



2010 Sponsorship Opportunities

Supporting the ACT-IAC Mission

To lead the IT community to improve government
and thereby enhance government's ability to serve the nation's citizenry



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2010 ACT-IAC Sponsorship Opportunities



“Value Byte” Sponsorship Packages **Offering the Best Benefits at the Biggest Value**

IAC is pleased to present the 2010 Value Byte Packages. Value Bytes are IAC’s inclusive sponsorship packages, featuring exceptional benefits at an extraordinary price.

Terabyte - \$65,000 - 5 available

The Terabyte will provide each sponsor with recognition at *all* of the ACT-IAC Marquis and Audience Specific Events. **The Terabyte is valued at approx. \$100,000!**

- ELC Platinum Sponsorship+
- ELC Golf Apparel Sponsorship*
- ELC Program Ad (full page)
- MOC Platinum Sponsorship+
- MOC Golf Title Sponsorship*
- Small Business Conference Platinum Sponsorship+
- Small Business Exhibit Opportunity
- Excellence.Gov Event Sponsor
- Title Sponsor at Annual Golf and Tennis Charity Classic*
- ELC & MOC Cyber Café & Networking Lounge Sponsor
- ‘Special Program/Event’ Sponsorships**
- Initial Conference Planning/Participation Opportunity++
- Attendance at 3 CEO Dinners***
- Company Profiled in IAC Newsletter

Gigabyte - \$50,000 - 7 available

Sponsors at this level will enjoy full recognition at both ACT-IAC Marquis Events and at one of the Audience Specific Events. **The Gigabyte is valued at approx. \$70,000!**

- ELC Platinum Sponsorship+
- ELC Golf Title Sponsorship*
- ELC Transportation Sponsor
- ELC Program Ad (full page)
- MOC Platinum Sponsorship+
- MOC Lunch/Award Sponsorship*
- Small Business Platinum Sponsorship+
- ‘Special Program/Event’ Sponsorships**
- Initial Conference Planning/Participation Opportunity++
- Attendance at 2 CEO Dinners***
- Company Profiled in IAC Newsletter

Megabyte - \$30,000--7 available

Each sponsor will enjoy recognition at both ACT-IAC Marquis Events and at one of the Audience Specific Events. **The Megabyte is valued at approx. \$40,000!**

- ELC Gold Sponsorship+
- ELC Golf Beverage Cart Sponsorship*
- ELC Program Ad (1/2 page)
- MOC Gold Sponsorship+
- MOC Golf Beverage Cart Sponsorship*
- Small Business Gold Sponsorship+
- Excellence.Gov Program Ad
- ‘Special Program/Event’ Sponsorships**
- Initial Conference Planning/Participation Opportunity++
- Attendance at 1 CEO Dinner***
- Company Profiled in IAC Newsletter

+ Sponsorship: Value Byte package holders will receive one additional complimentary registration over those offered with a stand-alone platinum, gold or silver sponsorship.

* **Golf and Tennis sponsorships** have different benefits as they are pre-conference activities. Please refer to the Golf and Tennis Sponsorships in this document for more information.

++ Initial Conference Planning/Participation provides the Sponsor the first opportunity to put qualified, capable leaders into conference planning and participation roles.

** **Special Program/Event Sponsorship:** IAC is currently planning to develop new sponsor opportunities involving certain programs and events. As this is further defined and developed the "Package Sponsors" will have first opportunity to sponsor a defined number of these select programs/events in accordance with ACT-IAC policies.

*** **CEO dinners:** Value Byte package holders are invited to send the member's CEO or Head of Federal Division to at least one CEO dinner sponsored by IAC (1-3 dinners based on level of sponsorship). This unique environment affords an exceptional opportunity to network, engage and learn from peer-to-peer conversations with high level industry executives.

