

2016 SPONSORSHIP OPPORTUNITIES

CIO100

SYMPOSIUM & AWARDS CEREMONY

AUGUST 14-16, 2016 | TERRANEA RESORT
RANCHO PALOS VERDES, CALIFORNIA

Organizations are constantly looking for ways to improve efficiencies to grow competitive advantage. This two and a half day executive-level symposium focuses on how to develop, implement and capitalize on innovation, through keynotes, sessions, roundtables and briefings facilitated by IT and business experts and the CIO 100 honorees.

In addition, the CIO 100 Symposium takes time to recognize and celebrate the top 100 innovative companies of the year who have been identified by the CIO editorial team. These honorees are recognized during the CIO 100 Awards Ceremony and Gala, which is highly attended by honorees and executive conference participants.

Produced by



in association with sister organization





INVITATION TO SPONSOR

The annual CIO 100 Symposium & Awards Ceremony is a unique opportunity for you to create significant brand image and awareness for your company among influential information technology executives. By providing face-to-face networking time—on a formal and informal basis—this Symposium allows you to position yourself as a technology leader, educate attendees about your solutions and learn their challenges and priorities.

The CIO 100 Symposium speaks directly to the reality of how IT organizations everywhere are evolving and where CIOs are concentrating their resources to take advantage of future opportunities. This legendary event also showcases the 2016 winners of the prestigious CIO 100 awards, which honor a range of innovative projects that solve some of the toughest business problems.

This Symposium is an important part of the CIO brand portfolio—the engine which forms and drives the CIO community. Because of our deep involvement with this community, CIO is the trusted source to bring together leading thinkers and practitioners to connect with each other and to focus on tools and counsel to become more effective leaders, elevate the stature of the role within the business, develop IT staff and keep abreast of technology trends that show business promise.

We look forward to you joining us for the 2016 CIO 100 Symposium & Awards Ceremony and helping you to meet your event marketing and sales goals.

Regards,

A handwritten signature in black ink that reads "Adam Dennison". The signature is fluid and cursive.

Adam Dennison
SVP and Publisher
CIO

TECHNOLOGY TOPICS

- ▶ Enterprise Mobility
- ▶ Predictive Analytics / Big Data Management
- ▶ Social / Customer Experience / Collaboration
- ▶ Public/Hybrid Cloud / Infrastructure
- ▶ Cyber Security / Risk Management

NETWORKING TIME

Networking is fundamental to peer-learning, therefore the CIO 100 Symposium agenda is designed to maximize networking opportunities with fellow attendees and sponsors.

Sponsors have informal as well as structured opportunities to interact with attendees during concurrent sponsor breakout presentations, plus numerous facilitated networking opportunities, evening events and sponsor-hosted activities.

CONTENT FOCUS

IT INNOVATION. C-SUITE COLLABORATION. BUSINESS IMPACT.

The future of business is under construction everywhere, with IT innovation as its chief architect. The tech industry is exploding with new products and services in social collaboration tools, mobility, predictive analytics and the cloud. The “customer experience” -- once the sole province of marketing and sales -- nowadays belongs to IT leaders, as well.

But most important of all is the state of the C-suite. Those companies with the most strongly aligned, collaborative senior executives will be the ones outpacing their rivals in the race to digitize business. How can IT organizations do a better job of innovating and driving business transformation? How can CIOs unify their C-suites around digital strategies that assure greater success? The CIO 100 Symposium is the place to find those answers.

SAMPLE AGENDA

Sample one-day agenda notes informal networking time as well as structured sponsor interaction with attendees.

7:00 AM–8:00 AM	Networking Breakfast
8:00 AM–8:15 AM	Welcome & Opening Remarks
8:15 AM–9:15 AM	Opening Keynote
9:15 AM–9:45 AM	General Session
9:45 AM–10:15 AM	General Session/Panel
10:15 AM–10:45 AM	Networking & Refreshment Break
10:45 AM–11:15 AM	Business Technology Briefing
11:20 AM–12:10 PM	CIO Featured Presentation
12:15 PM–1:45 PM	Networking Lunch
1:45 PM–3:00 PM	General Session/Workshop
3:00 PM–3:45 PM	Underwriter Main Stage Interview
3:45 PM–4:15 PM	Networking & Refreshment Break
4:15 PM–5:00 PM	Closing Keynote
5:30 PM–6:30 PM	CIO 100 Networking Reception
6:30 PM–8:30 PM	Black-tie Dinner & Presentation of the CIO 100 Awards
8:30 PM–10:30 PM	CIO 100 After-Dinner Dessert Reception

- Informal and formal sponsor networking and content presentations are highlighted in red.

