



in partnership with GovernmentCIO Media & Research

Live Event with Content Marketing Component:
CXO Tech Forum – AI & Big Data in Government

Thursday, December 5, 2019

Observation Deck at CEB Tower • Arlington, VA

This Marketing Effort includes:

- Panelist slot on government panel
- Professional Video Interview for content marketing
- Full-page program ad
- Premier onsite signage
- Tabletop exhibit space
- Registration List with Contact Info (opt-in)

And it provides:

- Face-to-face networking with government influencers & decision makers
- Thought leadership
- Branding & Awareness
- Government end-user lead gen
- Content Marketing Collateral

Overview

The CXO Tech Forum, hosted by Government CIO Media & Research, is a half-day event drawing government and systems integrator attendees to hear perspectives and commentary on technology topics. According to Government CIO Media & Research, 60% of attendees are decision-makers at government agencies.

The Gold-level sponsorship features a panelist slot with government officials on the topic of Artificial Intelligence and Big Data, as well as a custom video interview that can be used for content marketing purposes. Panel prep calls and onsite networking time also provide the sponsor the opportunity to build/strengthen relationships with the government panelists.

This marketing initiative positions sponsors as **thought leaders**, as well as providing **branding, awareness, and lead generation**. The video interview can be leveraged as **content marketing** on sponsor websites and as part of **social media outreach**.

Click here to see information on the [2018 AI & Big Data event](#).

immixGroup can assist with post-event outreach to the event's attendees.



Sponsorship—\$30,000 (~~Four~~ Three Available)

Sponsorship is available on a first-come, first-served basis. Due to the close-collaboration nature of these events, immixGroup reserves the right to limit participation to non-competing manufacturers.

Sponsors will receive:

- Participation on panel by one high-level company representative
- One custom video interview
- Full-page ad in printed program
- Premier onsite signage
- Tabletop exhibit space
- Registration list with contact info (opt-in)

**For specific availability or to take advantage of this sponsorship opportunity,
please contact your immixGroup marketing contact or
Jordan Schlosser at 571-265-3719 / jordan.schlosser@immixgroup.com.**