ACT-IAC Sponsorship Opportunities, 2010



Marquis Events

2010 Executive Leadership Conference (ELC) Colonial Williamsburg, Williamsburg, VA November, 2010

IAC's core values center around partnerships between government and industry and fostering the kind of open and honest dialogue that helps resolve some of the biggest IT and management challenges facing government today. For more than ten years, ELC has been the venue where these dialogues take place. As a member of the government IT community, participating in ELC is a must. Ranked as the #1 conference in the civilian market by the GovMark ROI Survey, ELC 2010 will continue to gather the best minds in government and industry. Limited to 900 individuals, ELC is one of the only venues where you can network with more than 200 government decision makers.

2010 Management of Change Conference (MOC) Philadelphia, PA May 23 – 25, 2010

The smaller of ACT-IAC's two marquis conferences, MOC lends itself to a smaller, more intimate setting. With a government to industry ration of 1:3, MOC brings together federal, state, and local government IT executives and program managers to share and learn about best practice examples. Centered on the Intergovernmental Solutions Awards, MOC is one of the only conferences whose content is derived from the government program exhibitors, each showcasing the outstanding progress being made at all levels of government through the innovative use of technology as a tool for more efficient and effective business processes.



Executive Leadership Conference Sponsorships , 2010 **Platinum, Gold and Silver**

1. Platinum Sponsor (\$30,000):

- 3 complimentary conference registrations
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company ad in the conference program
- Advance copies of the ELC attendee list with full contact information
- Company logo displayed on ACT-IAC website
- Acknowledgement in ACT-IAC newsletter
- Priority conference hotel reservations
- Opportunity to write a white paper for posting on the ACT-IAC portal and distribution at the conference
- Table Host for the popular CXO Breakfast with a government co-host (assigned at random)
- A reserved VIP table at all Plenary Meals
- Company logo on the conference journal- a popular take away item
- Personal staff concierge available during the conference
- Invitation to Chair's Reception
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

2. Gold Sponsor (\$16,500):

- 2 complimentary conference registrations
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Advance copy of the MOC attendee list with contact information
- Company logo displayed on the ACT-IAC website
- Acknowledgement in the ACT-IAC newsletter
- Priority hotel reservations
- Provide marketing piece to be placed in networking lounge
- Invitation to Chairs Reception
- Personal staff concierge available during the conference
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

3. Silver Sponsor (\$9,500/ 4,500/ 2,100)*

- 1 Complimentary registration
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company logo displayed on the ACT-IAC website
- Acknowledgement in the ACT-IAC newsletter
- Advance copy of MOC attendee list
- Personal staff concierge available during the conference
- Invitation to Chair's Reception
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

*based on annual Federal Government Revenue

Management of Change Conference Sponsorships, 2010 **Platinum, Gold and Silver**

1. Platinum Sponsor (\$20,000):

- 3 complimentary conference registrations
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company ad in the conference program
- Advance copies of the MOC attendee list with full contact information
- Company logo displayed on ACT-IAC website
- Acknowledgement in ACT-IAC newsletter
- Priority conference hotel reservations
- Opportunity to write a white paper for posting on the ACT-IAC portal and distribution at the conference
- Table Host for the popular CXO Breakfast with a government co-host (assigned at random)
- A reserved VIP table at all Plenary Meals
- Company logo on the conference journal- a popular take away item
- Personal staff concierge available during the conference
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

2. Gold Sponsor (\$12,000):

- 2 complimentary conference registrations
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Advance copy of the MOC attendee list with contact information
- Company logo displayed on the ACT-IAC website
- Acknowledgement in the ACT-IAC newsletter
- Priority hotel reservations
- Provide marketing piece to be placed in networking lounge
- Personal staff concierge available during the conference
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

3. Silver Sponsor (\$6,500/ 4,250/ 1,995)*

- 1 Complimentary registration
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company logo displayed on the ACT-IAC website
- Acknowledgement in the ACT-IAC newsletter
- Advance copy of MOC attendee list
- Personal staff concierge available during the conference
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

*based on annual Federal Government Revenue



ELC and MOC, cont'd - Golf and Tennis Sponsorships, 2010

Title Sponsor (MOC - \$3,500 ELC - \$5,000)

- Complimentary Foursome Golf Entry (includes Green fees, breakfast, banquet dinner, and an opportunity to win prizes and is great for networking.)
- VIP table for 10 at Conference Dinner (Sunday Night)
- Presentation or welcome during the event
- Company logo on all signs and banners
- Company logo on sponsor slides during the Sunday Night conference dinner.
- Opportunity to place a corporate golf-related item in the golfer's package (i.e. sleeve of golf balls, tees, sun screen etc.)