CIO 100 AUDIENCE

The CIO audience consistently rates peer-to-peer networking opportunities as one of the top reasons they attend our events. Therefore, all attendees must be senior level executives (i.e., CIOs, CSOs, CISOs, VPs, etc.) or their equivalent; involved in the purchase, evaluation or recommendation of IT or security products/services; and/or responsible for security policy within their organizations. Not qualified to attend are analysts, venture capitalists, sales, marketing or consulting staff from non-sponsoring vendor companies. Additional criteria for qualification are available upon request.

AUDIENCE PROFILE

- ▶ 300 CIOs and Senior IT Executives
- ▶ \$8.5 Billion Average Annual Company Revenue
- ▶ \$234 Million Average Annual IT Budget
- ▶ 59% hold CIO or VP level titles
- ▶ 20k Average Number of Employees at Company

Source: CIO 100 Symposium Executive Summary, August 2014

SYMPOSIUM RATINGS

- ▶ 100% rated the peer networking opportunities good to excellent.
- ▶ 98% rated the sponsor networking opportunities good to excellent.
- ▶ 99% rated the overall event experience good to excellent.
- ▶ 97% would recommend the CIO 100 Symposium to their colleagues.

Source: CIO 100 Symposium Executive Summary, August 2014

Sample On-site Title/Company List from 2014 Event

CIO Aerospace Corp.	CIO Glasses.com
EVP & CTO Afilias	CIO Jet Propulsion Laboratory
CIO AT&T	Group CIO & VP, IT Johnson & Johnson
CIO Bankers Financial Corporation	VP & CIO Raytheon
CIO Cancer Treatment Centers of America	VP & CIO The MITRE Corporation
CIO & SVP of Product Cars.com	CIO The New York Times Co.
CIO, VP Citizens Bank & Trust	Deputy CIO The White House
EVP & CTO Cox Communications, Inc.	VP & CIO Toyota Financial Services
EVP & CIO DIRECTV	VP, IT Verizon
CIO E & J Gallo Winery	VP & CIO Veterinary Pet Insurance



CIO 100 AWARDS

The CIO 100 Awards identify and honor 100 organizations that have distinguished themselves by creating business value through the effective and innovative use of IT.

In 2016, to be considered for the 29th annual CIO 100 Awards, organizations are required to fill out an online application form. Teams of CIO judges review the applications and debated their merits, then vote on the final 100. The final CIO 100 Awards are presented to the honorees at a special gala reception, dinner and awards presentation held during the CIO 100 Symposium.

