

# ATARC Digital Offerings

For more info: [info@atarc.org](mailto:info@atarc.org) | [www.atarc.org](http://www.atarc.org)



ATARC provides a collaborative forum for government, academia and industry to resolve emerging technology challenges. As a partner, ATARC will provide unparalleled reach into the government IT market, through original content creation, relationships with key government officials, and marketing expertise. Leveraging ATARC's independent, third-party perspective and the credibility of the ATARC brand is a critical advantage.

## About ATARC

ATARC facilitates regular interaction between IT thought leaders within government, academia and private industry to share knowledge and experiences in their field of expertise and explore and advance the adoption of emerging technology solutions.

ATARC virtual platforms provide collaboration opportunities between IT thought leaders within government, academia and private industry remotely. These digital venues offer collaborative forums for identification, discussion and resolution of emerging technological challenges.

ATARC's digital opportunities include:

- Webinars
- Private Events
- Working Groups
- Daily Brief Newsletter
- Agency Spotlight Events
- Surveys

## Webinars, \$10,000

An ATARC hosted webinar is a digital collaboration platform that enables meaningful interaction between government, industry and academia. Suggest a topic, provide input on speakers, and let ATARC take care of government speaker recruitment, marketing, content consultation, and live webinar production.

- Positions your company as a market leader
- Enables you to reach a new, targeted audience
- Demonstrates subject matter expertise
- Gathers insights into forces effecting your market

## Summits, \$20,000

An ATARC hosted private event allows for an exclusive group of 25+ respected government IT thought-leaders to gather and discuss trending topics in Federal IT with a focus on your organization. ATARC will provide and manage content and key topic areas to produce an event based on priority themes requested by your company. Let ATARC handle audience acquisition to your target audience through outreach and invitations.

- Agreed upon number of government attendees
- Attendees are government leaders discussing the latest topics
- ATARC's reputation as a trusted resource on government IT issues and challenges
- ATARC's relationship with Federal IT decision makers

## Working Groups, Starting at \$3,000

ATARC Working Groups are a platform to facilitate regular interaction between IT thought leaders within government, academia and private industry to share knowledge and experiences in their field of expertise and explore and advance emerging technology solutions. ATARC has Working Groups in the following categories, digital, cloud and infrastructure, security, artificial intelligence and data analytics, and DevOps.

- Access to Federal market intelligence & market research
- Branding as Thought Leader in your subject area of expertise
- Career advancement through Professional Development
- First-hand insight into government challenges, policy & framework
- Opportunities to enhance government and industry network

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ATARC digital offerings provide the same lead generation, information dispersal and thought-leadership branding as in-person ATARC events in a remote manner.

ATARC Partners receive the follow for each event:

- Partner logo and link on event website materials
- Recognition on ATARC Social Media Platforms
- Complete Event Attendee List Post Event (minus ATARC Surveys and newsletter)
- Recognition on event marketing emails
- Recognition on pre-event marketing

## Virtual Agency Events, Pricing Varies

ATARC Agency Spotlight Summits are half-day events designed to educate Federal IT practitioners and industry about the latest developments in emerging technologies. These events combine keynote presentations, panel discussions, and networking in order to encourage teamwork between government, academia and industry. Each event focuses on a unique topics including digital transformation, data analytics, and emerging technology. ATARC's past event schedule includes private agency events with NASA, the Internal Revenue Service, the United States Department of Agriculture, the Small Business Administration and more.

Past Events Include:

- NASA
- The Internal Revenue Service
- United States Department of Agriculture
- Small Business Administration
- The Nuclear Regulatory Commission
- and more!

## Daily Brief Newsletter, Pricing Varies

ATARC's Daily Newsletter presents the chance for organizations to reach the targeted Federal IT community with information about their upcoming events, new technologies, or general organization awareness. Our Newsletters are sent to our community of 25,000+ members every Tuesday-Friday, at 8:30 AM EST. ATARC has a long history of being an informational authority for the Federal Government IT Community. This publishing is where Industry professionals go for news, technical information, educational opportunities and services. With banner ad placements throughout the newsletter, your company can gain great exposure in front of a very targeted audience.

- A credible source of information
- Industry-leading open rates
- Relevant custom content (articles, podcasts, etc.)
- Direct connection with niche audiences
- Targeted distribution

## Surveys, \$20,000

ATARC Surveys are a way to perform first hand market research on the influencers effecting your Federal IT market ATARC Surveys provide a way for your organization to receive direct responses on needs, hurdles and transformation opportunities within government agencies. These reports provide valuable data that augments and validates your messaging across content marketing assets, and provides the opportunity to put numbers to content. Partners on ATARC Surveys are able to ask a number of direct questions to their audience and get direct feedback on the factors effecting your market.

- A minimum of 100 respondents
- Ability to use results on future infographics and white papers
- Ability to ask direct questions to the Federal IT community
- Delivers actionable insights that drive demand and media coverage