

**JOIN US AT THE MIDWEST'S PREMIER GOVERNMENT IT EVENT!**



**GOVERNMENT  
IT SYMPOSIUM**

**Collaborate. Innovate. Serve.**

**December 10-12, 2019 • Saint Paul RiverCentre**

# EXHIBITOR & SPONSOR PROSPECTUS



**REGISTER TODAY!**

Check out our exciting new features and sponsor opportunities! Register now to get your top sponsorship choice and best booth location! Booths assigned on a first-come first-served basis, and all 2019 sponsors have first right of refusal for 2020.

**HOSTED BY**



*For more information or to discuss the opportunities that are best for you, contact Christopher Kohn, [ckohn@mngts.org](mailto:ckohn@mngts.org) or 952-885-4323.*

# 2019 Government IT Symposium

## DEAR SOLUTION PARTNER,

Thank you for considering sponsoring and/or exhibiting at the 2019 Government IT Symposium. Now in its 38th year, the Symposium is one of the longest-running government IT events in the nation. A key reason for the Symposium's longevity is its reputation for being a high-quality learning and key relationship-building event. The Government IT Symposium is committed to continuing to provide an excellent experience for our 800+ attendees and the over 70 private sector partners that support and participate in this event year after year.

The majority of our attendees are executives, leaders and directors from across government sectors and IT functions so your opportunities to engage with the key decision-makers are excellent. Support from leading IT companies and organizations like yours helps to make the Symposium possible. Our state, county and municipal government leaders appreciate that fact, and they look forward to the opportunity to connect with and learn from the solution partners who are there each year. We hope you will contribute your time, expertise and resources and join us on December 11-12 in St. Paul, Minnesota.

We have a wide variety of sponsorship and exhibiting opportunities for you to choose from, but remember to lock in now as the most influential opportunities go fast. Come be a part of this legacy event and make the connections you need to drive your business forward.

On behalf of GTS Educational Events and the Government IT Symposium Steering Committee, we look forward to developing our relationship and seeing you at the Symposium!



A handwritten signature in black ink that reads "Mary Wynne". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

**MARY WYNNE**  
Executive Director

## 2019 GOVERNMENT IT SYMPOSIUM STEERING COMMITTEE

Dave Andrews, Minnesota State Services  
for the Blind - DEED  
Matt Bailey, IBM  
Nathan Beran, City of New Ulm  
David Berthiaume, Minnesota IT Services  
Bill Bleckwehl, Cisco  
Jim Hall, IT Mentor Group  
Renee Heinbuch, Washington County  
Alex Hepp, City of Hopkins

Justin Kaufman, Minnesota IT Services  
Lisa Meredith, Minnesota Counties  
Computer Cooperative  
Melissa Reeder, League of Minnesota  
Cities  
Jerine Rosato, Ramsey County  
Corey Tramm, Sourcewell Tech  
Sue Wallace, IT Futures Foundation  
Jay Wyant, Minnesota IT Services

*The Symposium Steering Committee is composed of members from multiple public and private sector organizations to create a program agenda that is relevant, supportive and valuable to the state and local government employees and organizations attending the Symposium.*

# WHY YOUR BRAND SHOULD BE HERE

## *IT IS NO LONGER BUSINESS AS USUAL.*

Government IT services are evolving at a faster pace than ever before. Changes in the workforce, rapid advances in technology, growing expectations by citizens and politicians and the increasing security threats demand that Government solution partners have the right insights and capabilities at the right time. *The 2019 Government IT Symposium gives your business a leg up on the competition by providing information, insights, and opportunities to position you for success into 2020 and beyond.*

## WHO ATTENDS

The 2019 Government IT Symposium hosts government leaders and professionals from city, county, state and regional agencies, as well as state college and university offices.

### ATTENDEES BY FUNCTION, FROM LARGEST TO SMALLEST:



### ATTENDEES BY SECTOR, FROM LARGEST TO SMALLEST:



State



County



City



Region



Higher-Ed



*“The most valuable part of the Symposium is finding out what’s new in the market, and how government and corporations fit together, new ideas and time to network with the vendors.”*

—2018 Attendee

# JOIN THE LIST OF GOVERNMENT SOLUTION PARTNERS

## EXHIBITOR/SPONSOR PROFILE

The Government IT Symposium sponsors and exhibitors represent various markets within the information technology and digital markets. Products and services represented include:

- Emerging Technologies
- Data and Analytics
- Cloud and Hosting Solutions
- Data/Document Management
- Cyber Security Systems & Integration
- Digital Transformation Software & Services
- Audio/Visual Communication Solutions
- Network/Infrastructure Products & Solutions
- Citizen Engagement
- IT Consultation & Support
- IT Education, Training & Certification
- Technology Staffing