2015 CIO 100 Honorees

- | | | |
|---|--|---|
| Accenture | Enterprise Integration | RainTree Oncology Services |
| Access Health CT | Federal Communications Commission | Rockford Health System |
| AECOM | FedEx Corp. | Sedgwick Claims Management Services Inc. |
| AES Corp. | Freescall Semiconductor Inc. | Shook, Hardy & Bacon LLP |
| ALG Travel | General Motors Co. | Southwest Airlines Co. |
| Akin Gump Strauss Hauer & Feld LLP | Harley-Davidson Inc. | SquareTwo Financial |
| Amalgamated Security Services Ltd., Geographic Information Systems Unit | Harry Rosen Inc. | State of Indiana |
| American Cancer Society | HDFC Standard Life Insurance Co. | State of Utah |
| ARI | Hearst Newspapers | SunTrust Banks Inc. |
| Arizona Department of Education | Heartland Express | Synchrony Financial |
| AT&T Inc. | Hilton Worldwide Inc. | The Boeing Co. |
| Avnet Inc. | IBM | The Clorox Co. |
| Boston Heart Diagnostics Corp. | Jersey Mike's Subs | The Coca-Cola Co. |
| Brady Corp. | Jet Propulsion Laboratory | The George Washington University |
| Cancer Treatment Centers of America | JetBlue Airways Corp. | The Kroger Co. |
| Celestica Inc. | Johnson Controls Inc. | The Metropolitan Museum of Art |
| Celgene Corp. | Kaiser Permanente | The University of Chicago Medicine |
| Cisco Systems Inc. | Kennametal Inc. | The Vanguard Group Inc. |
| City and County of San Francisco | Kindred Healthcare | The World Bank Group |
| City of Jacksonville, Fla. | Land O'Lakes Inc. | TIAA-CREF |
| City of Philadelphia | LPL Financial | Toyota Motor Sales U.S.A. Inc. |
| Cognizant Technology Solutions Corp. | Maersk Line A/S | Turner Industries Group |
| Colorado Department of State | Marriott International Inc. | U.S. Air Force, District of Washington, 844th Communication Group |
| Crawford & Co. | Mercy Health | U.S. Department of Homeland Security |
| CUNA Mutual Group | Metro Health Hospital | U.S. Department of State |
| CVS Health | Ministry of Economic Affairs and Communications of Estonia | Universal Weather & Aviation Inc. |
| Dell Inc. | Monsanto Co. | Verizon Consumer and Mass Business Operations |
| DHL Express Americas | New Jersey Turnpike Authority | Verizon Wireless |
| Discover Financial Services | Oregon Mutual Insurance | VTM Group |
| DTZ | Owens Corning | Wagner Logistics |
| E.&J. Gallo Winery | Pacific Gas and Electric Co. | Whirlpool Corp. |
| Eaton Corp. | Parsons Corp. | Yale New Haven Health Services Corp. |
| Eli Lilly and Co. | PPG Architectural Coatings | |
| | Progressive Insurance | |
| | PSCU Inc. | |

“The CIO 100 Symposium reaffirmed that there are several common challenges facing Information Technology regardless of industry or size. What a great venue to see, share and celebrate the world-class solutions developed by the organizations that participated in the symposium.”

DAN BOEHM
DIRECTOR, IT
CHROMALOX, INC.
CIO 100 ATTENDEE

UNDERWRITER

\$325,000

“The CIO 100 symposium enables engaging your peers in a closed environment for candid discussions of critical business technologies that drive value.”

BRANDON BROWN
CIO
TRIDENT MARKETING
CIO 100 ATTENDEE

MORE INFORMATION

Contact your CIO sales executive:

ciomediakit.com/contacts

SPONSORSHIP OPPORTUNITIES

Underwriter Benefits

As the CIO 100 Symposium Underwriter you will receive exposure, in addition to the sponsor benefits, with this elite group of IT executives through the CIO 100 Awards ceremony.

Awareness > Pre-Event

- Link to Symposium website sponsor page in all event marketing outreach
- Technology Briefing title included in Symposium brochure and title and description included on Symposium website
- Company logo, URL and 100-word company description on the Symposium website
- Twenty complimentary registrations for key prospects or customers
- Five complimentary registrations for sponsor company executives/staff
- One complimentary registration for Technology Briefing speaker
- Weekly attendee registration updates, which includes name, title and company (reports begin 5 weeks prior to Symposium)
- Sponsor to receive the CIO 100 honoree recipient list thirty (30) days prior to Symposium
- One-time use of pre-registrant list for pre-Symposium marketing initiatives (through an approved third-party mail house, paid by sponsor)
- Customized audience acquisition program: One custom invitation (pdf) for sponsor

Networking > On-Site Visibility

- Kiosk provided for company networking/display area
- Opportunity for attendee room drop
- Company logo displayed in on-site signage and main stage logo loop and featured in the event mobile app
- 4C, full page advertisement in the Symposium on-site program directory
- Welcome letter from company executive included in on-site program directory
- Company description (100 words) and briefing description in Symposium on-site directory

Awards > CIO 100 Awards

- Opportunity for executive to toast all of the honorees during the gala
- Logo on CIO 100 award signage and dinner program highlighting award's underwriter
- Exclusive sponsorship of the Dessert Reception following awards ceremony