Apparel Sponsor

(MOC - \$2,500 ELC - \$4,000)

- Company logo on selected event apparel – provided to all golf and tennis participants.
- Company logo on signs and banners
- Opportunity to place a corporate golf-related item in the golfer's package (i.e. sleeve of golf balls, tees, sun screen etc.)

Lunch/Awards Reception Sponsor

(MOC - \$1,750 ELC - \$2,500)

- Company logo on signs and banners
- Company representative to make open or closing remarks at Lunch/Award Reception
- Opportunity to display your company banner at the Lunch/Awards Reception site.
- Opportunity to place a corporate golf-related item in the golfer's package (i.e. sleeve of golf balls, tees, sun screen etc.)

Beverage Cart Sponsor

(MOC - \$500 ELC - \$500)

- Company logo on beverage carts (goodies and non-alcoholic drinks are complimentary)
- Logo on signs and banners
- Opportunity to place a corporate golf-related item in the golfer's package (i.e. sleeve of golf balls, tees, sun screen etc.)

Tennis Sponsor (MOC - \$500 ELC - \$500)

- Company logo on all tennis signs.
- One complimentary tennis registration
- Opportunity to place a corporate tennis-related item in the tennis goody bag (i.e. sleeve of tennis balls, tennis store discounts etc)

Tournament Goody Bag Sponsor

- Company Logo on the Goody Bag – provided to all participants.
- MOC – 150 bags ELC 250 bags
- Opportunity to place a corporate golf-related item in the goody bag (i.e. sleeve of golf balls, tees, sun screen etc.)

Golf Prize Sponsor

- Prizes will be provided to:
 - Winning Teams will be awarded Gift Cards in the amount of \$100-\$500
 - Contest winners will be awarded a gift item (i.e. putter, driver, golf bag, electronics etc)
- All prize donations will be recognized from the podium by name
- Company logo will be displayed on a banner during the award reception.
- Company logo will be attached to the prize for added recognition.

Tennis Prize Sponsor

- Prizes will be provided to winners and the contest winners
 - Winning Men and Women will be awarded Gift Cards in the denomination of \$25 - \$125
 - Contest winners will be awarded a gift item (i.e. free lessons, targeted items etc)
- All prize donations will be recognized from the podium by name
- Company logo will be displayed on a banner during the award reception.
- Company logo will be attached to the prize for added recognition

Audience Specific Events

2010 Small Business Conference Arlington, VA February 10, 2010

The Small Business Conference seeks to address the unique role and needs of small businesses in the government IT community. Program sessions will be built around the challenges and opportunities unique to small businesses focus on the elements that have made companies successful in communicating and demonstrating creditability and performance. This one day event will convey much needed insights into the government IT marketplace and help executives build better relationships with government, create innovative ideas and identify ways to exceed goals.

2010 Excellence.Gov Awards Washington, DC area

For the 9th year, the Excellence.Gov Awards will be recognizing the federal government's best programs which serve our nation's citizenry. With participation of over 300 attendees, over half of whom are government, the Excellence.Gov Awards celebrates the accomplishments of federal program managers who are doing the work and making the day-to-day decisions on exceptional programs that are making government work more effectively. This is an exclusive and unique opportunity to be one of only 6 Event Sponsors while receiving wide-spread visibility for your company showcasing yourself as a leader in the e-Gov space.

