



**YOUR IT LEADERSHIP
COMMUNITY**

Sponsorship Opportunities

CIO Perspectives is a series of one-day regional forums for CIOs, senior IT executives and tech-involved business executives at enterprise and mid-market organizations to connect and collaborate on relevant and timely business technology issues.

Agenda topics, formats, and speakers are created by CIO Editor in Chief, Maryfran Johnson, in collaboration with editorial advisory boards in each city.

CIO Perspectives provides the perfect community for our vendor partners to develop relationships with enterprise CIOs, lead discussions on key business technology topics, and participate as a peer at these executive events.

2016 Dates & Locations*

DALLAS, TX
February 25

ATLANTA, GA
March 9

NEW YORK, NY
April 20

SAN FRANCISCO, CA
May 11

RESTON, VA
June 8

BOSTON, MA
July 20

CHICAGO, IL
September 21

ORANGE COUNTY, CA
October 19

HOUSTON, TX
November 9

* Dates and location subject to change.

"CIO Perspectives gives me an opportunity to step outside our technology microcosm, see how we compare to our peers, and ultimately leverage strategies successfully applied by them."

CIO Perspectives Attendee
Boston
July 28, 2015

2015 ATTENDEE DEMOGRAPHICS

Average IT Budget
\$234 million

Average Co. Revenue
\$8.9 billion

Average Co. Size
20,341 employees

SOURCE: On-site Attendee Averages,
2015 CIO Perspectives Forums in
Atlanta, Dallas, New York, San Francisco,
Reston and Boston.

Audience

Each forum in the CIO Perspectives series attracts a regional audience of the most influential information technology executives and technology involved business executives from mid-size to large companies across all industries. As an invitation-only event, all attendees are hand-vetted to include qualified titles, companies and buyers by CIO's Executive Programs team.

Qualifying Criteria: Our audience consistently rates peer-to-peer networking opportunities as one of the top reasons they attend a CIO event. To that end, attendees must be a senior IT executive, director or manager or line of business executive involved in the purchase of IT products and services to qualify. Analysts, venture capitalists, sales and consulting positions from non-sponsoring vendor companies do not qualify for attendance.

Sample 2015 On-site Title and Company List:

AARP VP	Global United Technology CIO	Tedeschi Food Shops CIO, VP
American Chemical Society CIO	Gold's Gym CIO	The MITRE Corporation VP & CIO
AT&T Director, Strategy & Innovation	Hudson River Healthcare VP, IT	Toyota Motor North America, Inc. GVP & CIO
Atmos Energy VP & CIO	J. Crew VP, IT	U. S. Secret Service Chief Knowledge Officer
Bose Corporation VP & CIO	John Hancock AVP, IT	Visa Chief Data & Analytics Officer
Byer California CIO	Macys.com Director, Data Technology Innovation	Voya Financial IT Chief of Staff
Carter's VP, Ideas	NASA CIO	WebMD VP, IS
Children's Science Center CIO	Northrop Grumman Corporate CIO	Wells Fargo SVP
Clean Harbors Inc. EVP/CIO	PrimeLending EVP, CIO	WinCup Holdings CIO, SVP
CONAIR CIO	Santander Bank SVP, Director	Wyndham Worldwide SVP, CIO
E & J Gallo Winery CIO, VP	Southwest Airlines SVP & CIO	
Equifax SVP & CIO	Starwood Hotels & Resorts EVP & CIO	
First Choice Bank CIO	SunTrust Bank CIO	

SAMPLE AGENDA*

8:00 am - 9:00 am
Registration and Networking Breakfast

9:00 am - 9:10 am
Welcome and Opening Remarks

9:10 am - 9:55 am
Opening Keynote

9:55 am - 10:15 am
Industry Keynote

10:15 am - 10:45 am
Refreshment and Networking Break

10:45 am - 11:30 am
General Session

11:30 am - 12:00 pm
General Session

12:00 pm - 1:15 pm
Luncheon with Table Discussions

1:15 pm - 2:00 pm
Afternoon Keynote

2:00 pm - 2:20 pm
Industry Keynote

2:20 pm - 2:50 pm
Publisher's Panel

2:50 pm - 3:10 pm
Afternoon Break

3:10 pm - 4:00 pm
Workshop

4:00 pm - 4:30 pm
Closing Keynote

4:30 pm - 4:45 pm
Closing Remarks

4:45 pm - 5:30 pm
Networking Cocktail Reception

► Items in red are informal and formal sponsor networking and content presentations

*Agenda subject to change.