Thought Leadership > Speaking

- 30-minute main stage speaking opportunity scheduled into Symposium agenda
- 30-minute Technology Briefing scheduled into the Symposium agenda, concurrent with other sponsor sessions
- Speaker photo/bio listed on Symposium website

Lead Follow Up > Post-Symposium

- Technology Briefing presentation hosted on Symposium website
- Post-Event Executive Summary
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey
- Use of final attendee list for three-time post show follow up (through an approved third-party mail house, paid by sponsor)
- Sponsor session evaluation results
- Full contact information for live event attendees.*

* CONTACT INFORMATION WILL INCLUDE NAME, TITLE, COMPANY, PHONE AND EMAIL ADDRESS. SPONSORS ARE RESTRICTED TO THREE TIME USAGE OF CONTACT DETAILS. ALL EMAIL CONTACT WITH ATTENDEES MUST COMPLY WITH THE U.S. CAN-SPAM ACT.

CORPORATE SPONSORSHIP

\$125,000

“Excellent peer interaction, discussing real problems, and real solutions. Thanks for the experience.”

BILL WILSON
VP, IT AND OPERATIONS
NEUROCRINE
BIOSCIENCES, INC.
CIO 100 ATTENDEE

MORE INFORMATION

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SPONSORSHIP OPPORTUNITIES

Corporate Sponsor Benefits

Benefits of sponsorship include brand visibility through an aggressive and targeted attendee marketing program that integrates email blasts, web banner ads on CIO.com; promotion via the CIO linkedin and twitter accounts. Sponsor logos are included in Symposium-related advertising and on-site signage.

Awareness > Pre-Event

- Link to Symposium website sponsor page in all event marketing outreach
- Technology Briefing title included in Symposium brochure and title and description included on Symposium website
- Company logo, URL and 100-word company description on the Symposium website
- Ten complimentary registrations for key prospects or customers
- Three complimentary registrations for sponsor company executives/staff
- One complimentary registration for Technology Briefing speaker
- Weekly attendee registration updates, which includes name, title and company (reports begin 5 weeks prior to Symposium)
- One time use of pre-registrant list for pre-Symposium marketing initiatives (through an approved third-party mail house, paid by sponsor)
- Customized audience acquisition program: One custom invitation (pdf) for sponsor to offer complimentary registration to customers/prospects

Networking > On-Site Visibility

- Kiosk provided for company networking/display area
- Opportunity for attendee room drop
- Company logo displayed in on-site signage and main stage logo loop and featured in the event mobile app
- 4C, full page advertisement in the Symposium on-site program directory
- Company description (50 words) in Symposium on-site directory

Thought Leadership > Speaking

- 30-minute Technology Briefing scheduled into the Symposium agenda, concurrent with other sponsor sessions
- Speaker photo/bio listed on Symposium website

Lead Follow Up > Post-Symposium

- Technology Briefing presentation hosted on Symposium website
- Post-Symposium Executive Summary
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey
- Sponsor session evaluation results
- Full contact information for live event attendees.*

* CONTACT INFORMATION WILL INCLUDE NAME, TITLE, COMPANY, PHONE AND EMAIL ADDRESS. SPONSORS ARE RESTRICTED TO THREE TIME USAGE OF CONTACT DETAILS. ALL EMAIL CONTACT WITH ATTENDEES MUST COMPLY WITH THE U.S. CAN-SPAM ACT.

SPONSORSHIP OPPORTUNITIES

EMERGING SPONSORSHIP

\$45,000

Available only to companies established no earlier than 2005.

SPENDING WITH EMERGING TECH COMPANIES IS ON THE RISE

- ▶ 54% of enterprise CIOs expect the percentage of their company's spending with newer technology vendors to increase during the next year.

Source: CIO magazine Tech Poll: IT Economic Outlook, May 2014

MORE INFORMATION

Contact your CIO sales executive:

ciomediakit.com/contacts

Emerging Sponsor Benefits

Benefits of sponsorship include brand visibility through an aggressive and targeted attendee marketing program that integrates print ads, email blasts, direct mail and on-going web banner ads on CIO.com. Sponsor logos are included in Symposium-related advertising and on-site signage.