## TOP 2018 SPONSOR BRANDS

*"Cisco has been a sponsor of the MN Government IT Symposium for over 10 years. We have found this is to be the most effective event in Minnesota for reaching our public sector customers."*  
— Bill Bleckwehl, Cisco



*"We have been exhibiting at the Government IT Symposium for over 15 years because we can't find a better place to speak with so many IT Professionals from the state, local and education sectors. This continuity has afforded us the ability to establish long-lasting relationships as well as the opportunity to build many new ones with IT professionals from these organizations."*

—Marty Ward, TSG Server and Storage

# GIVE YOUR COMPANY AN ADVANTAGE

**AS A SPONSOR OR EXHIBITOR AT THE GOVERNMENT IT SYMPOSIUM, YOU WILL:**



## CONNECT WITH THE RIGHT PEOPLE

The Government IT Symposium attendees are excited to learn about the solutions your company can provide to help them evolve and meet new demands. The Symposium gives your company the opportunity to connect directly with decision-makers and agency procurement staff with buying power.

## PROMOTE YOUR COMPANY

Your company will have variety of opportunities to be visible to key decision-makers across government sectors, agencies and function areas. These leaders come prepared and pay attention to and appreciate those companies that take the time to showcase products and services that will help them meet their goals.



## CONTRIBUTE TO AND LEARN FROM THE EXPERIENCE

Take advantage of being face-to-face with hundreds of current and potential clients by sharing your knowledge and expertise through presentations, demonstrations and conversations. Learn about industry issues, solutions and strategies by attending sessions and listening to attendees. The opportunity to gather key intel is one of the best outcomes from being at the event!

## INCREASE ROI

Your marketing dollars will not go to waste. Most of our sponsors and exhibitors come back year after year because it not only provides valuable exposure to decision-makers, it also delivers results – relationships and connections that lead to long-term clients.



**“The MN Government IT Symposium continues to be an incredibly important show for us year after year. It is unique in that it’s the only opportunity to connect with so many of our key clients at the same event.”**

**—Derek Burns, Chief Marketing Officer, Tierney Brothers**

# SPONSORSHIP PACKAGES

**DIAMOND** – *SOLD to IBM*  
\$20,000

- Premier 8'x20' booth in the central corridor for two days (1st choice location)
- Presentation opportunities:
  - ▷ 2 minute introduction before opening keynote presentation
  - ▷ 3 – 60 minute breakout sessions
  - ▷ 30 minute general session lunch presentation (600 estimated attendance)
- Top billing of company logo on:
  - ▷ Symposium website and pre-event marketing
  - ▷ Screens in the ballroom prior to opening keynote
  - ▷ Banner and signage in the central corridor
- Exclusive – scheduled use of private whisper room
- Four complimentary passes for guests and staff (additional passes available for \$100 per day)
- Free lead generation scanner or software
- Two push notifications through the event mobile app (1 per day)
- Recognition on event social media (2 prior to event/2 during the event)
- Full page add in the electronic (PDF) program
- Company listing in the electronic program and event mobile app
- Access to post-event participant opt-in list

**PLATINUM** – *4 available*  
\$12,500

- Premier 8'x20' booth in the central corridor for two days
- Presentation opportunities:
  - ▷ 1 – 60 minute breakout session
  - ▷ 1 – 20 minute showcase presentation (in exhibit area during break)
- Company logo on Symposium website and pre-event marketing
- Company logo on screens in the ballroom prior to opening keynote
- Shared banner and signage in the central corridor
- Exclusive – scheduled use of private whisper room
- Three complimentary passes for guests and staff (additional passes available for \$100 per day)
- Free lead generation scanner or software
- One push notification through the event mobile app
- Recognition on event social media (1 prior to the event/1 during the event)
- Half-page ad in the electronic (PDF) program
- Company listing in the electronic program and event mobile app
- Access to post-event participant opt-in list

**GOLD** – *12 available*  
\$10,000

- 8'x 10' booth in the central corridor for two days
- Presentation opportunity!
  - ▷ 1 - 60 minute breakout session
- Company logo on Symposium website and pre-event marketing
- Company logo on screens in the ballroom prior to opening keynote
- Shared banner and signage in the central corridor
- Exclusive – scheduled use of private whisper room
- Two complimentary passes (additional passes available for \$100 per day)
- Free lead generation scanner or software
- Recognition on event social media (1 during the event)
- Quarter-page ad in the electronic (PDF) program
- Company listing in the electronic program and event mobile app
- Access to post-event participant opt-in list

# SPONSORSHIP PACKAGES

**SILVER** – *multiple available, \$5,000 each*

## RECEIVE EXCLUSIVE BRANDING RIGHTS ON ONE OF THE FOLLOWING ITEMS:



**Golden GOVIT Awards & Reception:** The winners of these prestigious awards are announced in front of an audience of hundreds followed by a lively reception. Showcase your company's support of excellence in government IT services and receive exclusive signage at the event, including company name and logo on the screen and a two minute introduction or video presentation before the awards ceremony. Package includes the option to add on an 8'x10' booth in the exhibit area at half the exhibit cost!



