

PSC
2017

CONFERENCE SPONSORSHIP
OPPORTUNITIES



ANNUAL
CONFERENCE

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APRIL 23-25, 2017



ABOUT ANNUAL CONFERENCE

PSC's Annual Conference brings together more than 400 industry executives and government officials to examine the most important issues facing the government professional and technology services industry. With an established and highly regarded brand, the PSC Annual Conference offers your company a myriad of options to help you gain exposure among your peers, teaming partners, and government and agency customers. Our sponsorship opportunities range from conference-wide recognition to targeted branding opportunities, all at a variety of investment levels to match any budget. So take a moment and evaluate the options below and be sure to let us know if you have any questions. We hope to see you at the Annual Conference in April!

PAST SPEAKERS

Robert Work, Deputy Secretary, U.S. Department of Defense

Glen Bolger, Partner & Co-Founder, Public Opinion Strategies

Michael Hayden, Former Director of the NSA and CIA

Kevin Hassett, Senior Fellow and Director of Economic Policy Studies, American Enterprise Institute

Robert Zoellick, Former President of the World Bank Group

Phillip Mudd, Senior Research Fellow, New America Foundation, First Deputy Director of the National Security Branch (NSB), and Former Deputy Director of the CIA's Counterterrorism Center

Michal Chertoff, Former Secretary, U.S. Department of Homeland Security

Steven VanRoekel, Federal Chief Information Officer and Administrator, Office of Electronic Government, OMB

Lt. Gen. Michael Flynn, Former Director, Defense Intelligence Agency

Russ Deyo, Under Secretary for Management, U.S. Department of Homeland Security

ANNUAL CONFERENCE DEMOGRAPHICS

400+ attendees representing over 230 companies.

C-Suite attendance: 28%

Small companies: 18%

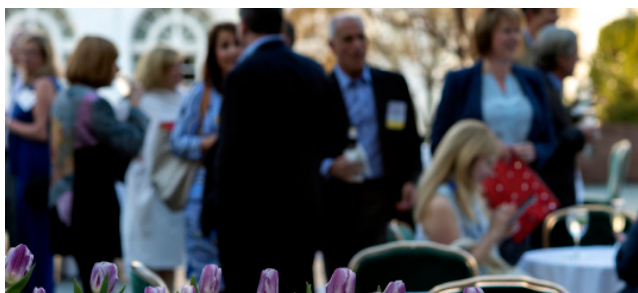
Medium companies: 57%

Large companies: 25%



CONFERENCE-WIDE SPONSORSHIPS

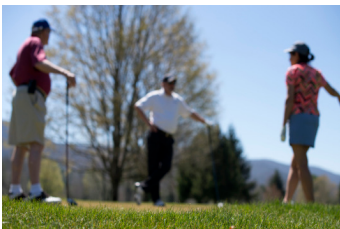
BENEFITS	DIAMOND \$15,000 LIMIT 12	PLATINUM \$10,000 LIMIT 15	GOLD \$5,000 LIMIT 10	SILVER \$2,500 LIMIT 10
Complimentary conference registrations	2	2	50% off 1	
Opportunity to have onsite table top booth OR a thought leadership piece included in compendium				
Brand recognition in ballroom				
Logo on large standing banner outside of ballroom		 2 BANNERS		
Logo on digital displays outside of ballroom				
Logo printed on conference bag				
Opportunity to include item in conference bag (must be approved by PSC)				
Recognition in PSC newsletter				
Recognition in conference daily digest emails delivered to all registrants				
Recognition in conference mobile app				
Logo on conference marketing				
Linked logo to your website on conference webpage				
Verbal recognition at conference				
Mention on social media				
Recognition on sponsor list				
Recognition in intelligence report				
Listing on PSC Annual Conference webpage				



CONFERENCE ACTIVITY SPONSORSHIPS

Annual Conference Activity Sponsorships allow your company to target your exposure to the individual conference events that hit your target market. Whether it's a networking event, happy hour or social activity, you'll find a wide variety of ways to brand the conference event and give your company maximum exposure.

