

GO TOMORROW

NEXUS TO APEX

Generational Change in the Silicon Heartland

PRESENTED BY

COLUMBUS
BUSINESS FIRST

PRESENTING
PARTNER

slalom

2024 Partner Guide

DEAR SUPPORTER,

On behalf of *Columbus Business First* and the CIO Tomorrow Program Committee, we invite you to join us in August for CIO Tomorrow 2024!

Each year CIO Tomorrow strives to create a platform that advances the event's mission to foster an integrated community of current and next-gen leaders that strives to fuel one of the most intelligent and innovative cities in the world. The go-to conference for Columbus' technology community, CIO Tomorrow is a thought-provoking event featuring insightful speakers, interactive panel discussions, and upbeat networking opportunities.

This all-day event routinely draws 350-400 attendees each year and showcases the dynamic people, companies, innovators and senior leaders that weave the fabric of the high-powered Central Ohio technology community.

CIO Tomorrow sponsors will meet IT leaders face-to-face and be aligned with the top technology leaders Central Ohio has to offer. Sponsors will widen marketability to technology executives by appearing in the official event supplement published in the August 30 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.

Sincerely,



Nick Fortine
President and Publisher



PRESENTING SPONSOR

CIO TOMORROW
NEXUS TO APEX
Generational Change in the Silicon Heartland

Sold

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- 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
- 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 2025 event for a period of 30-days following the 2024 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

COMMITTEE SPONSORSHIP

\$20,000 1 sponsorships available □

CIO Tomorrow Conference Benefits:

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- PowerPoint rotation of 3-4 slides at the event
- Logo displayed on 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 2025 event for a period of 30-days following the 2024 event

CIO Tomorrow Conference Benefits:

- Along with Columbus Business First, role as host of the post-event dinner
- Opportunity to address the group before dinner
- Two dinner attendees



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

KEYNOTE SPONSORSHIP

Sold Out

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- 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
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2025 event for a period of 30-days following the 2024 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

INNOVATION LIVE!

SPONSORSHIP

\$14,000 1 sponsorship available □

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Logo displayed on cio-tomorrow.com
- Full page, four-color ad in the CIO Tomorrow supplement
- Speaking role at event introducing Innovation Live!
- Name & logo displayed on signage at the Innovation Live! area
- Logo on the front cover of the CIO Tomorrow supplement
- Logo on the closing bumper of the Innovation Live! event segment videos
- List of event attendees for additional marketing purposes (not including email addresses)
- Three (3) tickets to the event
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2025 event for a period of 30-days following the 2024 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

NETWORK RECEPTION SPONSORSHIP

Sold

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Logo displayed on cio-tomorrow.com
- Full page, four-color ad in the CIO Tomorrow supplement
- Speaking role at event
- Name & logo displayed on signage at the registration area recognized as Network Reception Sponsor
- 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
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2025 event for a period of 30-days following the 2024 event

