



NASCIO 2021 Annual Conference Sponsorship Opportunities

Oct 10 –13, 2021 | Seattle, Washington

*Sponsorship registration opens Jul 14 at Noon Eastern
and closes Aug 4 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
- An appreciation tweet including a link to your company’s NASCIO profile and company Twitter handle
- Company logo included on electronic and printed signage located in the conference meeting space
- Company name and sponsorship level announced from the podium onsite to conference attendees
- Company representatives identified as a conference sponsor onsite on name badges and again in the post-conference attendee roster
- Company logo and website featured on the NASCIO Conference website
- Complete sponsor profile on the NASCIO Event Hub—an app centralizing all conference components—to include: company logo, URL, company profile bio, business development contact information and company Twitter handle
- Access to preliminary attendee lists leading up to the conference and a final attendee list after the conference (offered as a PDF)
- Access to NASCIO Conference logo (promotional use only)

Pinnacle Sponsor

\$40,000

Two (2) Pinnacle Sponsors are available and will be granted on a first-come, first-served basis.

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

- Four (4) complimentary registrations and up to six (6) paying attendees for a total of ten (10) attendees
- Four (4) invitations to attend the private Premier Sponsor-CIO Reception
- Company representative to introduce the pinnacle keynote session speaker (maximum of 5 minutes)
- One block ad placed on the conference homepage (sponsor to provide static ad 1140px wide by 300px high)
- One rotating banner ad placed on the NASCIO Event Hub (sponsor to provide banner ad 950px wide by 380 px high)
- Logo placed on customized conference hotel key cards and distributed to NASCIO attendees staying at the conference hotel
- Top tier placement of company logo in the sponsor recognition section of the NASCIO Event Hub
- Top tier placement of company logo and link on the conference website
- Company logo decal (individual signage) displayed in the conference meeting space
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before Sep 20)

MEMBER CENTER SPONSOR

\$20,000

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

In addition to the mutual sponsor benefits, the Member Center Sponsor receives:

- One (1) complimentary registration and up to four (4) paying attendees for a total of five (5) attendees
- One (1) invitation to attend the private Premier Sponsor-CIO Reception
- Company logo displayed at the Member Center, located in the high-visibility and widely-used meeting space
- Company logo and invitation on the NASCIO Event Hub to visit the Member Center onsite.
- Company logo decal (individual signage) displayed in the conference meeting space
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before Sep 20)
- NASCIO to provide the following amenities for the Member Center: Laptop and printer station for attendee convenience; Comfortable lounge seating to facilitate work space and networking ; Variety of charging cables for mobile devices

WI-FI SPONSOR

\$20,000

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

In addition to the mutual sponsor benefits, the Wi-Fi Sponsor receives:

- One (1) complimentary registration and up to four (4) paying attendees for a total of five (5) attendees
- One (1) invitation to attend the private Premier Sponsor-CIO Reception
- Wi-Fi access instructions and message acknowledging the Wi-Fi sponsor with full color company logo to be included in NASCIO Event Hub and included on the back of each attendee name badge
- Sponsor recognition on conference Wi-Fi landing page and/or Wi-Fi network name (sponsor benefit dependent upon conference hotel)
- Company logo decal (individual signage) displayed in the conference meeting space
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before Sep 20)

HEADSHOT PHOTO LOUNGE SPONSOR

\$20,000

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

In addition to the mutual sponsor benefits, the Headshot Photo Lounge sponsor receives:

- One (1) complimentary registration and up to four (4) paying attendees for a total of five (5) attendees
- One (1) invitations to attend the private Premier Sponsor-CIO Reception
- Company logo decal (individual signage) displayed in the conference meeting space. Refreshment station provided during hours of headshot lounge. (see conference agenda for hours)
- Opportunity to position a registered team member during hours of headshot lounge to greet attendees
- Opportunity to have conference attendee names tweeted out by NASCIO (attendees registered before Sep 20)

ENERGIZER SPONSORS

\$18,000

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

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

- One (1) complimentary conference registration and up to three (3) paying attendees for a total of four (4) attendees
- Opportunity to host a 5 minute “Energizer” session (example: chair yoga, meditation) - developed in conjunction with NASCIO staff. Selection of which day you host the “Energizer” session will be based on order of purchase—first to purchase selects first.
- One (1) invitations to attend the private Premier Sponsor-CIO Reception
- Company logo on NASCIO Event Hub agenda item
- Promotional signage in general session area

GIVE BACK CHAMPION SPONSORS

\$16,000

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

In addition to the mutual sponsor benefits, the Give Back Champion Sponsors receive:

- One (1) complimentary conference registration and up three (3) paying attendees for a total of four (4) attendees
- One (1) invitation to attend the private Premier Sponsor-CIO Reception
- All day coffee bar provided onsite for attendees next to the Give Back recipient table (includes company logo signage)
- Company logo included in Give Back promotional collateral (physical and online)
- 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

GOLD SPONSORS

\$15,000

Thirty-two (32) Gold Sponsorships are available and will be granted on a first-come, first-served basis.

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

- Two (2) complimentary registrations and up to six (6) paying attendees for a total of eight (8) attendees
- Two (2) invitations to attend the private Premier Sponsor-CIO Reception

SILVER SPONSORS**\$10,000**

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

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

- One (1) complimentary registration and up to four (4) paying attendees for a total of five (5) attendees

BRONZE SPONSORS**\$7,000**

Ten (**10**) Bronze Sponsorships are available and will be granted on a first-come, first-served basis.

In addition to the mutual sponsor benefits:

- One (1) complimentary registration and up to two (2) paying attendees for a total of three (3) attendees.

IMPORTANT DATES & Information For Your Calendar

Sponsorship registration opens Jul 14 at Noon Eastern
& closes Aug 4 at 11:59 pm Eastern

All sponsor deliverables are due before Aug 4

Online conference registration opens Aug 11 & closes Oct 1 (no onsite registration)

Housing opens Aug 11 & closes Sep 13

Early Bird conference registration rate is \$1,195 p/p (Aug 11 thru Sep 2)

Regular conference registration rate is \$1,295 p/p (Sep 3 thru Oct 1)

NASCIO is monitoring capacity restrictions imposed by the state of Washington. NASCIO will not be accepting onsite conference registrations

The sponsorship conference registration benefits described in this document are based on the planned reopening of the state of Washington, currently slated for June 30, 2021.

NASCIO reserves the right to make changes to these benefits based on any change in circumstance around capacity or other state regulations that would be beyond our control.