



NASCIO 2021 Midyear Conference Sponsorship Opportunities

May 25 -27, 2021 | Virtual Event

*Sponsorship registration opens March 17 at Noon Eastern
and closes March 31 at 11:59 pm 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 Midyear Conference website
- Complete sponsor profile on the NASCIO Midyear 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
- Access to NASCIO Midyear Conference sponsor logo (promotional use only)
- Access to preliminary attendee lists leading up to the conference and a final attendee list after the conference

PLATINUM SPONSORS	\$25,000
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Three (3) Platinum sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Platinum Sponsors receive:

- Fifteen (15) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Premium Sponsor Profile in the Conference Hub with the opportunity to submit one video or PDF resource
- Company recognized during each general session with representative able to introduce morning speaker/sessions (maximum of 5 minutes). Day determined by order of purchase – first to purchase selects first
- Opportunity to host a 5-minute “Brain Break” session (example: chair yoga, meditation) – developed in conjunction with NASCIO staff. (To be delivered same day chosen for the morning speaker introduction)
- One block ad placed on the NASCIO Conference website (sponsor to provide static ad 338px wide by 338px high)
- One rotating banner ad placed on the NASCIO Conference Hub (sponsor to provide banner ad 950px wide by 380px high)
- Top tier placement of company logo and link on the NASCIO Conference website
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before May 9)

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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 (\$149 p/p)
- Company logo on NASCIO Conference registration portal
- Company logo on conference confirmation email that is automatically sent to each registered attendee
- Enhanced Sponsor Profile in the Conference Hub with the opportunity to submit one PDF resource
- One rotating banner ad placed on the NASCIO Conference Hub (sponsor to provide banner ad 950px wide by 380px high)

DAILY CONTENT SPONSORS – Lead
Day 1

\$15,000

Three (3) Daily Content - Lead Sponsorships are available and will be granted on a first-come, first-served basis.

Daily Focus: personal leadership, leadership infrastructure, organizational culture/shared vision, insight into state IT leadership

In addition to the mutual sponsor benefits, the Daily Content - Lead Sponsors receive:

- Ten (10) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Recognized as daily theme sponsor during opening of plenary session, general session and in remarks on designated day
- Work with NASCIO staff (in consult with the Programs Committee) to identify opportunities for active participation in sessions of the day (e.g. emcee providing introductory/welcome comments or moderator fielding questions for panel)
- Host a topical Pop-Up Group Chat in the Virtual Hallway of the Conference Hub on sponsorship day. Pop-Up Group Chats are virtual rooms that allow up to 10 people to chat via video. Conference attendees can come in and out of rooms during breaks (2 10-minute breaks each day; exact breaks times TBD)
- Enhanced Sponsor Profile in the Conference Hub with the opportunity to submit one PDF resource
- Recognized during conference related NASCIO Voices Podcast

DAILY CONTENT SPONSORS – Collaborate
Day 2

\$15,000

Three (3) Daily Content - Collaborate Sponsorships are available and will be granted on a first-come, first-served basis.

Daily Focus: any issue of relevance to CIOs (take a look at the State CIO Top Ten Priorities) explored through the lens of partnership

In addition to the mutual sponsor benefits, the Daily Content - Collaborate Sponsors receive:

- Ten (10) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Recognized as daily theme sponsor during opening of plenary session, general session and in remarks on designated day
- Work with NASCIO staff (in consult with the Programs Committee) to identify opportunities for active participation in sessions of the day (e.g. emcee providing introductory/welcome comments or moderator fielding questions for panel)
- Host a topical Pop-Up Group Chat in the Virtual Hallway of the Conference Hub on sponsorship day. Pop-Up Group Chats are virtual rooms that allow up to 10 people to chat via video. Conference attendees can come in and out of rooms during breaks (2 10-minute breaks each day; exact breaks times TBD)
- Enhanced Sponsor Profile in the Conference Hub with the opportunity to submit one PDF resource
- Recognized during conference related NASCIO Voices Podcast

DAILY CONTENT SPONSORS – Inspire Day 3

\$15,000

Three (3) Daily Content - Inspire Sponsorships are available and will be granted on a first-come, first-served basis.

Daily Focus: technology can be transformational for state government and greatly impact the lives of citizens; this day will focus on those stories

In addition to the mutual sponsor benefits, the Daily Content - Inspire Sponsors receive:

- Ten (10) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Recognized as daily theme sponsor during opening of plenary session, general session and in remarks on designated day
- Work with NASCIO staff (in consult with the Programs Committee) to identify opportunities for active participation in sessions of the day (e.g. emcee providing introductory/welcome comments or moderator fielding questions for panel)
- Host a topical Pop-Up Group Chat in the Virtual Hallway of the Conference Hub on sponsorship day. Pop-Up Group Chats are virtual rooms that allow up to 10 people to chat via video. Conference attendees can come in and out of rooms during breaks (2 10-minute breaks each day; exact breaks times TBD)
- Enhanced Sponsor Profile in the Conference Hub with the opportunity to submit one PDF resource
- Recognized during conference related NASCIO Voices Podcast

LIVE POLLING SPONSORS

\$10,000

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 (\$149 p/p)
- Company logo placed on each interactive polling slide
- 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) with aggregated results provided post conference
- Enhanced Sponsor Profile in the Conference Hub with the opportunity to submit one PDF resource
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before May 9)

STATE CIO POST-CONFERENCE MAILING SPONSORS

\$9,000

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 (\$149 p/p)
- Inclusion of one sponsor resource in post-conference mailing to all state CIOs (54) - mailing will include NASCIO educational and promotional items
- Recognized as sponsor on outside of post-conference mailing

GIVE BACK SPONSORS

\$5,000

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:

- Two (2) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Company logo on Give Back page of NASCIO Midyear Conference Hub
- Company logo on Give Back Conference Website page
- Sponsors recognized in post-conference Give Back press release
- 50% of sponsorship fee will be a tax-deductible direct donation to our Give Back recipient – to be announced soon

BRAIN BREAK SPONSORS

\$4,000

Three (3) Brain Break Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits, the Brain Break Sponsors receive:

- Two (2) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Opportunity to host a 5-minute “Brain Break” session (example: chair yoga; meditation) – developed in conjunction with NASCIO staff. Selection of which day you will host the “Brain Break” will be based on order of purchase – first to purchase selects first
- Company logo on the Conference Hub Brain Break agenda item for the day of your session

ENGAGEMENT SPONSORS

\$3,000

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

NASCIO will purchase prizes for giveaways; all giveaways will be randomly selected and sponsor will have no determination of who wins or what the prizes are

In addition to the mutual sponsor benefits, the Engagement Sponsors receive:

- Two (2) complimentary conference registrations and unlimited paying attendees (\$149 p/p)
- Company logo on game promotion of the Conference Hub
- Mentioned during each session when the game feature is highlighted
- Points awarded in conference game for visiting the Engagement Sponsors’ sponsor profile

CONFERENCE SUPPORTER SPONSORS

\$2,000

Fifteen (15) 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:

- Two (2) complimentary conference registration and unlimited paying attendees (\$149 p/p)