Sponsorship at CIO Perspectives

CIO Perspectives Forums bring senior executives from mid-sized to large-sized enterprises together to collaborate, strategize and share expertise on their most pressing local concerns. Each of the events is regional and able to address the unique local challenges and information needs of that specific area.

Sponsors have informal as well as structured opportunities to interact with attendees during the day. Vendor participation with attendees in the sessions adds depth and perspective to the conversations. Plus, there are numerous opportunities for one-on-one conversations throughout the program.

Sponsorship Packages

On the following pages, each CIO Perspectives sponsorship package is discussed in detail. As you will see, each sponsorship package includes the following:

- Logo and company description included on event website
- Registrations for sponsor executives/staff
- Company logo displayed in on-site signage and logo loop
- Company name included in post-event email to all attendees
- Post-event Executive Summary
- White paper posting on CIO.com (not including lead gen)
- Name/company/title of all event registrants

Executive Connection Suite of Sponsorships

This unique suite of offerings focuses on what is most important to many of our partners: one-on-one time with attendees and the opportunity to share their thought-leadership positioning. These sponsorships include Perspectives Breakfast, Publisher's Lunch and Editor's Choice Dinner. Each of these single-share-of-voice sponsorship opportunities offers direct, uninterrupted time with a select group of elite senior IT decision-makers. These select sponsorships also offer you a unique opportunity to focus on a single topic of your choice.

"CIO Perspectives brought together IT leaders embracing transformational changes. Great speakers, great conversations, great event."

RICK MARSHALL

Director, IT

CIO Perspectives New York, April 22, 2015

Sponsorship Opportunities

SPONSORSHIP LEVEL	EXECUTIVE CONNECTION SPONSORSHIP SUITE					
	UNDERWRITER	EDITOR'S CHOICE DINNER	PERSPECTIVES BREAKFAST	PUBLISHER'S LUNCH	PUBLISHER'S PANEL	PARTNER
Sponsorships available per city	2 (1 morning, 1 afternoon)	1*	1	1**	4	10
Registrations for executives/staff	4	3	3	3	2	1
Full contact information for live event attendees***	✓	✓	✓	✓	✓	✓
20-minute "CIO Innovations Session" on main stage	✓					
Panel discussion on main stage					✓	
Dedicated table for hosting attendees within general session	✓	✓	✓	✓	✓	Upon availability
Sponsorship of Editor's Choice Dinner		✓				
Sponsorship of Perspectives Breakfast			✓			
Sponsorship of Publisher's Lunch				✓		
Branded lunch discussion tables	✓	✓	✓	✓	✓	
Dedicated sponsor networking area with area for demos and displays	✓	✓	✓	✓	✓	✓
Link to event website sponsor page in all event marketing outreach	✓	✓	✓	✓	✓	✓
White Paper hosted on CIO.com (not including lead gen)	3-month	3-month	3-month	3-month	3-month	2-month

* One additional Perspectives Dinner available in Dallas, Chicago & New York. To be moderated by a CIO contributing editor. 6 attendees. Contact for pricing.

** One additional Perspectives Lunch available in Atlanta, Boston, Chicago, Dallas, New York & Reston. To be moderated by a CIO contributing editor.

*** Contact information will include name, title, company, phone and email address. Sponsors are restricted to three time usage of contact details. All email contact with attendees must comply with the U.S. CAN-SPAM Act.

2 SPONSORSHIPS

AVAILABLE PER CITY

MORNING KEYNOTE

AFTERNOON KEYNOTE

FOR MORE INFORMATION

Contact your
CIO sales executive:
idgenterprise.com/contact-us

Sponsorship Opportunities

UNDERWRITER

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- Four (4) registrations for executives/staff
- Dedicated table for hosting attendees within general session room
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Insertion of one (1) marketing collateral in event registration package
- Access to real-time attendee check-in platform
- Branded lunch discussion tables
- Opportunity to rent lead scanners (at additional cost)

Speaking/Thought Leadership

- Executive and customer participation in 20-minute main stage "CIO Innovation Session." This exclusive main-stage presentation engages attendees on a specific (technology) topic of interest to both sponsor and attendees.
 - Prior to the event, sponsors will work closely with the CIO Executive Programs team to identify content direction and topics of interest to ensure a valuable presentation.

