



GOVIT LEADERSHIP SUMMIT & SYMPOSIUM

NOVEMBER 18-20, 2025
JW MARRIOTT MINNEAPOLIS
MALL OF AMERICA

THE NATION'S LONGEST IT CONFERENCE
FOR STATE AND LOCAL GOVERNMENT

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 2025 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 from around the country to share valuable information, provide key insights, and create meaningful opportunities that will position you for success.

Join us November 18-20, 2025 to experience, explore and discover the latest growth opportunities for state and local public sector markets from across the country.

"Year over year, this event 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 & Local Government



"This 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



500+
Attendees



40+
Sponsors



40+ Speakers
& Sessions

UPDATED FORMAT!

The GOVIT Leadership Summit & Symposium brings together leaders and decision makers from around the country for three days filled with valuable information sharing and conversations about current and future challenges and opportunities. Participating in the Summit & Symposium gives your company a seat at the table to gain critical insights and strengthen relationships with decision makers from across the country.



MORE TIME & SPACE TO ENGAGE WITH PUBLIC SECTOR IT LEADERS

You asked and we listened! This year, we've expanded the ballroom layout to provide you with more spacious networking and meeting experiences. We've also increased the length of breaks and dedicated networking time! Select-level sponsors will receive a private meeting table in a dedicated sponsor area of the main ballroom to facilitate networking during the Leadership Summit and first day of the Symposium.



CONVENIENT 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.

SPONSOR PROFILE

The GOVIT Leadership Summit & Symposium sponsors 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



ATTENDEE PROFILE

The 2025 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

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 2025 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!

<https://fusionlp.regfox.com/2025-it-symposium-sponsor-registration>

"This event is an excellent opportunity to connect with practitioners and decision makers from state and local government."

We have seen noticeably higher levels of engagement 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

Speed Networking is Back in 2025!

One of our most popular sponsor benefits provides guaranteed, one-on-one time with C-level IT leaders from city, county, and state departments and agencies. Make sure that the sponsorship you select offers this "most-popular" and invaluable benefit. You won't want to miss it!

2025 SPONSORSHIP OPPORTUNITIES



Tech Leader \$20,000 (2 available)

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

FOUR MAINSTAGE SPEAKING OPPORTUNITIES:

- 1) Exclusive participation on a panel discussion with SLED IT leaders
- 2) Host/facilitate 1 roundtable discussion on a topic of your choice and participate on corresponding panel
- 3) Host a 30-minute Fireside Chat (discussion) on a topic of your choice. This is a great opportunity to invite a customer to discuss a solution you partnered on!
- 4) 5-minute mainstage showcase of your products/services

TWO OTHER SPEAKING OPPORTUNITIES

- (2) Breakout sessions with a speaker and topic of your choice
- (1) Post-event webinar with a speaker and topic of your choice

DIRECT ENGAGEMENT:

- Private, branded, 6' meeting table in the ballroom
- (2) Speed networking sessions with VIP SLED IT officials
- (6) Complimentary passes with access to:
 - Welcome reception
 - Ticketed leadership breakfast
 - All event sessions & meals
- Attendee opt-in list



VISIBILITY BENEFITS:

- Promotion of your company onsite (main entrance doors, mainstage screen, projected signage)
- Promotion of your company on pre-event marketing and mobile app as a Tech Leader Sponsor for the Summit and Symposium (linked logo)
- (2) Pre-event e-blasts promoting your sessions
- (2) Videos showcasing your speaker(s) 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 digital information platform with linked logo to your website

2025 SPONSORSHIP OPPORTUNITIES



Tech Partner \$15,000 (4 available)

Position your company as a key solutions partner with a variety of speaking and engagement opportunities

TWO MAINSTAGE SPEAKING OPPORTUNITIES:

- 1) 5-minute mainstage showcase
- 2) Host/facilitate (1) roundtable discussion on a pre-selected topic and participate on corresponding panel

OTHER SPEAKING OPPORTUNITIES:

- (1) Breakout session with a speaker and topic of your choice
- (1) Post-event webinar

DIRECT ENGAGEMENT:

- Private, branded, meeting table in the ballroom
- (2) Speed networking sessions with VIP SLED IT officials
- (4) Complimentary passes with access to:
 - Welcome reception
 - Ticketed leadership breakfast
 - All event sessions & meals
- Attendee opt-in list



VISIBILITY BENEFITS:

- Promotion of your company onsite (main entrance doors, mainstage screen, projected signage)
- Promotion of your company on pre-event marketing and mobile app as a GOVIT Tech Partner Sponsor for the Summit & Symposium (linked logo)
- Recognition on event social media (2 prior to event, 2 during event)
- (2) Pre-event e-blasts promoting your session
- (1) Video showcasing your speaker on event website and pre-event e-blasts

2025 SPONSORSHIP OPPORTUNITIES

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

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

SPEAKING OPPORTUNITIES:

- (1) Breakout session with a speaker and topic of your choice

DIRECT ENGAGEMENT:

- Private, branded, meeting table in the ballroom
- (2) Speed networking sessions with VIP SLED IT officials
- (3) Complimentary passes with access to:
 - Welcome reception
 - Ticketed leadership breakfast
 - All event sessions & meals
- Attendee opt-in list



VISIBILITY BENEFITS:

- Exclusive promotion as the Wi-Fi Sponsor with your company's name and logo seen by all attendees when they log in
- Promotion of your company onsite and on pre-event marketing
- Promotion of your company on mobile app as the Wi-Fi Sponsor for the Symposium (linked logo)
- Recognition on event social media (1 prior to event/1 during the event)
- (2) Pre-event e-blasts promoting your session at the Symposium

Session Sponsor \$8,000 (8 available)

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

SPEAKING OPPORTUNITIES:

- (1) Breakout session with a speaker and topic of your choice

DIRECT ENGAGEMENT:

- Private, branded, meeting table in the ballroom
- (2) Speed networking sessions with VIP SLED IT officials
- (2) Complimentary passes with access to:
 - Welcome reception
 - All event sessions & meals
- Attendee opt-in list



VISIBILITY BENEFITS:

- Recognition on event social media (1 prior to event/1 during)
- Promotion of your company onsite and on pre-event marketing as a Session Sponsor for the Symposium (linked logo)
- Promotion of your company on mobile app as a Session Sponsor for the Symposium (linked logo)
- (2) E-blasts promoting your session (1 prior to event/1 during the event)

2025 SPONSORSHIP OPPORTUNITIES

Awards Sponsor \$6,000 (2 available)

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

SPEAKING OPPORTUNITIES:

(1) 5-minute mainstage showcase prior to awards program

DIRECT ENGAGEMENT:

- Private, branded, meeting table in the ballroom
- (2) Complimentary passes with access to:
 - Welcome reception
 - All event sessions & meals
- Attendee opt-in list

VISIBILITY BENEFITS:

- Promotion of your company onsite and on pre-event marketing
- Promotion of your company on the mobile app as an Awards Sponsor for the Symposium (linked logo)
- Recognition on event social media (1 prior to event/1 during the event) as an Awards Sponsor



Gold Sponsor \$5,000 (10 available)

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

Exclusive branding rights for (choose one):

Wednesday Lunch
Thursday Lunch
Wednesday Breaks
Thursday Breaks

Wednesday Happy Hour
Mobile App
Charging Stations
Lanyards
Floor Decals

DIRECT ENGAGEMENT:

- Private, branded, meeting table in the ballroom
- (2) Complimentary passes with access to:
 - Welcome reception
 - All event sessions & meals
- Attendee opt-in list

VISIBILITY BENEFITS:

- Promotion of your company onsite and on pre-event marketing
- Promotion of your company on mobile app as a Gold Sponsor for the Symposium (linked logo)



2025 SPONSORSHIP OPPORTUNITIES

Speaker Sponsor \$3,500 (20 available)

Provide a 30-second introduction prior to a breakout session

SPEAKING OPPORTUNITIES:

- (1) 30-second introduction to a breakout session

DIRECT ENGAGEMENT:

- (1) Complimentary pass with access to:
 - Welcome reception
 - All event sessions & meals
- Attendee opt-in list

VISIBILITY BENEFITS:

- Promotion of your company onsite, on pre-event marketing, and on mobile app as a Speaker Sponsor for the Symposium (linked logo)
- Recognition on event social media (1 prior to event/1 during the event)



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:

- (1) Complimentary pass with access to:
 - Welcome reception
 - All event 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 (16 available)

Opportunity to gain valuable insights & engage with all attendees!

DIRECT ENGAGEMENT:

- (1) Complimentary pass with access to:
 - Welcome reception
 - All event sessions & meals
- Attendee opt-in list

VISIBILITY BENEFITS:

- Promotion of your company on event mobile app

Can't sponsor the event this year, but want to attend? Register as a private sector attendee and join us!

A La Carte Private Sector Ticket

\$995/person for Summit & Symposium

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

"2024 was your best show ever. Love the new format and the JW Marriott. Looking forward to 2025."

iSpace Environments



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