

PSC
2019

CONFERENCE SPONSORSHIP

OPPORTUNITIES

**ANNUAL
CONFERENCE**

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APRIL 7-9, 2019



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

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

ANNUAL CONFERENCE DEMOGRAPHICS

450+ 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 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	●			
Linked logo to your website on conference webpage	●	●		
Logo on large standing banner outside of ballroom	●	● 2 BANNERS		
Logo on conference marketing	●	●		
Logo on digital displays outside of ballroom	●	●	●	
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
• Two complimentary golf registrations	• Opportunity to provide branded golf items and prizes (golf balls, tees, towels)		
• Recognition at prize holes (hole-in-one, longest drive)	• Verbal recognition at conference and closest to pin)		
• Mention on social media	• Listing on PSC's Annual Conference webpage		
• Recognition on sponsor list			
WINE TASTING		\$3,000	LIMIT 2
• 1 free wine tasting registration	• Listing on PSC's Annual Conference webpage		
• PSC-provided branded napkins	• Verbal recognition at conference		
• Opportunity to provide branded gifts/prizes	• Signage at the event		
• Mention on social media	• Recognition on sponsor list		
SUNDAY SOCIAL		\$7,000	LIMIT 4
• 50% off one complimentary conference registration	• Verbal recognition at conference		
• Opportunity to provide branded gifts	• PSC-provided branded napkins at bar		
• Signage at the event	• Listing on PSC's Annual Conference webpage		
• Mention on social media	• Recognition on sponsor list		
BOWLING COMPETITION		\$3,000	LIMIT 2
• 2 free bowling registrations	• Listing on PSC's Annual Conference webpage		
• Verbal recognition at conference	• Signage at event		
• Opportunity to provide branded gifts/prizes	• Recognition on sponsor list		
• Mention on social media			

SPORTING CLAYS		\$3,000	LIMIT 1
• 1 free shooting registration		• Verbal recognition at conference	
• Opportunity to provide branded gifts/prizes		• Listing on PSC's Annual Conference webpage	
• Signage at the event		• Recognition on sponsor list	
• Mention on social media			
MONDAY: CASINO AFTER HOURS		\$6,000	LIMIT 3
• 50% off one complimentary conference registration		• Verbal recognition at conference	
• Opportunity to provide branded gifts		• PSC-provided branded napkins at bar	
• Signage at the event		• Listing on PSC's Annual Conference webpage	
• Mention on social media		• Recognition on sponsor list	
MONDAY: NETWORKING HAPPY HOUR		\$4,000	LIMIT 3
• PSC-provided branded napkins during happy hour		• Mention on social media	
• Verbal recognition at conference		• Recognition on sponsor list	
• Signage at happy hour		• Listing on PSC's Annual Conference webpage	

CONFERENCE ESSENTIALS SPONSORSHIPS

TECHNOLOGY ACCESS		\$10,000	LIMIT 1
• Two complimentary conference registrations		• Recognition on select slides throughout the general session	
• Branded Wi-fi access code for all attendees (to be approved by PSC)		• Verbal recognition at conference	
• Signage at charging stations		• Listing on PSC's Annual Conference webpage	
• Recognition on daily conference email to all attendees		• Recognition on sponsor list	
• Mention on social media			

MOBILE APP	\$5,000	LIMIT 1
• Logo featured on mobile site banner	• Recognition in emails promoting the app and mobile profile setup instructions	
• Mention on social media	• Signage at the conference	
RESORT ACCESS	\$6,000	LIMIT 1
• 1,000 company branded key cards to be used for room access for all registrants each day	• Listing on PSC's Annual Conference webpage	
• Recognition on sponsor list		
DAILY DIGEST EMAIL	\$5,000	LIMIT 2
• Email advertisement with link to your website	• Listing on PSC's Annual Conference webpage	
• Mention in daily conference digest email distributed to all attendees each day	• Recognition on sponsor list	
THOUGHT LEADERSHIP COMPENDIUM	\$700 per page	LIMIT 10
• Email advertisement with link to your website	• Listing on PSC's Annual Conference webpage	
• Professionally printed and bound and provided in all registration bags (submissions must be approved by PSC)	• Mention in daily conference digest email distributed	
• Featured in PSC Daily	• Recognition on sponsor list	
• Digital distribution to all members and posted on PSC webpage		
CONFERENCE INTELLIGENCE REPORT	\$5,000	LIMIT 4
• One page intelligence report advertisement	• Listing on PSC's Annual Conference webpage	
• Opportunity to provide a quote about the conference in the report	• Digital distribution to all members and posted on PSC webpage	
• Mention on social media	• Recognition on sponsor list	