Awareness > Pre-Event

- Link to Symposium website sponsor page in all event marketing outreach
- Company logo, URL and 100-word company description on the Symposium website
- Ten complimentary registrations for key prospects or customers
- Two complimentary registrations for sponsor company executives/staff
- Weekly attendee registration updates, which includes name, title and company (reports begin 5 weeks prior to Symposium)
- One time use of pre-registrant list for pre-Symposium marketing initiatives (through an approved third-party mail house, paid by sponsor)
- Customized audience acquisition program: One custom invitation (pdf) for sponsor to offer complimentary registration to customers/prospects

Networking > On-Site Visibility

- High cocktail table provided for company networking/display area
- Company logo displayed in on-site signage and main stage logo loop and featured in the event mobile app
- Company description (50 words) in Symposium on-site directory

Lead Follow Up > Post-Symposium

- Post-Symposium Executive Summary
- Final attendee list with name, title and company name
- Company name included in post-event email to all attendees, which includes a link to sponsor page on event website and provides access to presentations and the post-event attendee survey

ADDITIONAL SPONSORSHIP OPPORTUNITIES

These opportunities are available on a first-contracted, first choice basis.

Community Opportunities

CIO Executive Roundtable | Limited to 4 Sponsors | Available Sunday

This turnkey, 90-minute Executive Roundtable provides everything from determining your business objectives to topic development and delivery that will resonate with your target audience on-site at the event. Program includes attendee acquisition of the highest caliber IT executives, and follow up to help nurture the relationships developed at the roundtable—all to create an event that meets or exceeds your marketing and sales goals. While you concentrate on your multitude of priorities, we'll deliver a successful event solution, and keep you informed every step of the way. Guarantee: 10 attendees

Cost: \$20,000

Exclusive Women in IT Lunch

Sponsor an exclusive lunch organized by the CIO Executive Council focusing on Women in IT. Women have a unique perspective on the challenges to become top executives in a primarily male-dominated business, the IT profession. Sponsor this lively group of women to foster stronger relationships with these IT executives. Discussion will be led by Council CIOs. Guarantee: 15 attendees

Cost: \$15,000

CIO Executive Dinner Discussions | Limited to 5 Sponsors

CIO Executive Dinners are an opportunity to engage with leading information technology executives in an informal setting over dinner and join the discussion that you have crafted in partnership with CIO. This dinner, hosted by a CIO moderator, includes: content planning and delivery, logistics and attendee acquisition and assist you to form solid relationships with top prospects on site. Guarantee: 8 attendees

Cost: \$12,000

CIO Executive Lunch Discussions | Limited to 2 Sponsors

Engage with six (6) Symposium attendees during a private executive luncheon discussion, removed just enough from the liveliness of the event. Discussion guide determined by CIO, in consultation with you as the sole sponsor, highlighting a specific, critical issue facing IT executives. The discussion will be hosted by an IDG Enterprise moderator, with up to two (2) senior executives from the sponsor company attending as guests.

Cost: \$9,500

Branding Opportunities

Wi-Fi Sponsorship

Exclusive opportunity for one sponsor to provide attendees utilizing Wi-Fi services in all meeting space locations. Sponsor may brand the custom password to gain internet access. Brand exposure as sponsorship will be promoted in onsite guide, logistics emails, signage and website. (There is no splash page capability).

Cost: \$15,000 (for full event)

MORE INFORMATION

Contact your CIO sales executive:

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

These opportunities are available on a first-contracted, first choice basis.

Executive Notebook

Distributed at registration, executive notebooks are the perfect tool for attendees to take notes on lessons learned during the Symposium sessions. Attendees will take the notebooks home for future reference, and with your logo embossed or printed on them, they provide a lasting impression of your company. Sponsor to supply a minimum of 350 quality notebooks.

Cost: \$4,500

Mobile Billboard

Sponsor this unique opportunity of a mobile billboard by customizing a truck with your company's advertisement. Customize the mobile billboard with features such as collateral delivery, external sound systems and illumination. Receive maximum brand exposure with the mobile billboard as it travels back and forth between The Broadmoor and the airport during the high traffic days of the CIO 100 Symposium.