**Symposium Slam:** Be the exclusive sponsor of this popular, fast-paced "PechaKucha-style" general session attended by hundreds of attendees. Receive exclusive signage at the event including company name and logo on the screen and a two minute introduction or video presentation. Package includes the option to add on an 8'x10' booth in the exhibit area at half the exhibit cost!



**Symposium Spa:** "Spa-nsor" this popular area with attendees and give them a chance to unwind with chair massages, spa music, virtual reality spa-scapes, etc. In addition to exclusive branding rights to the Spa, your company receives a 6'x8' exhibit table in the Spa space for both days, plus one guest pass, and contact information from all attendees who sign-up to use the spa services!



**Symposium Studio:** The studio will offer professional headshots to attendees, a sought after service by attendees looking to create or update their professional image. In addition to exclusive branding rights to the Studio, your company receives a 6'x8' exhibit table in the Studio space for both days, plus one guest pass, and contact information from attendees who sign-up to for the service!



**Lounge Area & Charging Station:** Give attendees the gift of unwinding and recharging. Receive exclusive signage at this popular and centrally-located space. Package includes 6x8 exhibit table in the lounge area for both days, plus one guest pass!



**Lunch:** Provide a 2-minute introduction or video presentation during Wednesday's lunch in front of 800+ attendees. Company name & logo on the screens. Package includes the option to add an 8'x10' booth in exhibit area at half the exhibit cost!



**Symposium Bags:** Your logo included on an eco-friendly, reusable tote bag given to every attendee – your logo will continue to be seen after the Symposium! Package includes the option to add on an 8'x10' booth in the exhibit area at half the exhibit cost!



**Lanyards:** Every attendee will be wearing your brand all day, every day! Package includes the option to add on an 8'x10' booth in the exhibit area at half the exhibit cost!



**Notepads and Pens:** Attendees love to use notepads and pens during the event, and beyond. Your company will receive exclusive branding rights. Package includes the option to add an 8'x10' booth in the exhibit area at half the exhibit cost!



**Themed Afternoon Refreshment Breaks:** Opportunity to have exclusive branding rights on unique and popular mid-afternoon breaks, such as a multi-flavored popcorn stand, and old fashioned ice cream social, etc. Package includes the option to add on an 8'x10' booth in the exhibit area at half the exhibit cost!

## IN ADDITION TO THE BENEFITS LISTED FOR EACH ITEM, SILVER SPONSORS ALSO RECEIVE THESE BENEFITS:

- ✓ Company logo on the Symposium website and pre-event marketing
- ✓ Company logo on the screens in the ballroom prior to the opening keynotes
- ✓ Company listing in the electronic program and mobile app
- ✓ Access to post-event attendee opt-in list

# EXHIBIT ONLY OPTIONS



## NEW! 16'x20' ISLAND BOOTH

**\$8,000 — ONLY 4 AVAILABLE**

Beautifully designed and furnished island booth in a premium location for two days. Comes with two complimentary passes (additional passes available for \$100 per day)

## NEW! 2-DAY OPTION – 8 X 10 BOOTH

**\$3,500** (limited number of corner options available for an additional \$200.) – Gold Standard exhibit booth in the main exhibit area for two days, plus one complimentary pass (additional passes available for \$100 per day).

## 1-DAY OPTION – 8 X 10 BOOTH

**\$2,000** (limited number of corner options available for an additional \$200) – Gold Standard exhibit booth in the main exhibit area for one day (choose Wednesday OR Thursday), plus one complimentary pass (additional passes available for \$100 per day).



**ALL EXHIBITORS RECEIVE A COMPANY LISTING IN THE ELECTRONIC PROGRAM AND EVENT MOBILE APP AND ACCESS TO POST-EVENT PARTICIPANT OPT-IN LIST.**

### EACH 8X10 BOOTH INCLUDES:

- ✓ Back and side rail drapes
- ✓ Organization identification sign
- ✓ One six foot draped table
- ✓ Two chairs
- ✓ 1 wastebasket

### EXHIBIT HOURS

Exhibits are open during breakfast, all breaks, over lunch and during the reception on 12/11.