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for three months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees.*

* CONTACT INFORMATION WILL INCLUDE NAME, TITLE, COMPANY, PHONE AND EMAIL ADDRESS. SPONSORS ARE RESTRICTED TO THREE TIME USAGE OF CONTACT DETAILS. ALL EMAIL CONTACT WITH ATTENDEES MUST COMPLY WITH THE U.S. CAN-SPAM ACT.

1 SPONSORSHIP

AVAILABLE PER CITY

(2 AVAILABLE IN CHICAGO,
DALLAS & NEW YORK SEE
PAGE 4 FOR DETAILS.)

FOR MORE INFORMATION

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Sponsorship Opportunities

EXECUTIVE CONNECTION

EDITOR'S CHOICE DINNER

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Recognized as an "Executive Connection" sponsor on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- Three (3) registrations for executives/staff
- Dedicated table for hosting attendees within general session room
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Access to real-time attendee check-in platform
- Branded lunch discussion tables
- Opportunity to rent lead scanners (at additional cost)

Speaking/Thought Leadership

- Sole sponsorship of the Editor's Choice Dinner the night of CIO Perspectives. Guests include eight (8) CIOs and/or Sr. IT decision-makers that Maryfran Johnson, Editor in Chief, will invite (i.e., speakers and/or advisory board members, and other high level attendees) to join the dinner discussion.
 - Sponsor may select attendees from the registration list; CIO will make best efforts to secure their attendance.
 - Dinner is casual and includes an open discussion, led by Editor in Chief, Maryfran Johnson and/or Publisher, Adam Dennison.

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for three months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees.*

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1 SPONSORSHIP
AVAILABLE PER CITY

Sponsorship Opportunities

EXECUTIVE CONNECTION

PERSPECTIVES BREAKFAST

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Recognized as an “Executive Connection” sponsor on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- Three (3) registrations for executives/staff
- Dedicated table for hosting attendees within general session room
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Access to real-time attendee check-in platform
- Branded lunch discussion tables
- Opportunity to rent lead scanners (at additional cost)

Speaking/Thought Leadership

- Sole sponsorship of a private breakfast moderated by a contributing CIO editor, the morning of CIO Perspectives. Interaction with eight (8) CIOs and/or Sr. IT decision-makers.
 - Sponsor may select attendees from the registration list; CIO will make best efforts to secure their attendance.
 - Breakfast is casual and includes a moderated open discussion on a mutually chosen topic.

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for three months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees.*

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FOR MORE INFORMATION

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1 SPONSORSHIP
AVAILABLE PER CITY

(2 AVAILABLE IN ATLANTA, BOSTON, CHICAGO, DALLAS, NEW YORK & RESTON. SEE PAGE 4 FOR DETAILS.)

FOR MORE INFORMATION

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Sponsorship Opportunities

EXECUTIVE CONNECTION

PUBLISHER'S LUNCH

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Recognized as an "Executive Connection" sponsor on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- Three (3) registrations for executives/staff
- Dedicated table for hosting attendees within general session room
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Access to real-time attendee check-in platform
- Branded lunch discussion tables
- Opportunity to rent lead scanners (at additional cost)

Speaking/Thought Leadership

- Sole sponsorship of this private lunch during CIO Perspectives. Interact with five (5) CIOs and/or Sr. IT decision-makers.
 - Sponsor may select attendees from the registration list; CIO will make best efforts to secure their attendance.
 - Lunch is casual and includes an open discussion led by CIO Publisher, Adam Dennison.

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for three months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees*

* CONTACT INFORMATION WILL INCLUDE NAME, TITLE, COMPANY, PHONE AND EMAIL ADDRESS. SPONSORS ARE RESTRICTED TO THREE TIME USAGE OF CONTACT DETAILS. ALL EMAIL CONTACT WITH ATTENDEES MUST COMPLY WITH THE U.S. CAN-SPAM ACT.

4 SPONSORSHIPS
AVAILABLE PER CITY

Sponsorship Opportunities

EXECUTIVE CONNECTION

PUBLISHER'S PANEL

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- Two (2) registrations for executives/staff
- Dedicated table for hosting attendees within general session room (if available)
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Access to real-time attendee check-in platform
- Branded lunch discussion tables
- Opportunity to rent lead scanners (at additional cost)

Speaking/Thought Leadership

- Thirty (30) minute main-stage panel discussion moderated by CIO Publisher, Adam Dennison.
 - One qualified sponsor executive per sponsor.
 - Topics & questions to be determined by Publisher based off of a pre-call with panelists.

