



# GOVIT LEADERSHIP SUMMIT & SYMPOSIUM

NOVEMBER 19-21, 2024  
JW MARRIOTT MINNEAPOLIS  
MALL OF AMERICA

COMBINING TWO REPUTABLE, LEGACY EVENTS  
INTO ONE NEW NATIONAL PREMIER EVENT!

## 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 2024 GOVIT Leadership Summit & Symposium presents a unique opportunity for your business to gain a competitive edge. Join us as we bring together government IT leaders, innovators, and visionaries to share valuable information, provide key insights, and create meaningful opportunities that will position you for success.

***Join us December November 19-21, 2024 to experience, explore and discover the latest growth opportunities for state and local public sector markets from across the country***

*"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*

# NEW FORMAT!

The GOVIT Leadership Summit, taking place on November 19th, will bring together hundreds of local and state government IT executives and emerging leaders for a day filled with valuable information sharing and conversations about current and future challenges and opportunities. Participating in the Summit gives your company a seat at the table to gain critical insights and strengthen relationships with decision-makers from across the country.

The GOVIT Symposium, taking place on November 20th and 21st, will include even more government technology professionals from diverse functional areas to learn and exchange ideas and solutions on a broad set of topics. Participating in the Symposium extends your company's opportunity to build knowledge, share your solutions, increase visibility and create even more relationships with government technology leaders and their teams.



***The best part? All sponsorship levels include access and opportunities across all three days!***



# NEW LOCATION!

Taking place at the JW Marriott at the Mall of America, the GOVIT Leadership Summit & Symposium is a destination location that is easily accessible by car or air travel. In addition to being minutes from the Minneapolis/St. Paul Airport, the JW Marriott is attached to Mall of America, making dining, shopping and entertainment options plentiful without having to leave the building! Enjoy beautiful and intimate conference facilities, well-appointed accommodations and a variety of amenities to round out your experience.

# MORE TIME TO ENGAGE WITH PUBLIC-SECTOR IT LEADERS



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



## SYMPOSIUM ATTENDEE PROFILE

The 2024 GOVIT Leadership Summit & Symposium hosts government leaders and professionals from across the U.S. - including city, county, state and regional agencies, as well as state college and university offices.

### Attendees by Function Area:

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

### Attendees By Sector:

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

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 2024 GovIT Leadership Summit & Symposium is now providing two and a half days of direct engagement each day including our most popular speed networking sessions, as well as multiple discussion and networking events, strategically designed to maximize your visibility, connect with leaders and influencers, and gain valuable market insights!

**REGISTER TO SPONSOR TODAY!**

[fusionlp.regfox.com/2024-it-symposium-exhibitor-sponsor-registration](https://fusionlp.regfox.com/2024-it-symposium-exhibitor-sponsor-registration)

*"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**

## ***"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.

# 2024 SPONSORSHIP OPPORTUNITIES



## Tech Leader \$20,000 (1 available)

Take a leadership role and position your company as the exclusive GOVIT Leadership Summit & Symposium Tech Leader sponsor with the highest level of premium speaking, direct engagement, and visibility opportunities.

### SPEAKING OPPORTUNITIES:

- Leadership Summit mainstage – your company's exclusive participation on a panel discussion with SLED IT leaders
- Host /facilitate 1 roundtable session at the Leadership Summit on topic of your choice
- (2) Sessions at the Symposium with a speaker and topic of your choice
- (1) Post-event webinar with speaker and topic of choice

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (6) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - Ticketed VIP breakfast
  - Opportunity to host a special reception - Wednesday
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list



### VISIBILITY BENEFITS:

- Exclusive promotion of your company onsite (main entrance doors, mainstage screen, projected signage) all pre-event marketing and mobile app as the Tech Leader Sponsor for the Summit and Symposium (linked Logo)
- (2) Pre-event e-blasts to Summit registration list promoting your roundtable session
- (2) Videos showcasing your speaker's sessions at the Symposium on event website and pre-event e-blasts
- Recognition on event social media (2 prior to event/2 during the event)
- Year-long recognition on Summit & Symposium website and GOVIT Hub 365 as the 2024 Summit & Symposium Tech Leader Sponsor with linked logo to your website

**OPPORTUNITY TO ADD ON TABLE-TOP DISPLAY – NO ADDITIONAL CHARGE**



# 2024 SPONSORSHIP OPPORTUNITIES



## Keynote Sponsor \$15,000 (2 available)

Exclusive sponsorship of one of two all-audience opening sessions.

### SPEAKING OPPORTUNITIES:

- 5 minute mainstage showcase prior to Symposium keynote sessions
- Host/facilitate 1 roundtable session at Leadership Summit on topic of your choice
- (1) Session at Symposium with a speaker and topic of your choice
- (1) Post-event webinar

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (4) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - Ticketed VIP breakfast
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list



### VISIBILITY BENEFITS:

- Promotion of your company onsite (mainstage screen, projected signage) on the event website, all pre-event marketing and mobile app as a Keynote Sponsor for the Summit and Symposium (linked Logo)
- (2) Pre-event e-blasts to Summit registration list promoting your roundtable session
- (2) Videos showcasing your speaker's session at the Symposium on event website and pre-event e-blasts
- Recognition on event social media (2 prior to event/2 during the event)
- Year-long recognition on GOVIT Hub 365 as a 2024 Summit & Symposium Keynote Sponsor with linked logo to your website

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# 2024 SPONSORSHIP OPPORTUNITIES



## Fireside Chat \$12,000 (2 available)

Opportunity to host an informal discussion in the ballroom.  
Open to all attendees!