GOLF TOURNAMENT	\$8,000	LIMIT 4
<ul style="list-style-type: none"> • Two complimentary golf registrations 	<ul style="list-style-type: none"> • Opportunity to provide branded golf items and prizes (golf balls, tees, towels) 	
<ul style="list-style-type: none"> • Recognition at prize holes (hole-in-one, longest drive and closest to pin) 	<ul style="list-style-type: none"> • Verbal recognition at conference 	
<ul style="list-style-type: none"> • Mention on social media 	<ul style="list-style-type: none"> • Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> • Recognition on sponsor list 		
WINE TOUR & TASTING	\$3,000	LIMIT 3
<ul style="list-style-type: none"> • One complimentary wine tour & tasting registration 	<ul style="list-style-type: none"> • Signage during activity 	
<ul style="list-style-type: none"> • Opportunity to provide branded gifts to wine tasting attendees 	<ul style="list-style-type: none"> • Recognition on sponsor list 	
<ul style="list-style-type: none"> • PSC-provided branded napkins during activity 	<ul style="list-style-type: none"> • Verbal recognition 	
<ul style="list-style-type: none"> • Listing on PSC's Annual Conference webpage 		
SUNDAY SOCIAL	\$6,000	LIMIT 3
<ul style="list-style-type: none"> • 50% off one complimentary conference registration 	<ul style="list-style-type: none"> • Verbal recognition at conference 	
<ul style="list-style-type: none"> • Opportunity to provide branded gifts 	<ul style="list-style-type: none"> • Mention on social media 	
<ul style="list-style-type: none"> • PSC-provided branded napkins at bar 	<ul style="list-style-type: none"> • Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> • Signage at the event 	<ul style="list-style-type: none"> • Recognition on sponsor list 	
MONDAY NETWORKING HAPPY HOUR	\$4,000	LIMIT 3
<ul style="list-style-type: none"> • PSC-provided branded napkins during happy hour 	<ul style="list-style-type: none"> • Verbal recognition at conference 	
<ul style="list-style-type: none"> • Signage at happy hour 	<ul style="list-style-type: none"> • Mention on social media 	
<ul style="list-style-type: none"> • Recognition on sponsor list 	<ul style="list-style-type: none"> • Listing on PSC's Annual Conference webpage 	



CONFERENCE ESSENTIALS SPONSORSHIPS

TECHNOLOGY ACCESS	\$10,000	LIMIT 1
<ul style="list-style-type: none"> Two complimentary conference registrations 	<ul style="list-style-type: none"> Recognition on select slides throughout the general session 	
<ul style="list-style-type: none"> Branded Wi-fi access code for all attendees (to be approved by PSC) 	<ul style="list-style-type: none"> Verbal recognition at conference 	
<ul style="list-style-type: none"> Signage at charging stations 	<ul style="list-style-type: none"> Mention on social media 	
<ul style="list-style-type: none"> Recognition on daily conference email to all attendees 	<ul style="list-style-type: none"> Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> Recognition on sponsor list 		
MOBILE APP	\$5,000	LIMIT 1
<ul style="list-style-type: none"> Logo featured on mobile site banner 	<ul style="list-style-type: none"> Recognition in emails promoting the app and mobile profile setup instructions 	
<ul style="list-style-type: none"> Signage at the conference 	<ul style="list-style-type: none"> Mention on social media 	
WILLIAMSBURG ACCESS	\$6,000	LIMIT 1
<ul style="list-style-type: none"> 1,000 company branded key cards to be used for room access for all registrants each day 	<ul style="list-style-type: none"> Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> Recognition on sponsor list 		
DAILY DIGEST EMAIL	\$5,000	LIMIT 2
<ul style="list-style-type: none"> Email advertisement with link to your website 	<ul style="list-style-type: none"> Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> Mention in daily conference digest email distributed to all attendees each day 	<ul style="list-style-type: none"> Recognition on sponsor list 	
THOUGHT LEADERSHIP COMPENDIUM	\$3,500	LIMIT 10
<ul style="list-style-type: none"> Maximum of five pages included in a booklet provided in all registration bags (submissions must be approved by PSC) 	<ul style="list-style-type: none"> Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> Mention in daily conference digest email distributed 	<ul style="list-style-type: none"> Featured in PSC Daily 	
<ul style="list-style-type: none"> Digital distribution to all members and posted on PSC webpage 	<ul style="list-style-type: none"> Recognition on sponsor list 	
CONFERENCE INTELLIGENCE REPORT	\$5,000	LIMIT 4
<ul style="list-style-type: none"> One page intelligence report advertisement 	<ul style="list-style-type: none"> Mention on social media 	
<ul style="list-style-type: none"> Opportunity to provide a quote about the conference in the report 	<ul style="list-style-type: none"> Recognition on sponsor list 	
<ul style="list-style-type: none"> Digital distribution to all members and posted on PSC webpage 		



