Government IT Decision Makers Attend ATARC Summits because they:

● Feature a mission-focused agenda and are chaired by government IT leaders
● Provide attendees with cutting edge information
● Allow for real-time insight into relevant mission-focused solutions

Your Peers and Competitors Participate at ATARC events for:

Access to senior government thought leaders and decision-makers
On average:
● 300+ government registrants
● 10 Federal IT Media registrants
● 5 articles by Federal IT Media

Join this unique forum for direct technical interaction with government SMEs, and participate in the creation of an event generated, government recommendation-focused White Paper you can utilize post event for corporate marketing.
ATARC Federal Artificial Intelligence & Data Analytics Summit

October 24, 2019 | Marriott Metro Center | Washington, D.C.

Technology Showcase fee of $4,950 includes:

- Three admission passes to Summit*
- Three networking reception passes*
- Participation in the MITRE-ATARC Collaboration Sessions
- Company logo & link on event website
- Lunch with attending government IT decision-makers
- 6’ x 30” skirted table with power and wireless internet access
- Government attendee list with contact information

*Additional passes can be purchased at $295 per person
Additional Add-ONS

**Breakfast Sponsorship ($5,000)**
- Four easel-displayed signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at breakfast (by ATARC president, Tom Suder) and opportunity for brief audience address

**WIFI Sponsorship ($5,000)**
- Choice of network name and password
- WIFI info printed on agendas

**Beverage Sponsorship ($2,500)**
- Two table tents displayed with coffee
- Choice of one collateral piece on registration tab

**Audio Visual Sponsorship ($7,000)**
- Recognition as Audio Visual sponsorship
- Two table tents on AV table

**Artificial Intelligence & Data Talk ($5,000)**
- Introduction by ATARC president, Tom Suder
- 7.5 minute IGNITE Style talk on main stage
- Logo recognition in program, website and on slide deck

**Lunch Sponsorship ($12,000)**
- Four easel-displayed signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at lunch (by ATARC president, Tom Suder) and opportunity for brief audience address

**Reception Sponsorship Option 1 ($5,000)**
- Open bar
- Four easel-displayed signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at kick off and opportunity for brief address

**Reception Sponsorship Option 2 ($7,000)**
- Open bar and light hors d’oeuvres
- Four easel-displayed signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at kick off and opportunity for brief address

**Artificial Intelligence & Data Talk w/ Government Customer ($10,000)**
- Introduction by ATARC president, Tom Suder
- 15 minute discussion on main stage with option to speak with government customer (must identify government customer upon sponsorship confirmation)
- Logo recognition in program, website and on slide deck
ATARC provides you with the opportunity for an ongoing, year-round conversation with your government prospects and clients.

According to Salesforce, "(it takes between 6 and 8 touches to generate a viable sales lead.)" ATARC provides you with 9.
ATARC events are created by government for government. Our 2:1 Gov:Industry ratio provides you with more meaningful interaction with your prospects in an environment designed for collaboration and learning.

**ATARC**

**SUMMIT GENERAL SESSION**

100% Gov Speakers

2:1 Gov:Industry

**ATARC POST EVENT MITRE SESSION**

5:1 Gov:Industry

**OTHER ORGANIZATIONS**

**EVENT GENERAL SESSION**

50% Gov Speakers

1:10 Gov:Industry

**OTHER POST EVENT ENGAGEMENT**

1:10 Gov:Industry

For information about how ATARC can help you with your government demand generation, please email us at info@atarc.org and visit us at www.atarc.org.
Maximizing ATARC Summits

BEFORE the Summit

● You will receive an attendee list beforehand, which will help with introductions to customers
  ○ Not only that, but you are encouraged to fill out our form and submit a list of attendees you would like to see

DURING the Summit

● Get there early to engage in each session. We encourage you to send representatives to each session
● Crowd: highly engaged, technical, and focused on market research
● Government-centric crowd
● Speakers stay to the end of the day. Please engage with them!
● Happy hour crowd: mostly government

AFTER the Summit

● You will receive 2 things:
  ○ Updated attendee list
  ○ Survey
The Advanced Technology Academic Research Center is a 501(c)(3) non-profit organization that provides a collaborative forum for Federal government (IC, DoD & Civilian), academia and industry to identify, discuss and resolve emerging technology challenges.

ATARC drives collaboration between government, academia and private industry in order to accelerate public sector adoption of emerging technologies.

ATARC Federal symposiums are one-day events designed to educate Federal IT practitioners about the latest developments in emerging technologies. These events combine keynote presentations, panel discussions and collaborative sessions with networking in order to encourage teamwork between government, academia and industry. Please visit the following site for up to date summit agendas: ATARC Federal IT Summits
Thank You

For More Information: info@atarc.org

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