### SPEAKING OPPORTUNITIES:

- Host a 30 minute Fireside Chat (discussion) in the ballroom on a topic of your choice. This is a great opportunity to invite a customer to discuss a solution you partnered on!
- Host/facilitate 1 roundtable session at Summit
- Post-event webinar

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (4) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - Ticketed VIP breakfast
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list



### VISIBILITY BENEFITS:

- Promotion of your company onsite (mainstage screen, projected signage) on the event website, all pre-event marketing and mobile app as a Fireside Chat Sponsor for the Summit and Symposium (linked Logo)
- (2) Pre-event e-blasts to Summit registration list promoting your roundtable session
- (2) Pre-event e-blasts promoting your Fireside Chat at the Symposium

- Recognition on event social media (2 prior to event/2 during the event)
- Up to 6-months of recognition on Symposium & Summit website and GOVIT Hub 365 as the 2024 Summit & Symposium Fireside Chat Sponsor with linked logo to your website

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# 2024 SPONSORSHIP OPPORTUNITIES

## Wi-Fi Sponsorship \$12,000 (1 available)

Exclusive opportunity with your company's linked logo seen by all attendees when accessing the event Wi-Fi

### SPEAKING OPPORTUNITIES:

- (1) Session at Symposium with a speaker and topic of your choice

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (4) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - Ticketed VIP breakfast
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Exclusive promotion as the "wi-fi sponsor" with your company's name and linked logo/page seen by all attendees when they log-in
- Promotion of your company onsite, all pre-event marketing and mobile app as a wi-fi sponsor for the Symposium (linked Logo)
- (2) Pre-event e-blasts promoting your Session at the Symposium
- Recognition on event social media (1 prior to event/1 during the event)
- Up to 6-months of recognition on Summit & Symposium website and GOVIT Hub 365 as the 2024 Symposium Wi-Fi Sponsor with linked logo to your website

**OPPORTUNITY TO ADD ON TABLE-TOP DISPLAY – NO ADDITIONAL CHARGE**



## Session Sponsor \$8,000 (9 available)

Your company provides a 45-minute session on a topic of your expertise!

### SPEAKING OPPORTUNITIES:

- (1) Session at Symposium with a speaker and topic of your choice

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (2) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Promotion of your company onsite, all pre-event marketing and mobile app as a Session Sponsor for the Symposium (linked Logo)
- (2) Pre-event e-blasts promoting your Session at the Symposium
- Recognition on event social media (1 prior to event/1 during the event)
- Up to 6-months of recognition on Summit & Symposium website and GOVIT Hub 365 as the 2024 Symposium Session Sponsor with linked logo to your website

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# 2024 SPONSORSHIP OPPORTUNITIES

## Award Sponsor \$6,000 (1 available)

Position your company as the exclusive sponsor for the awards program that recognizes the best of Minnesota's SLED IT projects and employees, including website and award nomination promotions, and visibility and engagement at an (all audience) awards ceremony over lunch!

### SPEAKING OPPORTUNITIES:

- 5 minute mainstage showcase prior to awards program

### DIRECT ENGAGEMENT:

- (2) Speed networking sessions with VIP SLED IT officials
- (2) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Promotion of your company onsite, all pre-event marketing and mobile app as a Awards Sponsor for the Symposium (linked Logo)
- Recognition on event social media (1 prior to event/1 during the event) as the Awards Sponsor
- Up to 6-months of recognition on Summit & Symposium website and GOVIT Hub 365 as the 2024 Symposium Awards Sponsor with linked logo to your website

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## Gold Sponsor \$5,000 (10 available)

Your brand seen by all attendees with these high-visibility opportunities!

*Exclusive branding rights for: Wednesday lunch; Thursday lunch; Wednesday breaks; Thursday breaks; Wednesday Happy Hour; Mobile App; charging stations; lanyards; floor decals*

### DIRECT ENGAGEMENT:

- (2) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Promotion of your company onsite, all pre-event marketing and mobile app
- Up to 6-months of recognition on Summit & Symposium website and GOVIT Hub 365 as a 2024 Symposium Gold Sponsor

**Can't sponsor the event  
this year, but want to attend?**

**Register as a private sector  
attendee and join us!**

**Ala Carte Private Sector Ticket**

**\$995/person for Summit & Symposium**

Includes access to all sessions, lunches, welcome reception, and happy hour



# 2024 SPONSORSHIP OPPORTUNITIES

## Silver Sponsor

**\$3,500 (8 available)**

Your branded item handed to all attendees at registration!

*Option to bring (at sponsor expense): your company's brand on: pens, notepads, napkins, coasters, coffee sleeves, water bottles, stress balls, hand sanitizer, or sponsor's choice of item handed to attendees at registration*

### DIRECT ENGAGEMENT:

- (2) Complimentary passes with access to:
  - Summit/Symposium welcome reception
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Promotion of your company on event mobile app
- Sponsor's choice of onsite items listed above

## Bronze Sponsor

**\$2,000 (17 available)**

Opportunity to gain valuable insights and engage with all attendees!

### DIRECT ENGAGEMENT:

- (1) Complimentary pass with access to:
  - Summit/Symposium welcome reception
  - All Summit sessions & meals
  - All Symposium sessions & meals
  - Attendee opt-in list

### VISIBILITY BENEFITS:

- Promotion of your company on event mobile app

## Pop-up Exhibit Table

The 6 feet, skirted tables located in high-traffic areas during the Symposium are a convenient and inexpensive way to increase your visibility and share information and resources with attendees.

**\$250 Add-on for Sponsors**

**\$500 Ala Carte for Non-Sponsors**

(Does NOT include ticket to Symposium – ticket(s) must be purchased separately)

*Pop-up exhibit during Symposium only*

### BENEFITS INCLUDE:

- Listing in mobile app only
- Opt-in attendee list



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