

PSC
2017

CONFERENCE SPONSORSHIP

OPPORTUNITIES



VISION CONFERENCE

NOVEMBER 1-2, 2017



ABOUT VISION CONFERENCE

The Vision Federal Market Forecast Conference is the only non-profit federal market forecast that addresses the defense, civilian, and federal information technology markets. Hundreds of government decision makers and top-level industry executives convene to present and discuss the results of the Vision Federal Market Forecast.



VISION DEMOGRAPHICS

- Agency Leaders: 29%
- Mid-Level: 71%
- C-Suite/Executives: 20%
- Directors & Contracting Heads: 29%
- Business Development & Other Front-line Employees: 51%



CONFERENCE-WIDE SPONSORSHIPS

BENEFITS	VISIONARY \$13,000 LIMIT 5	INNOVATOR \$9,000 LIMIT 6	STRATEGIST \$4,000 LIMIT 12
Complimentary conference registrations	3	2	1
Logo on primary conference banner in general session room	☀️		
Recognition in PSC Daily (The PSC newsletter)	☀️		
Recognition in PSC conference daily digest emails delivered to all registrants	☀️		
Logo on diorama ad at the Ballston metro station	☀️		
Logo on window ad at the Tysons metro station	☀️		
Logo included in digital advertising	☀️		
Logo on large standing banner outside of ballroom	☀️	☀️ 2 BANNERS	
Logo on digital displays outside of ballroom	☀️	☀️	
Logo on conference marketing	☀️	☀️	
Verbal recognition at conference	☀️	☀️	
Tabletop display at conference	☀️	☀️	
Mention on social media	☀️	☀️	☀️
Logo and link to your website on PSC's Vision Conference webpage	☀️	☀️	☀️
Recognition on the sponsor list in conference program	☀️	☀️	☀️



CONFERENCE ESSENTIALS SPONSORSHIPS

CONFERENCE MOBILE APP		\$5,000	LIMIT 1
• Logo featured on the mobile site banner	• Mention on social media		
• Signage at the conference	• Listing on PSC's Vision Conference webpage		
• Logo on program ad for mobile app	• Recognition on sponsor list in conference program and intelligence report		
• Recognition in emails promoting the app and mobile profile setup instructions			
THOUGHT LEADERSHIP COMPENDIUM		\$700 - \$3,500	LIMIT 10
• 1-5 pages + cover page (submissions must be approved by PSC)	• Listing on PSC's Vision Conference webpage		
• Posted on webpage & digitally distributed	• Distributed to all attendees at conference		
• Featured in Vision Conference confirmation email	• Recognition on sponsor list in conference program and intelligence report		
Thought Leadership Compendium Sponsorship Pricing:			
a) 5 pages - \$3,500 b) 4 pages - \$2,800 c) 3 pages - \$2,100 d) 2 pages - \$1,400 e) 1 page - \$700			
DAILY DIGEST EMAIL		\$3,500	LIMIT 1
• Mention in daily conference digest email distributed to all attendees on your choice of days	• Recognition on sponsor list in conference program and intelligence report		
• Mention on social media	• Listing on PSC's Vision Conference webpage		
CONFERENCE PROGRAM		\$3,000	LIMIT 1
• Branding on cover of program brochure	• Listing on PSC's Vision Conference webpage		
• Mention on social media	• Recognition on sponsor list in conference program and intelligence report		
CONFERENCE ATTENDEE BAGS		\$2,500	LIMIT 1
• Logo recognition imprinted on bag	• Mention on social media		
• Bag distributed and available for every attendee	• Listing on PSC's Vision Conference webpage		
• Recognition on sponsor list in conference program and intelligence report			

CONFERENCE INTELLIGENCE REPORT	\$2,500	LIMIT 5
<ul style="list-style-type: none"> • Conference Intelligence Report advertisement • The opportunity to provide a quote about the conference in the report • Recognition on sponsor list in conference program 	<ul style="list-style-type: none"> • Mention on social media with report release • Listing on conference webpage 	
LIVE STREAM SPONSOR	\$10,000	LIMIT 1
<ul style="list-style-type: none"> • Two complimentary conference registrations • Branding recognition on livestream platform during broadcast of main stage sessions • Listing on PSC’s Vision Conference webpage 	<ul style="list-style-type: none"> • Mention on social media • Verbal recognition • Recognition on sponsor list in conference program & intelligence report 	

FOOD & BEVERAGE SPONSORSHIPS

LUNCHEON	\$6,500	LIMIT 2 (1 EACH DAY)
<ul style="list-style-type: none"> • One complimentary conference registration • A senior company representative to introduce luncheon speaker or panel (No commercial speech allowed; script to be approved by PSC) • Signage during lunch • Recognition in emails promoting the app and mobile profile setup instructions 	<ul style="list-style-type: none"> • Listing on PSC’s Vision Conference webpage • Verbal recognition at conference • Recognition on sponsor list in conference program and intelligence report • Mention on social media 	
ALL-DAY BREAK SERVICE	\$3,500	LIMIT 2 (1 EACH DAY)
<ul style="list-style-type: none"> • Signage at break service • PSC-provided branded napkins for break services • Verbal recognition at conference 	<ul style="list-style-type: none"> • Listing on PSC’s Vision Conference webpage • Recognition on sponsor list in conference program • Mention on social media 	

NETWORKING BREAKFAST		\$2,000	LIMIT 4 (2 EACH DAY)
• Signage at break service	• Listing on PSC's Vision Conference webpage		
• Verbal recognition at conference	• Recognition on sponsor list in conference program		
• Mention on social media			
BOTTLED WATER SERVICE		\$3,000	LIMIT 4 (2 EACH DAY)
• Branding on bottled water at breakfast & breaks	• Listing on PSC's Vision Conference webpage		
• Mention on social media	• Recognition on sponsor list in conference program		



KEYNOTE SPONSORSHIPS

OPENING KEYNOTE		\$7,000	LIMIT 2 (1 EACH DAY)
• One complimentary conference registration	• Mention on social media		
• A senior company representative to introduce keynote speaker (no commercial speech; script to be approved by PSC)	• Verbal recognition at conference		
• Signage at sponsored event	• Recognition on sponsor list in conference program		
• Listing on PSC's Vision Conference webpage			