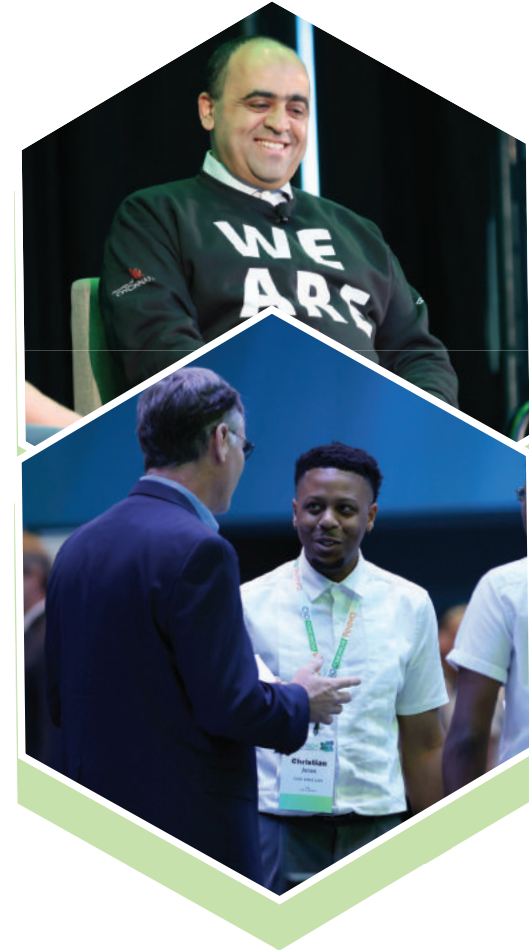


Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

MENTORSHIP PROGRAM SPONSORSHIP

\$12,500 1 sponsorship available

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- Logo displayed on cio-tomorrow.com
- Full page, four-color ad in the CIO Tomorrow supplement
- Speaking role at event introducing the Mentorship Spotlight segment during lunch and speaking role at the beginning of the mentorship session
- 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
- Optional exhibition table and opportunity to distribute promotional materials at the event
- First right of renewal for the 2025 event for a period of 30-days following the 2024 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

BREAKOUT SPONSORSHIP

\$11,000 3 sponsorships available

- Speaking role at introduction of the break-out session
- PowerPoint rotation of up to four slides at the event
- 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
- Logo displayed on cio-tomorrow.com
- Two (2) 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 2024 event for a period of 30-days following the 2025 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

WEBSITE SPONSORSHIP

CIO TOMORROW
NEXUS TO APEX
Generational Change in the Silicon Heartland

\$9,000 1 sponsorship available

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- 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)
- 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 2025 event for a period of 30-days following the 2024 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

LANYARD SPONSORSHIP

CIO TOMORROW
NEXUS TO APEX
Generational Change in the Silicon Heartland

Sold

- 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
- List of event attendees for additional marketing purposes (not including email addresses)
- Exhibition table and opportunity to distribute promotional materials at the event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

CONTINENTAL BREAKFAST SPONSORSHIP

\$8,000 1 sponsorship available

- Eight (8), four-color print advertisements promoting attendance (shared with other sponsors)
- PowerPoint rotation of up to four 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 2024 event for a period of 30-days following the 2025 event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

BRAND SPONSORSHIP

\$7,000

- 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
- List of event attendees for additional marketing purposes (not including email addresses)
- Exhibition table and opportunity to distribute promotional materials at the event



Contact Steve Hewitt for all sponsorship inquiries. shewitt@bizjournals.com | 614.220.5440

CIO TOMORROW

NEXUS TO APEX

Generational Change in the Silicon Heartland

PRESENTED BY **COLUMBUS BUSINESS FIRST** PRESENTING PARTNER **slalom**

CIO Tomorrow returns in 2024 with a diverse and impactful program, exploring the swiftly evolving and expansive "Tech-Nexus" that today's CIOs embrace and champion on a daily basis.

Engage directly with a dynamic mix of industry experts and rising stars in interactive showcases and debates encompassing:

- **Trailblazing Leadership**
- **Unleashing Innovation**
- **Green Tech**
- **Resilient Resourcing Strategies**
- **Keeping Digital Worlds Secure**
- **Bold Deployment of Cutting-Edge Technologies**

Join us **Wednesday, August 28** for **CIO Tomorrow 2024**, as we inspire, educate, and empower today's CIOs, C-Suite/Next-Gen Leaders, Educators and Talent Shepherds with the tools and insights imperative to driving and leading the transformation of IT here in Ohio and beyond.

WED, AUGUST 28, 2024 | HYATT REGENCY BALLROOM, COLUMBUS, OH

CIO-TOMORROW.COM

**COLUMBUS
BUSINESS FIRST**



3

HEADLINER
KEYNOTES

6

INTERACTIVE
BREAKOUTS

WHO ATTENDS

- Chief Information Officers
- Senior Technology Leaders
- Business Strategists
- Technology Practitioners
- Customer Experience Advocates
- Future IT Leaders

