GOVIT SYMPOSIUM

DECEMBER 12–14, 2023
ST. PAUL RIVERCENTRE

SPONSORSHIP PROSPECTUS

Welcome to the forefront of the evolving public sector market, where groundbreaking advancements in information technology are shaping the future today. Your organization plays a crucial role in driving these transformative changes, enabling improvements that benefit society as a whole. The 2023 GOVIT Symposium presents a unique opportunity for your business to gain a competitive edge. Join us as we bring together industry leaders, innovators, and visionaries to share valuable information, provide key insights, and create meaningful opportunities that will position you for success.

Join us December 12-14, 2023 to experience, explore and discover the latest growth opportunities for state and local government IT and Ed-tech markets in the upper-Midwest.

"Year over year, The Government IT Symposium continues to connect Google Public Sector with critical State and Local Government stakeholders interested in ground breaking partnership opportunities that positively impact Minnesota constituents."

Google State and Local Government

"The Government IT Symposium is a great event for all attendees as well as Technology Solution partners. The Insight team enjoys presenting relevant agency solutions and partnering with MNIT in supporting agency initiatives!"

Insight Public Sector

600+ Attendees

50+ Sponsors & Exhibitors

100+ Speakers & Sessions

Data collected & averaged from 2016-2022

SYMPOSIUM SPONSOR PROFILE

The GOVIT Symposium sponsors and exhibitors represent various products and services within the information technology and digital markets.

Products and services represented include:

- Digital Transformation/Integration
- Software & Services
- Audio/Visual Communication Solutions
- Network/Infrastructure Products & Solutions
- Citizen Engagement
- IT Consultation & Support

- Emerging Technologies
- Data and Analytics
- Cloud and Hosting Solutions
- Data/Document Management
- Cyber Security Systems & Integration

SYMPOSIUM ATTENDEE PROFILE

The 2022 GOVIT Symposium hosts government leaders and professionals from across the greater Midwest--including city, county, state and regional agencies, as well as state college and university offices.

Attendee Position Titles Include:

- Data and system analysts
- CIOs, CISOs, CTOs, CBTOs
- Procurement
- Accessibility & Equity Management
- Technology & Digital Specialists
- IT Directors & Managers
- Network Administrators
- Emerging Technologies
- Data and Analytics
- Cloud and Hosting Solutions
- Data/Document Management
- Cyber Security Systems & Integration

Attendees By Sector:

- State
- County
- City
- Regional
- Federal
- Higher Education
- Non-Profits

"The Government IT Symposium is an excellent opportunity to connect with practitioners and decision makers from state and local government.

We have seen noticeably higher level of engagement from this Symposium compared to other, similar conferences, with the focus on technology and government agency solutions and problem solving.Logisolve sees this conference as a valuable opportunity to demonstrate our approach and success within the unique context and challenges faced by government agencies (budgeting, appropriations, grants, legislative priorities, etc)."

