GOVERNMENT IT SYMPOSIUM

2020

SPONSOR OPPORTUNITIES

December 8-10, 2020

Now a virtual event!

[REGISTER NOW!]

Join us to be featured over a six-month period with pre- and post-event visibility options! Register now to get your top sponsorship choice.

2020 Government IT Symposium – *Now a live and recorded virtual learning event!*

DEAR SOLUTION PARTNER,

Thank you for considering participating in the 2020 Government IT Symposium, our first-ever virtual Symposium. Now in its 39th 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.

As technology partners, we know you'll appreciate that we are using innovation and technology to continue to convene and connect people in meaningful ways. We've taken time to curate state-of-the art virtual conference technology that will bring more visibility, engagement opportunities and overall value for your investment. Features such as real time chats with attendees, opportunities to showcase your products via virtual demos, visitor tracking data, and live webcasts.

We invite you to join us and be a part of this legacy event and make the connections you need to drive your business forward. The majority of attendees are executives, leaders and directors from across government sectors and IT functions. During these challenging times, these leaders need your support, ideas and technology solutions now more than ever.

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. 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 first-ever *virtual* Symposium!

Mary Wynne

Mary Wynne, Executive Director

2020 GOVERNMENT IT SYMPOSIUM STEERING COMMITTEE

Alex Hepp, City of Hopkins
Bill Bleckwehl, Cisco
Dave Andrews, DEED
Jay Wyant, Minnesota IT Services
Jim Hall, Hallmentum
Matt Bailey, IBM
Melissa Reeder, League of Minnesota Cities
Nathan Beran, City of New Ulm
Sue Wallace, IT Futures Foundation

Lisa Meredith, Minnesota Counties Computer Cooperative
Renee Heinbuch, Washington County/ MNCITLA
David Berthiaume, Minnesota IT Services
Cory Tramm, Sourcewell Tech
Glen Gilbertson, Hennepin County
Chad Kummerow, Microsoft

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.

GIVE YOUR COMPANY AN ADVANTAGE

AS A SPONSOR OR EXHIBITOR AT THE FIRST-EVER VIRTUAL GOVERNMENT IT SYMPOSIUM, YOU WILL:

CONNECT WITH THE RIGHT PEOPLE VIA LIVE CHAT WITH ATTENDEES

The Government IT Symposium attendees are excited to learn about the solutions your company can provide to help them evolve and meet new demands. This year's Symposium continues to give your company the opportunity to connect directly with decision-makers and agency procurement staff with buying power – *in a new virtual way.*

PROMOTE YOUR COMPANY FOR UP TO A FULL YEAR

Your company will have a 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 THE ATTENDEE LEARNING EXPERIENCE BY OFFERING LIVE DEMOS VIA YOUR VIRTUAL BOOTH

Take advantage of connecting with hundreds of current and potential clients by sharing your knowledge and expertise through virtual 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!

UP-TO-THE-MINUTE LEAD REQUESTS

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*

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 2020 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 2020 Government IT Symposium hosts government leaders and professionals from city, county, state and regional agencies, as well as state college and university offices.

93%
of sponsors/exhibitors said the Symposium met or exceeded their expectations

ATTENDEES BY FUNCTION, FROM LARGEST TO SMALLEST:

DEVELOPER
INFORMATION SECURITY
PROCUREMENT
MARKETING/COMMUNICATIONS/WEB
TECH SUPPORT
EXECUTIVE/MANAGERIAL
QUALITY ASSURANCE
PROJECT MANAGER
DATA ANALYST
SYSTEMS ANALYST/ADMIN

ATTENDEES BY SECTOR, FROM LARGEST TO SMALLEST:

State	County	City	Region	Higher-Ed

"I visited every sponsor/exhibitor. It was interesting to learn that everyone either provided a service/product or bundled services/products for customers. Everyone was very friendly and willing to explain what they were offering."
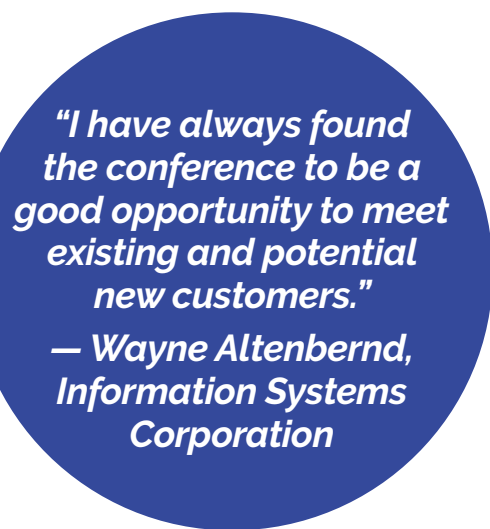**—*2019 Attendee***

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 2019 SPONSOR BRANDS

"I have always found the conference to be a good opportunity to meet existing and potential new customers."
— Wayne Altenbernd, Information Systems Corporation

All BRAND NEW sponsors to the Government IT Symposium will be featured once in the "New Sponsor Spotlight" section of our attendee emails, which will be sent to 12,000 contacts.