**Wednesday, December 11th – 7:00 am – 5:30 pm**

**Thursday, December 12th – 7:00 am – 4:00 pm**  
(2 day exhibitors and sponsors only)

**EXHIBITOR MOVE IN WILL TAKE PLACE  
TUESDAY, DECEMBER 10th, 1:00 PM – 5:00 PM**



## DEADLINES

We start promoting the Government IT Symposium in early June. To take advantage of all the branding opportunities available to you, please be sure to submit your registration as soon as possible. Final deadlines are listed below.

**May 31, 2019** – Final day to register at early bird rates (*Save 10%!*)

**October 21, 2019** – Session registration and description (*Diamond, Platinum & Gold Sponsors*)

**October 31, 2019** – Company Logo, listing and 50-word description for conference app  
(*All Sponsors & Exhibitors*)

## CANCELLATION

Once a sponsorship or exhibit space has been registered, any cancellation will be subject to forfeiture of payments as follows:

- 50% percent of total cost of booth or sponsorship if cancellation occurs before November 1, 2019
- 100% of total cost of booth sponsorship if cancellation occurs on or after November 1, 2019

Cancellation will also result in forfeiture of any complimentary conference passes and other benefits associated with sponsorship package.

## SPONSOR & EXHIBITOR REGISTRATION

Register now to get the best sponsorship and booth location! Booths assigned on a first-come first-served basis, and all 2019 sponsors have first right of refusal for 2020.

To register, visit: [mngts.regfox.com/2019symposiumvendors](https://mngts.regfox.com/2019symposiumvendors)

For more information or to discuss the opportunity that is best for you contact: Christopher Kohn, [ckohn@mngts.org](mailto:ckohn@mngts.org) or 952-885-4323.



GTS Educational Events designs, convenes and supports educational programs that engage, inspire and inform. Since 1976, GTS has served government agencies and civic organizations with educational event planning and management to ensure they have the knowledge and skills needed to make positive change for themselves and the communities they serve. [Visit mngts.org for more information.](https://mngts.org)

*GTS Educational Events is a nonpartisan organization, and does not take positions on any legislation or ballot measures, nor does it endorse or oppose any candidates in elections to public office.*

# 2019 GOVERNMENT IT SYMPOSIUM AGENDA

## TUESDAY (PRE-CONFERENCE)

7:30 am – 1:00 pm	Registration open
8:30 am – 12:00 pm	Half-day Sessions <i>(or full-day sessions, part 1)</i>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 4:30 pm	Half-day Sessions <i>(or full-day sessions, part 2)</i>

## WEDNESDAY

7:00 am – 4:00 pm	Registration open
8:00 am – 9:00 am	Concurrent Sessions
9:00 am – 9:30 am	Engage and Recharge with Sponsors & Exhibitors
9:30 am – 10:30 am	Welcome & Keynote
10:30 am – 11:00 am	Engage & Recharge with Sponsors & Exhibitors
11:00 am – 12:00 pm	Concurrent sessions
12:00 pm – 1:00 pm	Lunch
1:00 pm – 1:15 pm	Break with Sponsors & Exhibitors
1:15 pm – 2:15 pm	Concurrent Sessions
2:15 pm – 2:45 pm	Engage & Recharge Dessert Break with Sponsors & Exhibitors
2:45 pm – 3:45 pm	Concurrent Sessions
3:50 pm – 4:15 pm	General Session (State of the State)
4:15 pm – 5:30 pm	Golden GOVIT Awards & Reception <i>(Includes networking with Sponsors &amp; Exhibitors)</i>

## THURSDAY

7:30 am – 1:00 pm	Registration open
8:30 am – 9:30 am	Opening Remarks & Keynote
9:00 am – 9:30 am	Engage and Recharge with Sponsors & Exhibitors
9:30 am – 11:00am	Concurrent Sessions
11:00 am – 11:30 am	Engage and Recharge with Sponsors & Exhibitors
11:30 am – 12:30 am	Lunch & Diamond Sponsor Presentation
12:30 pm – 12:45 pm	Break with Sponsors & Exhibitors
12:45 pm – 1:45 pm	Concurrent Sessions
1:45 pm – 2:15 pm	Engage and Recharge with Sponsors & Exhibitors
2:15 pm – 3:15 pm	Concurrent Sessions
3:15 pm – 4:00 pm	Symposium Slam and Closing Remarks

[REGISTER TODAY!](#)