Logisolve

Time is more than money. Spending face-to-face time with current customers and meeting new, potential prospects to drive your company's revenue is invaluable. You'll need to strike while the iron is hot! The 2023 GovIT Symposium is now providing 3 hours of invaluable attendee engagement each day including our most popular networking and "byte-sized" learning events, which are now strategically placed in the GovIT Hub exhibit hall to maximize your visibility and opportunity to engage with attendees!
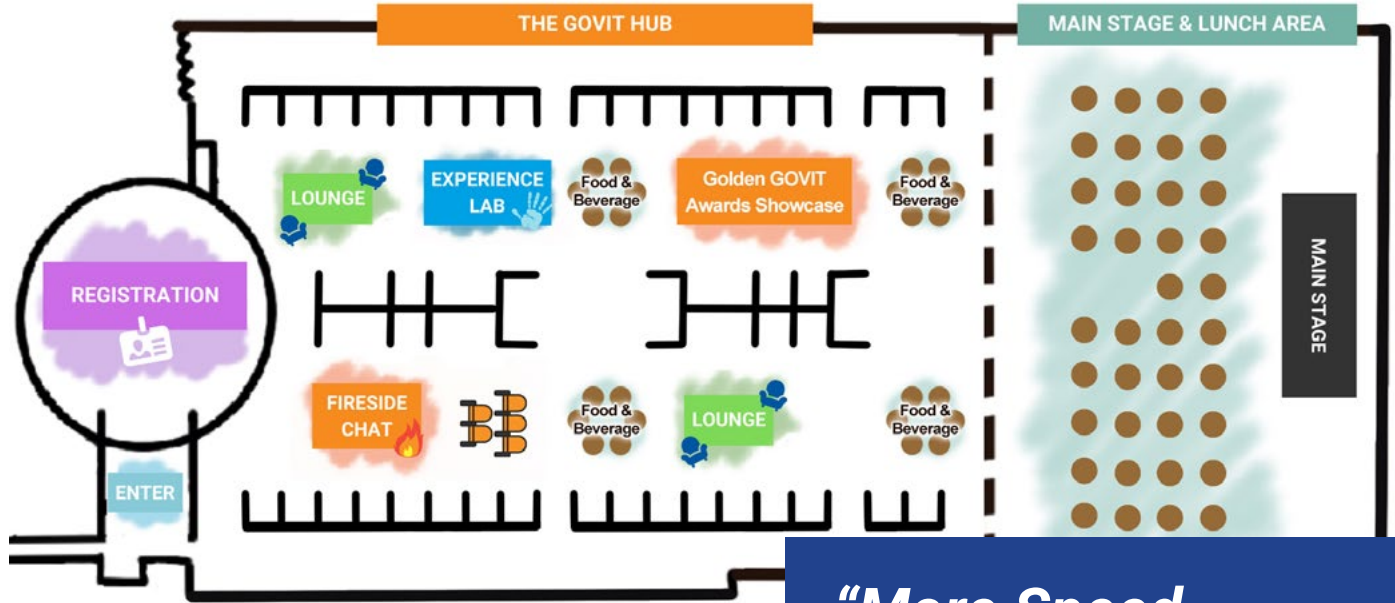
REGISTER TO SPONSOR TODAY!

fusionlp.regfox.com/2023-it-symposium-exhibitor-registration

MORE TIME & SPACE TO ENGAGE

For sponsors & exhibitors, the GOVIT Hub will be THE center of activity – a dynamic physical space (formally known as the Exhibit Hall) to engage with your peers and get recharged about your mission-critical work. Below is the layout of the first floor of RiverCentre, where the Hub will be!

THE GOVIT HUB

MAIN STAGE & LUNCH AREA

- REGISTRATION
- ENTER
- LOUNGE
- EXPERIENCE LAB
- Food & Beverage
- Golden GOVIT Awards Showcase
- Food & Beverage
- FIRESIDE CHAT
- Food & Beverage
- LOUNGE
- Food & Beverage
- MAIN STAGE

GOVIT HUB SCHEDULE

Wednesday, December 13th	Thursday, December 14th
7:30 – 8:30 am	7:30 – 8:30 am
9:15 – 9:45 am	9:15 – 9:45 am
1:00 – 2:00 pm	1:00 – 2:00 pm
	3:00 – 3:30 pm

"More Speed Networking time with SLED VIPS?"

Yes! The GovIT Symposium is expanding the speed-networking program to provide you with even MORE private, one-on-one time with the key decision makers that get you in the door. Make sure that the sponsorship you select offers this "most-popular" and invaluable benefit. You won't want to miss it!

Register now to secure the sponsorship that brings you the high-visibility and the engagement you need.

Keynote Sponsor $15,000 (SOLD OUT)

Sponsor provides the speaker and will receive these high-touch, high visibility benefits.

SPEAKING AND ENGAGEMENT BENEFITS:

- 2-minute introduction to keynote
- 45 minute keynote address on day one or day two featuring your company's speaker
- Two (2) 60-minute breakout sessions
- Access to speed-networking event with Government IT leaders
- 8'x20' booth in high-visibility location on the show floor (carpet provided)
- Free lead generation scanner
- Six (6) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Exclusive promotion of your keynote speaker in all pre-event marketing (the sooner you select your speaker, the sooner we begin promoting your company!)
- Videos of your speaker included on website and preevent e-blasts
- Podcast interview with your speaker prior to the event to be used in promotions
- Exclusive promotion of your company on website and mobile app as the keynote sponsor for that day (linked Logo)
- Exclusive "keynote sponsor" banner
- Exclusive promotion of your company logo on screens before plenary

- Company logos on monitors throughout venue
- Logo on entrance tower
- Two (2) push notifications through the event mobile app (1 per day)
- Recognition on event social media (2 prior to event/2 during the event)
- Access to pre and post-event participant opt-in list
- Exclusive GOVIT Hub 365 (Year-Round) Benefits: Linked logo on Hub home page, One blog post article (sponsor provides on approved topic of choice), One 45-60 minute recorded webinar

Plenary Sponsor $12,500 (2 available)

Exclusive sponsorship of one of two highly visible plenary sessions.