2020 Sponsorship Opportunities

PINNACLE SPONSOR | $25,000 – *SOLD!*

◇ Two (2) pre-event virtual sessions
◇ Four (4) post-event virtual sessions
◇ Six (6) sessions with 30-second video ads
◇ Up to 45-minute lunch general session (1)
◇ Keynote Introduction (2 minutes)
◇ 20 minute podcast, marketed to 10,000+ contacts via email and social media campaigns
◇ Blog post, marketed to 10,000+ contacts via email and social media campaigns
◇ Embedded company videos in promotional emails leading up to event (8,500+ contacts per email) and shared on GTS social media channels
◇ Virtual booth with logo in entrance to exhibit hall. Each booth includes:
- Company logo
- Live webcasts
- Live or recorded product demonstration/ showcase
- Live chat with attendees
- Attendee polling

- Unlimited links to videos, product info, white papers
- Visitor tracking data
◇ Company Logo on:
- Symposium website (Top billing)
- Symposium registration page
- All pre- and post-event emails
- Virtual conference two Keynote Speaker sessions
- Virtual conference Lobby/Homepage (top billing)
- Virtual conference Breaks between sessions (scrolling/rotating)
◇ Complimentary passes (6)
◇ Social media mentions/posts (1 per week prior to event, 2-per day during event)
◇ Access to pre- and post-event attendee opt-in list

DIAMOND SPONSOR | $15,000 – 2 available

◇ One (1) pre-event virtual sessions
◇ Two (2) post-event virtual sessions
◇ Four (4) 60-minute sessions, with 30-second video ads
◇ Up to 30-minute general session speaking opportunity
◇ Blog post (1)
◇ Virtual booth with logo/link in entrance to exhibit hall. Each booth includes:
- Company logo
- Live webcasts
- Live or recorded product demonstration/ showcase
- Live chat with attendees
- Attendee polling

- Unlimited links to videos, product info, white papers
- Visitor tracking data
◇ Company Logo on:
- Symposium website
- Symposium registration page
- All pre- and post-event emails
- Virtual conference Lobby/Homepage
- Virtual conference Breaks between sessions (scrolling/rotating)
◇ Complimentary passes (4)
◇ Social media mentions/posts (2-per month prior to event, 1-per day during event)
◇ Access to pre and post-event attendee opt-in list

PLATINUM SPONSOR | $10,000 – 4 available

◊   One (1) post-event virtual sessions
◊   Two (2) 60-minute sessions with 30-second video ads
◊   Blog post (1)
◊   Virtual booth with large format/font logo/link in entrance to exhibit hall. Each booth includes:
  • Company logo
  • Live webcasts
  • Live or recorded product demonstration/showcase
  • Live chat with attendees
  • Attendee polling
  • Up to 10 links to videos, product info, white papers
  • Visitor tracking data
◊   Company Logo on:
  • Symposium Website & Pre-event marketing
  • Auditorium/Sessions page (scrolling/rotating)
  • Breaks between sessions (scrolling/rotating)
  • Schedule Wall/page (scrolling/rotating)
  • Closing/Thank you (scrolling/rotating)
◊   Complimentary passes (3)
◊   Social media mentions/posts (1-per month prior to event, 1-per day during event)
◊   Access to pre and post-event attendee opt-in list

GOLD SPONSOR | $7,500 – 10 available

◊   60-minute session with 30-second video ad (1)
◊   Virtual booth with logo in entrance to exhibit hall. Each booth includes:
  • Company logo
  • Live webcasts
  • Live or recorded product demonstration/showcase
  • Live chat with attendees
  • Attendee polling
  • Up to 5 links to videos, product info, white papers
  • Visitor tracking data
◊   Company Logo on:
  • Symposium Website & Pre-event marketing
  • Auditorium/Sessions page (scrolling/rotating)
  • Breaks between sessions (scrolling/rotating)
  • Schedule Wall/page (scrolling/rotating)
  • Closing/Thank you (scrolling/rotating)
◊   Complimentary passes (2)
◊   Social media mentions/posts (2 total prior to event, 1 total during event)
◊   Access to pre and post-event attendee opt-in list

SILVER SPONSOR | $3,500 – 6 available

◇ Top billing of company logo on *your choice of one of the following:*
  - Main Agenda page
  - Attendee listing page
  - Speaker listing page
  - Exhibit Hall page
  - Public Forums (networking) page
  - Social Wall page
  - Golden GOVIT Awards

◇ Virtual booth with listing in exhibit hall. Each booth includes:
  - Company logo
  - Live webcasts
  - Live or recorded product demos/showcase
  - Live chat with attendees
  - Up to 5 links to videos, product info, white papers
  - Visitor tracking data

◇ Company Logo on Exhibit Hall page

◇ Complimentary passes (2)

◇ Access to pre and post-event attendee opt-in list

EXHIBITOR | $1,500 *($750 for nonprofits)*

◇ Virtual booth with listing in exhibit hall. Each booth includes:
  - Company logo
  - Live webcasts
  - Live or recorded product demonstration/showcase
  - Live chat with attendees
  - Up to 5 links to videos, product info, white papers
  - Visitor tracking data

◇ Company Logo on exhibit Hall page

◇ Complimentary pass (1)

◇ Access to pre and post-event attendee opt-in list

White Glove Service (Sponsors – $500; Exhibitors – $300)
Need help setting up your booth? Let us do the work for you! You send us everything you want in your booth, and we'll make it shine.

SPONSOR REGISTRATION

All 2020 sponsors also have first right of refusal for 2021.

To register, visit: mngts.regfox.com/2020itvendors

For more information or to discuss the opportunity that is best for you, contact: Chris Kohn, ckohn@mngts.org or 952-885-7602.

REGISTER HERE!

CANCELLATION

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

- 50% percent of total cost of booth or sponsorship if cancellation occurs before August 31, 2020.
- 100% of total cost of booth sponsorship if cancellation occurs on or after September 1, 2020. Cancellation will also result is forfeiture of any complimentary conference passes, exhibit hall passes, add-ons and other benefits associated with sponsorship package.