FOOD & BEVERAGE SPONSORSHIPS

SUNDAY RECEPTION & DINNER	\$6,000	LIMIT 4
<ul style="list-style-type: none"> • 50% off 1 complimentary conference registration • Signage at reception • Verbal recognition at conference • PSC-provided branded napkins at bar 	<ul style="list-style-type: none"> • Mention on social media • Listing on PSC's Annual Conference webpage • Recognition on sponsor list 	
MONDAY NETWORKING BREAKFAST	\$4,000	LIMIT 3
<ul style="list-style-type: none"> • Signage at breakfast • Verbal recognition at conference • Recognition on sponsor list 	<ul style="list-style-type: none"> • Mention on social media • Listing on PSC's Annual Conference webpage 	
MONDAY LUNCHEON	\$8,000	LIMIT 1
<ul style="list-style-type: none"> • 1 complimentary conference registration • A senior company representative to introduce keynote speaker (No commercial speech allowed; script to be approved by PSC) • Signage during lunch • Mention on social media 	<ul style="list-style-type: none"> • Verbal recognition at conference • Listing on PSC's Annual Conference webpage • Recognition on sponsor list 	
MONDAY ALL-DAY BREAK SERVICE	\$4,500	LIMIT 2
<ul style="list-style-type: none"> • Signage at break services • PSC-provided branded napkins for break services 	<ul style="list-style-type: none"> • Verbal recognition at conference • Recognition on sponsor list 	
MONDAY RECEPTION	\$5,000	LIMIT 4
<ul style="list-style-type: none"> • PSC-provided branded napkins during reception • Signage at reception • Verbal recognition at conference 	<ul style="list-style-type: none"> • Mention on social media • Listing on PSC's Annual Conference webpage • Recognition on sponsor list 	
MONDAY BOTTLED WATER SERVICE	\$3,000	LIMIT 2
<ul style="list-style-type: none"> • Company branded bottled water for general session, break services and receptions 	<ul style="list-style-type: none"> • Recognition on sponsor list 	



TUESDAY NETWORKING BREAKFAST & BREAK		\$4,500	LIMIT 2
<ul style="list-style-type: none"> • PSC-provided branded napkins for break services • Signage at breakfast and break services • Verbal recognition at conference 		<ul style="list-style-type: none"> • Listing on PSC’s Annual Conference webpage • Recognition on sponsor list 	
TUESDAY BOX LUNCH SPONSOR		\$4,000	LIMIT 1
<ul style="list-style-type: none"> • Opportunity to provide branded gift to send attendees off with a full stomach—let them hit the road with a bite! • Recognition on sponsor list 		<ul style="list-style-type: none"> • Listing on PSC’s Annual Conference webpage 	
TUESDAY BOTTLED WATER SERVICE		\$2,500	LIMIT 2
<ul style="list-style-type: none"> • Company branded bottled water for general session, break services and receptions 		<ul style="list-style-type: none"> • Recognition on sponsor list 	



KEYNOTE SPONSORSHIPS

OPENING KEYNOTE	\$8,500	LIMIT 1
<ul style="list-style-type: none"> • One complimentary conference registration 	<ul style="list-style-type: none"> • Mention on social media 	
<ul style="list-style-type: none"> • A senior company representative to introduce keynote speaker (no commercial speech; script to be approved by PSC) 	<ul style="list-style-type: none"> • Verbal recognition at conference • Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> • Signage at sponsored event 	<ul style="list-style-type: none"> • Recognition on sponsor list 	
CLOSING KEYNOTE	\$6,000	LIMIT 1
<ul style="list-style-type: none"> • One complimentary conference registration 	<ul style="list-style-type: none"> • Mention on social media 	
<ul style="list-style-type: none"> • A senior company representative to introduce keynote speaker (no commercial speech; script to be approved by PSC) 	<ul style="list-style-type: none"> • Verbal recognition at conference • Listing on PSC's Annual Conference webpage 	
<ul style="list-style-type: none"> • Signage at sponsored event 	<ul style="list-style-type: none"> • Recognition on sponsor list 	



For more information contact:
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