five (5) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Full color company logo placed on each interactive polling slide
- Company recognition on complete set of polling slides and responses when utilized in NASCIO presentations throughout the year
- Opportunity to submit three polling questions to poll attendees through NASCIO's polling App regarding technology and leadership trends (NASCIO has final approval on all questions and number of actual questions used may vary)
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before September 28)

STATE CIO POST-CONFERENCE MAILING SPONSORS

\$8,000

Five (5) State CIO Post - Conference Mailing Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the State CIO Post-Conference Mailing Sponsors receive:

- Three (3) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- Inclusion of one sponsor resource in conference mailing to all state CIOs (54)
- Recognized as sponsor on outside of post-conference mailing

CONFERENCE HUB SPONSORS

\$5,000

Five (5) Conference Hub Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Conference Hub Sponsors receive:

- Two (2) complimentary conference registrations and unlimited paying attendees (\$225 p/p)
- One rotating banner ad placed on the NASCIO Annual Conference Hub homepage (sponsor to provide banner ad 950px wide by 380px high)

GIVE BACK SPONSORS

\$3,000

Five (5) Give Back Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits the Give Back Sponsor receives:

- One (1) complimentary conference registration and unlimited paying attendees (\$225 p/p)
- Company logo on Give Back page of NASCIO Annual Conference Hub
- Company logo on Give Back collateral
- 50% of sponsorship fee will be a tax-deductible direct donation to our Give Back recipient - to be announced soon

CONFERENCE SUPPORTER SPONSORS

\$2,000

Twenty (20) Conference Supporter Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Conference Supporter Sponsors receive:

- One (1) complimentary conference registration and unlimited paying attendees (\$225 p/p)

****DEEP DIVE SPONSORSHIP DETAILS***

- There are sixteen total Deep Dive sessions. There are four Deep Dive Sessions for each daily theme (Leadership; CIO Priorities & IT Modernization; Cybersecurity & Privacy; Innovation and the Future of Technology). The Programs Committee has determined the theme and sub-topics for each Deep Dive Session (provided in individual descriptions above)
- A Sponsor must select the theme and sub-topic they wish to sponsor during the sponsorship registration process—once a session theme/topic has been secured, it will no longer be available and future sponsors will select among the remaining topics (e.g. no sponsors can select the same sub-topic within an individual Deep Dive theme)
- NASCIO has final approval over content and speakers
- Sessions must include the state perspective - either through an existing partnership/case study or via a state member with related expertise included in the session
- If preferred speaker is not the state CIO, the state representative must be approved by the state CIO
- Sessions must be prerecorded and be a maximum of 30 minutes
- Sessions must be recorded by NASCIO
- Sessions must be recorded by **September 25, 2020**