Cost: Please discuss with your CIO Sales Executive.

Sponsor Session Webcast Program

Expand the reach of your briefing session by having us record, edit and webcast it to CIO.com's 860,000+ visitors. Your content is already created and speakers prepped so extend the value of those efforts and capture it for additional educational online content. In addition to the video capture, your webcast will be hosted on CIO.com for 30 days.

Cost: \$15,000

CIO Research Briefing Program

Enhance your CIO event breakout or roundtable session by leveraging current peer generated market trending data and insights presented and moderated by one of our CIO expert custom editors. Prior to the event, CIO will field a 10-12 question study to the 38,000 members of the CIO Forum on LinkedIn garnering valuable insights and establishing thought-leadership on a topic of your choice. You and a CIO Research Services analyst will develop a primary online research study and results will be delivered in data tables and an executive summary powerpoint presentation that includes expert insights and contextual relevance of the data. A CIO expert custom editor to oversee the overall project, present and moderate at the event.

Cost: \$20,600 net

Additional Opportunities

Hotel Room Key Sponsorship | Cost: \$5,000

Lanyard Wallet | Cost: \$5,000

Please Note: Deadlines for individual opportunities vary and costs may not include collateral and/or gift. Production items need to be contracted for by July 13, 2016.

MORE INFORMATION

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

These opportunities are available on a first-contracted, first choice basis.

Mobile App Sponsorship Opportunities

Splash Screen | Limited to 1 sponsor

The exclusively sponsored splash screen appears on a mobile device when a CIO 100 attendee opens the mobile app for the first time, and again after any 30-minute period of inactivity.

Cost: \$5,000

Dedicated App Menu Section | Limited to 1 sponsor

Sponsoring an app section provides a high-level of exposure to the CIO 100 attendees using the app. The app section will showcase the sponsor's logo. Sponsor logo artwork should be 320x320 pixels, .PNG. When the sponsor's section is added to the dock section, it will be pinned upon scroll so that it is always visible to the attendee.

Cost: \$5,000

Promoted Posts | Limited to 5 sponsors

Showcase your company's message in front of the CIO 100 attendees as they are using the Symposium mobile app, with a Promoted Post. A Promoted Message is a message pinned to the top of the Activity Feed (typically the most accessed section of the app). Promoted Posts have a 140-character maximum and can include a link to an external website or an item in the app, and/or include an embedded image (640x640 pixels, .PNG).

Cost: \$1,000

Push Notifications | Limited to 5 sponsors

Send a push notification directly to the home screen of CIO 100 attendees' mobile devices. Messages are limited to 140 characters including spaces, and can include a link (not included in the character count). CIO will work with the sponsor to preschedule notifications for a specific date/time.

Cost: \$1,000

MORE INFORMATION

Contact your CIO sales executive:

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2016 EXECUTIVE PROGRAMS

ABOUT PRODUCER

IDG Enterprise, publisher of Computerworld, InfoWorld, Network World, CIO, DEMO, CSO and ITworld delivers high-level, strategic resources to IT and security professionals through its websites, publications, executive conferences and peer exchange. IDG Enterprise provides an encompassing array of event platforms including CIO 100, CSO50 Conference + Awards, IT Roadmap and AGENDA, connecting IT and security professionals with each other, and with the leading technology companies focused on supplying the critical tools to make their organizations competitive.

CIO's content-rich conferences provide technology companies with unparalleled access to high-powered IT executives. You'll find that CIO Executive Programs are where the nation's top IT executives convene for unmatched peer-to-peer networking. Our unbiased programs foster the building of a vital IT executive community where ideas can be shared and debated, winning solutions can be presented and discussed, and career opportunities can be revealed.

To view a complete listing of upcoming CIO Events, please visit:

ciomediakit.com/events

MORE INFORMATION

For more information about the CIO 100 Symposium & Awards Ceremony or any of our premier conferences reaching C-level IT and security audiences, please contact your CIO sales executive or:

Contact your CIO sales executive:

ciomediakit.com/contacts