# VISION CONFERENCE

*October 29-30, 2018 / Fairview Park Marriott / Falls Church, VA*

The 54th Annual Vision Federal Market Forecast is the only non-profit federal market forecast that addresses the defense, civilian, and federal IT markets. The Forecast, released at the annual Vision Conference, delivers insights from hundreds of government executives, think tank experts, congressional staff and Wall Street analysts who take part in non-attribution interviews. It also provides a concise, quantifiable assessment of the budgets, programs, priorities, and issues in a rapidly changing environment.

**VISION**
**FEDERAL MARKET FORECAST**

| **300+** Government Contracting Executives | **10k+** Media Impressions | **200,000+** Social Media Impressions | **80,000+** Email Subscribers |
| --- | --- | --- | --- |

## Social

🐦 **20,000+** accounts reached

🐦 **200+** #VisionForecast tweets

## Audience

**30+** Government Agencies

**140+** GovCon Companies

**25%** C-Suite

**19** Members of the Media

## Sponsorship Opportunities

Sponsorships range from $400 - $6,000. Customized sponsorships also available to meet your business needs and budget. For more information contact Joe Carden at carden@pscouncil.org or 703-875-8059.

## Past Speakers

*The Honorable Robert Daigle Director, Cost Analysis and Program Evaluation, Office of the Secretary of Defense*

*Lesley Anne Field, Acting Administrator for Federal Procurement Policy, Office of Management and Budget*

*Gordon Gray, Director of Fiscal Policy, American Action Forum*

## Media Mentions

ID INSIDE DEFENSE

Nextgov

fedscoop

FCW THE BUSINESS OF FEDERAL TECHNOLOGY

POLITICO

Bloomberg GOVERNMENT

Washington Technology

Visit www.visionforecast.org or contact Joe Carden at carden@pscouncil.org for sponsorship information.

# 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

| EXHIBITOR | $3,500 | LIMIT 3 |
|---|---|---|

- Table top display outside ballroom
- Listing on conference website
- Listing in conference program and post conference intelligence report

| 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 | $2,500 | 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



VISION
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| 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 | | |

| DIGITAL REPLAY | $2,500 | LIMIT 2 |
|---|---|---|
| • Sponsor logo displayed at the beginning of replay | • Posted on webpage & distributed to members | |
| • Up to 10 second sponsor ad at the end of replay (specs 1920x1080px) | • Recognition on sponsor list in conference program | |
| • Listing on conference webpage | • Mention on social media | |

| LIVE STREAM SPONSOR | $5,000 | LIMIT 2 |
|---|---|---|
| • Two complimentary conference registrations | • Mention on social media | |
| • Branding recognition on livestream platform during broadcast of main stage sessions | • Verbal recognition | |
| • Listing on PSC's Vision Conference webpage | • Recognition on sponsor list in conference program & intelligence report | |

# FOOD & BEVERAGE SPONSORSHIPS

| LUNCHEON | $6,000 | LIMIT 2 (1 EACH DAY) |
|---|---|---|
| • One complimentary conference registration | • Listing on PSC's Vision Conference webpage | |
| • A senior company representative to introduce luncheon speaker or panel (No commercial speech allowed; script to be approved by PSC) | • Verbal recognition at conference | |
| • Signage during lunch | • Recognition on sponsor list in conference program and intelligence report | |
| • Recognition in emails promoting the app and mobile profile setup instructions | • Mention on social media | |

| ALL-DAY BREAK SERVICE | $3,500 | LIMIT 2 (1 EACH DAY) |
|---|---|---|
| • Signage at break service | • Listing on PSC's Vision Conference webpage | |
| • PSC-provided branded napkins for break services | • Recognition on sponsor list in conference program | |
| • Verbal recognition at conference | • 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 | $6,500 | 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 | | |

For more information contact:
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