FOOD & BEVERAGE SPONSORSHIPS

SUNDAY RECEPTION & DINNER		\$6,000	LIMIT 4
• 50% off 1 complimentary conference registration	• Listing on PSC's Annual Conference webpage		
• PSC-provided branded napkins at bar	• Signage at reception		
• Verbal recognition at conference	• Recognition on sponsor list		
• Mention on social media			
MONDAY NETWORKING BREAKFAST		\$4,000	LIMIT 3
• Signage at breakfast	• Listing on PSC's Annual Conference webpage		
• Verbal recognition at conference	• Recognition on sponsor list		
• Mention on social media			
MONDAY LUNCHEON		\$8,000	LIMIT 1
• 1 complimentary conference registration	• A senior company representative to introduce keynote speaker (No commercial speech allowed; script to be approved by PSC)		
• Verbal recognition at conference	• Listing on PSC's Annual Conference webpage		
• Signage during lunch	• Recognition on sponsor list		
• Mention on social media			
MONDAY ALL-DAY BREAK SERVICE		\$4,500	LIMIT 2
• Signage at break services	• Verbal recognition at conference		
• PSC-provided branded napkins for break services	• Recognition on sponsor list		
• Mention on social media			
MONDAY RECEPTION		\$6,000	LIMIT 3
• PSC-provided branded napkins during reception	• Verbal recognition at conference		
• Signage at reception	• Listing on PSC's Annual Conference webpage		
• Mention on social media	• Recognition on sponsor list		

MONDAY BOTTLED WATER SERVICE		\$3,000	LIMIT 2
• One page intelligence report advertisement	• Recognition on sponsor list		
• Company branded bottled water for general session, break services and receptions	• Digital distribution to all members and posted on PSC webpage		
• Mention on social media	• Recognition on sponsor list		
TUESDAY NETWORKING BREAKFAST & BREAK		\$4,500	LIMIT 2
• PSC-provided branded napkins for break services	• Listing on PSC’s Annual Conference webpage		
• Signage at breakfast and break services	• Verbal recognition at conference		
• Mention on social media	• Recognition on sponsor list		
TUESDAY BOX LUNCH SPONSOR		\$4,000	LIMIT 1
• Opportunity to provide branded gift to send attendees off with a full stomach—let them hit the road with a bite!	• Listing on PSC’s Annual Conference webpage		
• Mention on social media	• Recognition on sponsor list		
TUESDAY BOTTLED WATER SERVICE		\$2,500	LIMIT 2
• PSC-provided branded napkins for break services	• Company branded bottled water for general session, break services and receptions		
• Mention on social media	• Recognition on sponsor list		



KEYNOTE SPONSORSHIPS

OPENING KEYNOTE		\$8,500	LIMIT 1
• One complimentary conference registration		• Verbal recognition at conference	
• A senior company representative to introduce keynote speaker (no commercial speech; script to be approved by PSC)		• Listing on PSC's Annual Conference webpage	
• Signage at sponsored event		• Recognition on sponsor list	
• Mention on social media			
CLOSING KEYNOTE		\$6,000	LIMIT 1
• One complimentary conference registration		• Verbal recognition at conference	
• A senior company representative to introduce keynote speaker (no commercial speech; script to be approved by PSC)		• Listing on PSC's Annual Conference webpage	
• Signage at sponsored event		• Recognition on sponsor list	
• Mention on social media			



For more information contact:
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