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for two months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees.*

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FOR MORE INFORMATION

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10 SPONSORSHIPS
AVAILABLE PER CITY

Sponsorship Opportunities

PARTNER

Pre-Forum/Awareness

- Link to event website sponsor page in all event marketing outreach
- 50-word company description and company URL on event website
- Creation of one (1) custom invitation (PDF format) for sponsor to offer complimentary registration to qualified customers/prospects
- Pre-registered attendee updates with name, title & company information

On-Site Visibility/Networking Opportunities

- One (1) registration for executives/staff
- Dedicated table for hosting attendees within general session room (if available)
- Cocktail high top table in dedicated sponsor networking area
- Company logo displayed in on-site signage and logo loop
- Logo and 50-word company description included in materials provided to all attendees
- Access to real-time attendee check-in platform
- Opportunity to rent lead scanners (at additional cost)

Post-Forum/Lead Follow Up

- Post-event Executive Summary (including: audience profile analysis; attendee IT budgets; attendee company revenues; industry segmentation; and overall event evaluation results).
- One (1) white paper posting on CIO.com for two months (does not include a lead-gen guarantee).
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey.
- Full contact information for live event attendees*

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FOR MORE INFORMATION

Contact your
CIO sales executive:
idgenterprize.com/contact-us

Additional Sponsorship Opportunities

These opportunities are available on a first-contracted, first choice basis.

Wi-Fi Sponsorship

Exclusive opportunity for one sponsor to provide attendees Wi-Fi services in all meeting space locations. Sponsor may brand the custom password to gain internet access. Brand exposure as sponsorship will be promoted in on-site guide, logistics emails, signage and website. (Splash page capability is dependent on venue).

Cost: Varies by city. Contact your CIO sales executive

Parking Sponsorship

Complimentary parking is the perfect way to alleviate CIO Perspectives attendees' concerns about added expenses of parking at the hotel. As the parking sponsor, you will receive maximum brand exposure with your company name in all logistics emails, on the website, in event reminders and in on-site signage at the event.

Cost: Varies by city. Contact your CIO sales executive

Sponsor Session Webcast Program

Expand the reach of your session by having us record, edit and make it available as a webcast to CIO.com's 915,000+ visitors. Your content is already created and speakers prepped, so extend the value of those efforts and capture it for additional educational online content. In addition to the video capture, your webcast will be hosted on CIO.com for 30 days.

Cost: Contact your CIO sales executive

CIO Research Briefing Program

Enhance your CIO event briefing or roundtable session by leveraging current peer generated market trending data and insights presented and moderated by one of our CIO expert custom editors. Prior to the event, CIO will field a 10-12 question study to the 48,000 members of the CIO Forum on LinkedIn garnering valuable insights and establishing thought-leadership on a topic of your choice. You and a CIO Research Services analyst will develop a primary online research study and results will be delivered in data tables and an executive summary powerpoint presentation that includes expert insights and contextual relevance of the data. A CIO expert custom editor will oversee the overall project, present and moderate at the event.

Cost: Contact your CIO sales executive

Additional Opportunities

Executive Portfolio/Bag | Cost: Contact your CIO sales executive

Lanyard Wallet | Cost: Contact your CIO sales executive

Please Note: Deadlines for individual opportunities vary and costs may not include collateral and/or gift.

FOR MORE INFORMATION

Contact your
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About the Producer

IDG Enterprise, publisher of Computerworld, InfoWorld, Network World, CIO, CSO and ITworld delivers high-level, strategic resources to IT and security professionals through its Websites, publications, executive conferences and peer exchange. IDG Enterprise provides an encompassing array of event platforms including CIO 100, CSO50 Security Confab + Awards, IT Roadmap and AGENDA, connecting IT and security professionals with each other, and with the leading technology companies focused on supplying the critical tools to make their organizations competitive.

Additional 2016 Executive Programs

CIO's content-rich conferences provide technology companies with unparalleled access to high-powered IT executives. You'll find that CIO Executive Programs are where the nation's top IT executives convene for unmatched peer-to-peer networking. Our unbiased programs foster the building of a vital IT executive community where ideas can be shared and debated, winning solutions can be presented and discussed, and career opportunities can be revealed.

To view a complete listing of upcoming CIO Events, please visit:

<http://www.idgenterprise.com/events>

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