



# » CIO TOMORROW

## WIDENING THE TALENT POOL: A CALL TO ACTION

Partner Guide

> April 18, 2018 | Hyatt Regency Ballroom | Columbus, OH | [CIO-Tomorrow.com](http://CIO-Tomorrow.com)



# CIO TOMORROW

DEVELOPING THE NEXT GENERATION OF LEADERS

Dear CIO Tomorrow Supporter,

On behalf of Columbus Business First and the CIO Tomorrow Program Committee, we invite you to join us April 18, 2018 for CIO Tomorrow 2018!

The go-to conference for CIOs, senior IT professionals, and business leaders, CIO Tomorrow is a thought-provoking event featuring insightful speakers, interactive panel discussions, and upbeat networking opportunities.

Formerly known as TechTomorrow, the all-day event has a long and rich history in the Columbus region, routinely drawing 300-400 attendees each year.

CIO Tomorrow sponsors will meet IT leaders face-to-face and be aligned with the top technology pioneers Central Ohio has to offer. Sponsors will widen marketability to technology executives by appearing in the official event supplement published in the April 14, 2018 issue of Columbus Business First.

There is a sponsor level for every company's budget. Enclosed you will find event details and a list of sponsorship levels and their associated benefits for your consideration.

Put your business at the forefront of thought leadership and innovative business strategies. Become a CIO Tomorrow sponsor and invest in a stronger tomorrow.

If you have any questions or need additional information, please contact me directly at 614.220.5416 or [nfortine@bizjournals.com](mailto:nfortine@bizjournals.com).

Sincerely,



Nick Fortine  
President and Publisher



COLUMBUS  
BUSINESS FIRST

# CIO TOMORROW

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## Presenting Sponsor

— \$ SOLD —

0 sponsorships available ■

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- Along with *Columbus Business First* and the CIO Tomorrow Executive Committee, role as host of the event
- Speaking role at event
- PowerPoint rotation of 3-4 slides at the event
- Logo displayed on [cio-tomorrow.com](http://cio-tomorrow.com)
- One (1), full page four-color ad in the *CIO Tomorrow* supplement
- Name & logo displayed on signage at the registration area recognized as presenting sponsor
- Logo on the front cover of the *CIO Tomorrow* supplement recognized as presenting sponsor
- 10 tickets to the event
- List of event attendees for additional marketing purposes (not including email addresses)
- *Columbus Business First* will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event



**Contact Katy Burrier for all sponsorship inquiries. [kburrier@bizjournals.com](mailto:kburrier@bizjournals.com) | 614.220.5440**

## Network Reception Sponsorship:

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1 sponsorship available

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- PowerPoint rotation of 3-4 slides at the event
- Logo displayed on cio-tomorrow.com
- Full page, four-color ad in the *CIO Tomorrow* supplement
- Name & logo displayed on signage at the registration area recognized as Network Reception Sponsor
- Logo on the front cover of the *CIO Tomorrow* supplement recognized as Network Reception Sponsor
- 10 tickets to the event
- List of event attendees for additional marketing purposes (not including email addresses)
- *Columbus Business First* will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event
- Sponsorship includes beer and wine reception at end of program
- Mention from podium as reception sponsor and invite to attend reception

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## Continental Breakfast Sponsorship

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1 sponsorship available


- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- PowerPoint rotation of 3-4 slides at the event
- Logo displayed on cio-tomorrow.com
- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Name & logo displayed on signage at the registration area
- Logo on the front cover of the CIO Tomorrow supplement
- Three (3) tickets to the event
- List of event attendees for additional marketing purposes (not including email addresses)
- Signage at continental breakfast tables
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event

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## Panel Session Sponsor One of three Panel Sessions

2 sponsorships available ■ □ □

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- Logo displayed on cio-tomorrow.com
- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Speaking role at event introducing panel
- Name & logo displayed on signage at the registration area
- Logo on the front cover of the CIO Tomorrow supplement
- Three (3) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event

Panel 1 - TBD 	Panel 2 - TBD	Panel 3 - TBD
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## Brand Sponsor

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- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Name & logo displayed on signage at the registration area
- Logo displayed on cio-tomorrow.com
- Two (2) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Exhibition table and opportunity to distribute promotional materials at the event


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## Keynote Sponsor

2 sponsorships available ■ □ □

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- Logo displayed on cio-tomorrow.com
- Full page, four-color ad in the CIO Tomorrow supplement
- Speaking role at event introducing keynote
- Name & logo displayed on signage at the registration area
- Logo on the front cover of the CIO Tomorrow supplement
- List of event attendees for additional marketing purposes (not including email addresses)
- Three (3) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event

Title: <b>BATTELLE</b>	Title:	Title:
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## Website Sponsor



SOLD

0 sponsorships available ■

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- Logo displayed on cio-tomorrow.com
- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Name & logo displayed on signage at the registration area
- Logo on the front cover of the CIO Tomorrow supplement
- Three (3) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2019 event for a period of 30-days following the 2018 event

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## App Sponsor

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1 sponsorships available

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Sponsor recognition on event e-newsletter sent to 20,000 business professionals weekly
- Logo displayed on cio-tomorrow.com
- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Name & logo displayed on signage at the registration area
- Logo on the front cover of the CIO Tomorrow supplement
- Three (3) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Optional exhibition table and opportunity to distribute promotional materials at the event
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## Student Scholarship Sponsor

2018 CIO Tomorrow Student Scholarship • 4 sponsorships available

### Pre-Event Recognition

- Name & logo advertised as a 2018 CIO Tomorrow Student Scholarship Sponsor in press releases, conference communications, email blasts and marketing materials
- Promotional campaign of print, online and e-marketing with *Columbus Business First*
- Sponsor logo recognition on ads promoting the event
- Sponsor recognition on Columbusbusinessfirst.com CIO Tomorrow registration page
- CIO Tomorrow will be promoted weekly in *Columbus Business First's* electronic event newsletter sent to over 20,000 subscribers

### Event Recognition

- Company representative (preferably CEO) to speak (maximum 2 minutes) during scholarship presentation
- Company representative (preferably CEO) to assist on stage with the presentation of the scholarship awards
- Company representative to be involved in the 2018 CIO Tomorrow Student Scholarship judging panel to choose event award recipients
- Company logo featured prominently on intro screens during scholarship presentation
- Name & logo displayed on signage at the registration area
- Name & logo featured prominently in the printed program
- One full page, full color advertisement in the CIO Tomorrow supplement, published in Columbus Business First Friday, April 14, 2018
- One full page, full color advertisement in printed program
- Reserved seating (premium table placement) for 10 corporate representatives or their corporate guests to attend the CIO Tomorrow 2018 event, with name & logo displayed at table
- Exhibit table (premium table placement) for use at company's discretion
- Acknowledgement during event program by conference emcee

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## Lanyard Sponsor

\$6,000

1 sponsorships available

- Branded lanyards to be handed out at registration to all attendees
- One (1) quarter page four-color ad in the CIO Tomorrow supplement
- Name & logo displayed on signage at the registration area
- Logo displayed on cio-tomorrow.com
- Two (2) tickets to the event
- Columbus Business First will provide all administrative, promotional and organizational duties associated with the event including all creative development of advertisements and collateral materials
- Exhibition table and opportunity to distribute promotional materials at the event

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