SPEAKING AND ENGAGEMENT BENEFITS:

- 2-minute introduction to plenary session
- Host one (1) 20 minute "fireside chat" in the GOVIT Hub (exhibit hall) during breaks
- One (1) 60-minute breakout session
- Access to speed-networking event with Government IT leaders
- 8'x20' booth in high-visibility location on the show floor (carpet provided)
- Free lead generation scanner
- Four (4) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Exclusive, continuous promotion and recognition of your company as the sole sponsor of the plenary speaker in pre-event marketing
- Your company videos and linked logo included on event website, GovIT Hub365 website and pre-event e-blasts
- Podcast interview with your one of your company SMEs prior to the event to be used in promotions
- Exclusive promotion of your company on website and mobile app as the plenary sponsor for that day (linked Logo)
- Exclusive promotion of your company logo on screens before plenary

- Company logos on monitors throughout venue
- Logo on entrance tower
- Shared banner with company logo
- Two (2) push notifications through the event mobile app (1 per day)
- Recognition on event social media (2 prior to event/2 during the event)
- Access to pre and post-event participant opt-in list
- Exclusive GOVIT Hub 365 (Year-Round) Benefits: Linked logo on Hub home page, One blog post article (sponsor provides on approved topic of choice), One 45-60 minute recorded webinar

GOVIT Leader Sponsor $12,500 (4 available)

SPEAKING AND ENGAGEMENT BENEFITS:

- Two (2) 60 minute breakout sessions
- Access to speed-networking event with Government IT leaders
- 8'x20' booth in high-visibility location on the show floor (carpet provided)
- Free lead generation scanner
- Four (4) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Your company's linked logo on website and all pre-event marketing
- Three (3) company videos embedded in pre-event eblasts
- Company logo on screen prior to keynote
- Company logos on monitors throughout venue
- Logo and description on mobile app
- Three (3) announcements through the event mobile app
- Logo on shared banner
- Logo on entrance tower
- Recognition on event social media (2 prior to the event/2 during the event)
- Access to pre and post-event participant opt-in list
- Exclusive GOVIT Hub 365 (Year- Round) Benefits: Linked logo on Hub home page, One blog post article (sponsor provides on approved topic of choice), One 45-60 minute recorded webinar

Fireside Chat Sponsor $10,000 (4 available)

SPEAKING AND ENGAGEMENT BENEFITS:

- Host one (1) 20 minute "fireside" chat in the GOVIT Hub (exhibit hall) during breaks
- One (1) 60 minute breakout session
- Access to speed-networking event with Government IT leaders
- 8'x10' booth in high-visibility location on the show floor (carpet provided)
- Free lead generation scanner
- Four (4) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Your company's linked logo on website and all pre-event marketing
- Three (3) company videos embedded in pre-event e-blasts
- Company logo on screen prior to keynote
- Company logos on monitors throughout venue
- Logo and description on mobile app
- Three (3) announcements through the event mobile app
- Logo on shared banner
- Logo on entrance tower
- Recognition on event social media (2 prior to the event/ 2 during the event)
- Access to pre and post-event participant opt-in list

2023 SPONSORSHIP OPPORTUNITIES

Golden GOVIT Awards Sponsor $8,500 (1 available)

Exclusive branding for the awards program - Including website and award nomination promotions, an (all audience) awards ceremony and reception recognizing the best of Minnesota's SLED IT projects and employees. Sponsors will receive these high-touch, high visibility, benefits.

