



PERSPECTIVES

FROM IDG

AN EVENT  
FOR SENIOR  
IT LEADERS

# 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, in collaboration with 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.

## 2018 Dates & Locations\*

DALLAS, TX  
February 21, 2018

ATLANTA, GA  
March 13, 2018

NEW YORK, NY  
April 17, 2018

RESTON, VA  
May 31, 2018

BOSTON, MA  
July 10, 2018

PALO ALTO, CA  
July 27, 2018

CHICAGO, IL  
September 26, 2018

LOS ANGELES, CA  
October 18, 2018

HOUSTON, TX  
November 13, 2018

\* Dates and location subject to change.

"The topics covered were spot on, and the presenters were insightful. It was well worth a day from my busy schedule."

CIO Perspectives Attendee  
Atlanta, GA  
2017

#### ATTENDEE DEMOGRAPHICS

Average IT Budget  
**\$253 million**

Average Co. Revenue  
**\$8.8 billion**

Average Co. Size  
**22k employees**

SOURCE: 2017 CIO Perspectives  
Attendee Demographic Aggregate Data

## 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 On-site Title and Company List:

AIG  
VP, IT Operation Support

AT&T  
Assistant Vice President

Bank of America  
VP, GIS Info Security

Blue Cross, Blue Shield  
SVP & CIO

Brooks Brothers  
SVP & CIO

Citibank  
SVP

Discover  
SVP

FDA  
Deputy CIO

Fujitsu Americas  
VP, Enterprise Applications

GE  
Global IT Leader

Goldman Sachs  
VP

Google  
CTO, Corp Infrastructure

Harvard University  
VP & CIO

Hearst  
SVP, Enterprise Tech

IBM  
CTO

JetBlue Airways  
EVP & CIO

JPMorgan Chase  
VP, Data Scientist

Kimberly-Clark  
CISO

Morgan Stanley  
VP

Time Warner  
CTO

Toyota  
CIO

The Coca-Cola Co.  
Chief Innovation Officer, IT

UPS  
CIO

Veracode  
VP of IT/CIO

Verizon  
VP

## 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)
- Full contact information for live event attendees

## 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, CIO/CSO Dinne and Publisher's 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 perspective events are a great way to quickly learn and hear what is going on all around technology and gain insight into complex and challenging issues we all face."

CIO Perspectives Attendee  
Silicon Valley, CA 2017

# Sponsorship Opportunities

## EXECUTIVE CONNECTION SPONSORSHIP SUITE

SPONSORSHIP LEVEL	UNDER- WRITER	PUBLISHER'S DINNER	CIO/CSO DINNER	PERSPECTIVES BREAKFAST	PUBLISHER'S LUNCH	PUBLISHER'S PANEL	CIO/CSO PANEL	PARTNER
Sponsorships available per city	2 (1 morning, 1 afternoon)	1*	1	1	1**	4	1	10
Registrations for executives/staff	4	3	3	3	3	2	2	1
<b>Full contact information for live event attendees***</b>	✓	✓	✓	✓	✓	✓	✓	✓
20-minute Industry Keynote on main stage	✓							
Panel discussion on main stage						30 minute	60 minute	
<b>Dedicated table for hosting attendees within general session</b>	✓	✓	✓	✓	✓	✓	✓	Upon availability
Sponsorship of		Publisher's Dinner	CIO/CSO Dinner	Perspectives Breakfast	Publishers Lunch			
<b>Branded lunch discussion tables</b>	✓	✓	✓	✓	✓	✓	✓	
Dedicated sponsor networking area with area for demos and displays	✓	✓	✓	✓	✓	✓	✓	✓
Link to event website sponsor page in all event marketing outreach	✓	✓	✓	✓	✓	✓	✓	✓

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

\*\* 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 full business card information. 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**

## 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 Industry Keynote. 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).
- 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 FULL BUSINESS CARD INFORMATION. SPONSORS ARE RESTRICTED TO THREE TIME USAGE OF CONTACT DETAILS. ALL EMAIL CONTACT WITH ATTENDEES MUST COMPLY WITH THE U.S. CAN-SPAM ACT.

#### FOR MORE INFORMATION

Contact your  
IDG sales executive or:

**ADAM DENNISON**

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IDG Events & Publisher, CIO  
508.935.4087  
adam\_dennison@idg.com

## 1 SPONSORSHIP

AVAILABLE PER CITY

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

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## Sponsorship Opportunities

## EXECUTIVE CONNECTION

# PUBLISHER'S 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 Publisher's Dinner the night of CIO Perspectives. Guests include eight (8) CIOs and/or Sr. IT decision-makers (i.e., speakers and/or advisory board members, and other high level attendees).
  - 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 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).
- 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

**\$25,000**

**FOR MORE INFORMATION**

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## Sponsorship Opportunities

### EXECUTIVE CONNECTION

## CIO/CSO 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 CIO/CSO Dinner the night of CIO Perspectives. Guests include a mix of eight (8) CIOs and/or Sr. IT decision-makers, and CSOs and/or Sr. Security decision-makers (i.e., speakers and/or advisory board members, and other high level attendees).
  - 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 an IDG Executive.

### 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).
- 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 six (6) 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).
- 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

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

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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 six (6) 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).
- 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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**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).
- 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 SPONSORSHIPS**  
AVAILABLE PER CITY

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## Sponsorship Opportunities

### EXECUTIVE CONNECTION

## CIO/CSO 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

- Sixty (60) minute main-stage panel discussion moderated by IDG executive.
  - One qualified sponsor executive per sponsor.
  - Panelist will be a mix of CIOs and/or Sr. IT decision-makers, and CSOs and/or Sr. Security decision-makers.
  - 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).
- 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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**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).
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## **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

### **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 2M unique 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.

### **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 nearly 70,000 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 power point 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.

### **Meet-Up**

Build relationships and brand awareness with customers and prospects in a casual atmosphere at a CIO Perspectives Meet-Up, post-event at a separate location. As our exclusive Meet-up sponsor, we invite you to welcome attendees, set the tone for the event, and leverage a 5-7 minute speaking opportunity. The evening continues over drinks and provides you and your team with the perfect environment to strengthen relationships with your key buyers and prospects.

### **Additional Opportunities**

Executive Portfolio/Bag  
Branded Lanyard

#### **FOR MORE INFORMATION**

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## About the Producer

IDG, publisher of Computerworld, InfoWorld, Network World, CIO, and CSO delivers high-level, strategic resources to IT and security professionals through its Websites, executive conferences and peer exchange. IDG provides an encompassing array of event platforms including CIO 100, CSO50 Conference + 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 2018 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: [www.idg.com/events](http://www.idg.com/events)

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