Small Business Conference, 2010 **Platinum, Gold and Silver**

Small Business Conference Sponsorships

1. Platinum Sponsor (\$5,500):

- 2 complimentary conference registration
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- One company ad prominently displayed during the conference and in the registration packet
- Advance opportunity to register for the Lunch with Leaders during the conference
- Receive an advance copy of the SBC attendee list with full contact information
- Company logo displayed on the ACT-IAC website
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more
- Opportunity to exhibit during the conference

2. Gold Sponsor (\$3,500):

- 1 Complimentary registration and \$75 off additional registrations
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company logo displayed on the ACT-IAC website
- Receive an advance copy of the SBC attendee list
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

3. Silver Sponsor (\$1,500)

- 1 Complimentary registration
- Company logo displayed on all signs and banners throughout the conference
- A detailed company profile with logo in the conference program
- Company logo displayed on the ACT-IAC website
- Invitation to attend the Appreciation Reception later in the year- a fantastic opportunity to network with all ACT-IAC conference government speakers, ACT-IAC Leadership, planning committee members and more

4. Exhibitor (\$1,000)

- 6' Tabletop exhibit will include, two chairs, one wastebasket, and one easel
- Electricity will be available, all other AV is available for an additional fee
- Exhibits will be located in an area of high exposure during registration, breakfast, breaks, and the reception
- Each exhibit will receive one (1) complimentary staffing exhibitor pass. Each exhibiting company may purchase additional attendee registrations at the regular price
- Listing in the official conference program. Including company description and logo (if confirmed before 3/13)
- Recognition in the exhibitor appreciation section of the website with a hyper link to your company website
- Special exhibitor name badge ribbons for company representatives to wear at the conference

Excellence.Gov Awards, 2010

Excellence.Gov Event Sponsor (6 Sponsorships Available)

\$6,500

- Company Logo on ACT-IAC Excellence.Gov Website.
- Recognition/Mention in all Excellence.Gov press releases (minimum of 3).
- Table for 8 at the Excellence.Gov Awards Luncheon.
- Corporate recognition on screen before and after Awards Luncheon.
- Ability to present one of the five winner presentations or provide welcome/closing remarks.
- Company Logo and full page advertisement in the Awards Luncheon Program (advertisement must be camera ready).
- Corporate recognition on all tables at the awards luncheon.
- Corporate recognition at the Winners Panel Discussion (Post award event).

Excellence.Gov Program Ad (Limited Availability)

\$500

- Option to purchase a half page ad in the Excellence.gov program (advertisement must be camera ready)

ACT-IAC Sponsorship Opportunities, 2010



À La Carte Sponsorships

ACT-IAC sponsorships are designed to provide your company with unparalleled exposure at all of our conferences and events. In addition to our conference sponsorships, ACT-IAC has the following options available as an à la carte purchase for each of our events.

If you would like to sponsor any of the following items, or have an idea for a sponsorship which you do not see below, please contact Charlene Nieman at 703-208-4800 x205 and we will work with you to design the sponsorship that is right for you.

- CD (with customized CD label) to hold conference materials- a great takeaway!!
- Lanyards
- Tote Bags
- Hotel Key Cards*
- Your customized piece delivered to attendees with their morning paper*
- Turn Down Service- confections with turndown service*

*may vary depending on hotel



2010 SPONSORSHIP COMMITMENT FORM

Company and Official Sponsorship POC

(All Official Communications concerning sponsorships will be through the POC)

Name: _____

Company (will be listed as written): _____

Phone: _____ Fax: _____ Email: _____

Authorizing Signature

Additional Billing or Contact (All Invoices will be sent to this contact):

Name: _____

Phone: _____ Fax: _____ Email: _____

Conference Sponsorship (check box) _____

- Small Business Conference Excellence.Gov Awards Management of Change Conference (MOC)
- Executive Leadership Conference Golf

LEVEL

- PLATINUM GOLD SILVER

Amount \$ _____

All Silver Sponsorships are subject to revenue verification. A 25% deposit (nonrefundable) required 30 days after signing contract. Final payment due 45 days before conference or your sponsorship will be cancelled. **Any cancellations must be made NO LATER than 45 days before an event and the Sponsorship Cancellation Form must be filled out and approved by ACT-IAC. PLEASE FAX OR EMAIL COMPLETED FORM TO: Charlene Nieman at 703-208-4800 ext. 205 or email cnieman@actgov.org Federal ID NO.: 68-0021**

Contact Charlene Nieman at 703-208-4800 ext 205 or cnieman@actgov.org