SPEAKING AND ENGAGEMENT BENEFITS:

- One (1) 60-minute breakout session
- 2-minute introduction before awards
- program
- Representative from company on stage to hand award to recipient
- Access to speed-networking event with Government IT leaders

- 8'x10' booth in high-visibility location on the show floor (carpet provided)
- Free lead generation scanner
- Three (3) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Exclusive promotion of your company as the Golden GOVIT Awards sponsor in all pre-event marketing, awards website and online nomination site
- Exclusive promotion of your company logo on screens during Golden GOVIT Awards program
- Exclusive signage in Golden GOVIT Awards area
- Your company's linked logo on website and all pre-event marketing
- Company logo on screen prior to keynote
- Company logos on monitors throughout venue
- Logo and description on mobile app
- Two (2) announcements through the event mobile app
- Logo on shared banner and entrance tower
- Recognition on event social media (1 prior to the event/1 during the event)
- Access to pre and post-event participant opt-in list

Symposium Slam Sponsor $8,500 (1 available)

Exclusive branding for The Symposium Slam - *A plenary (all audience) session that is both entertaining and educational, featuring four to six short, visually focused and narrated presentations that follow the world famous Pecha Kucha format while a special afternoon dessert is served. Sponsor will receive these high-touch, high visibility benefits.*

SPEAKING & ENGAGEMENT BENEFITS:

- One (1) 60-minute breakout session
- 2-minute introduction before the Symposium Slam
- Access to speed-networking event with Government IT leaders
- 8'x10' booth in high-visibility location on the show floor carpet provided)

- Free lead generation scanner
- Three (3) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Exclusive promotion of your company as the Symposium Slam sponsor in all pre-event marketing
- Exclusive promotion of your company logo on screens during Symposium Slam program
- Your company's linked logo onwebsite and all pre-event marketing
- Company logo on screen prior to keynote
- Company logos on monitors throughout venue

- Logo and description on mobile app
- Two (2) announcements through the event mobile app
- Logo on shared banner
- Logo on entrance tower
- Recognition on event social media (1prior to the event/1 during the event)
- Access to pre and post-event participant opt-in list

Presenting Sponsor

$7,000 (10 available)

Have your company provide a 60-minute session on a topic of your expertise!

SPEAKING & ENGAGEMENT BENEFITS:

- One (1) 60-minute breakout session
- Access to speed-networking event with Government IT leaders
- 8'x10' booth
- Free lead generation scanner
- Two (2) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).

VISIBILITY BENEFITS:

- Your company's linked logo on website and all pre-event marketing
- Company logo on screen prior to keynote
- Company logos on monitors throughout venue
- Logo and description on mobile app
- One (1) announcement through the event mobile app
- Logo on shared banner
- Logo on entrance tower
- Recognition on event social media (1 prior to the event/1 during the event)
- Access to pre and post-event participant opt-in list

GOVIT Partner Sponsor

$3,500 (14+ available)

EXCLUSIVE, HIGH-VISIBILITY BRANDING RIGHTS ON ONE (1) OF THE FOLLOWING ITEMS:

- Attendee Lanyards (sponsor provides)
- Directional Floor Decals (1 available) (Fusion provides)
- Welcome to the Symposium Banner (1 available – Fusion provides)
- One (1) Charging Stations (4 available) (Fusion provides)
- Bags (sponsor provides)
- Hand Sanitizer (sponsor provides)
- Notepads & Pens (sponsor provides)
- Swag item of your choice (multiple available) (sponsor provides)
- Lounge Areas Signage
- Experience Lab Signage
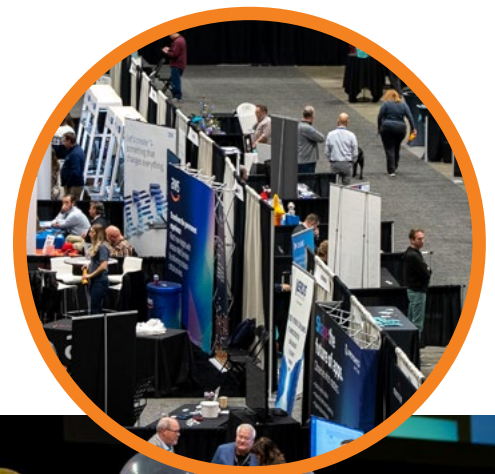- Lunch Signage (2 available)
- Refreshment break signage

VISIBILITY BENEFITS:

- 8'x10' exhibit booth
- Company logo on website and preevent marketing
- Company logo and description on mobile app
- Two (2) complimentary passes *Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included).*
- Access to post-event participant opt-in list

Booth Sponsor $2,000 (Non-Profit $1,000)

BENEFITS INCLUDE:

- 8' x 10' exhibit booth
- Company logo on the Symposium website
- Company logo and description on mobile app
- Two (2) complimentary passes
  Additional passes available for $100 per day. Passes include all meals and admittance to all sessions and events for both days of the conference (pre-conference not included.)
- Access to post-event participant opt-in list

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