ATARC Offerings

ATARC

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

ATARC's opportunities include:

- Webinars
- Private Events
- Working Groups
- DailyBrief Newsletter
- Agency Spotlight Events
- Surveys
- Digital Thought Leader Program
- Roundtables

Webinars

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 affecting your market

Virtual Private Events

An ATARC hosted private event allows for an exclusive group of 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.

- 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

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 transformation, cloud and infrastructure, security, artificial intelligence and data analytics, and DevOps.

- Access to Federal market intelligence & market research
- Branding as a 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

ATARC Partners Key Benefits:

• Access to Federal market intelligence & market research

• Branding as a thought-leader

• Career advancement through Professional Development

• Exposure to and demand generation for emerging technologies via product demos

• First hand insight into Government challenges, policy and framework

• Enhanced Government and industry network

• Brand recognition at ATARC events and ATARC website

Digital Thought Leaders

The ATARC Digital Thought Leader Program allows seasoned ATARC community change-makers to leverage our platforms to create and publish content, drive interactions and expand community knowledge of emerging technology topics in the Federal IT ecosystem. Use this ATARC program to have meaningful, one-on-one interactions with government thought leaders and decision makers, and build brand recognition as a trailblazer for IT modernization.

• Interviews with Government Leaders, conducted by the assigned partner representative
• Promotion to 30K+ community members

Roundtables

ATARC Virtual Private Round Tables allows for an exclusive group of 10+ 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.

• 75 minute virtual discussion
• 10 Government participants, and 1 Sponsor representative
• Sponsor-guided discussion topic and attendee/ agency invites
• Exclusive event, closed to other industry attendees

Surveys

ATARC Surveys are a way to perform first hand market research on the influences 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 their 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

DailyBrief Newsletter

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 20,000+ members every Monday-Friday, at 8:30 AM ET. 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

ATARC Offerings

ATARC is a nonprofit dedicated to technology transformation in the federal government. We bridge the gap between government, industry and academia and provide you with the opportunity for an ongoing, year-round conversation with your government prospects and clients.

Join ATARC to benefit from a more meaningful interaction with your prospects in an environment designed for collaboration and learning.

Labs

The ATARC Lab concept is a continuously expanding initiative - with an overall mission to create a unique space for Federal agencies to better assess software products. ATARC aims to be a technology-neutral sandbox that enables government IT leaders to test and evaluate potential solution options in a simulated environment, at no cost, prior to making substantial procurement or implementation decisions. Our lab program is tightly aligned with the five pillars of ATARC Working Groups, and can facilitate demonstration of use cases in multiple categories.

- ATARC Zero Trust Lab
- ATARC Data Analytics Lab
- ATARC Artificial Intelligence Lab
- ATARC 5G Lab
- Physical and virtual testing an evaluation environment

Summits

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.

- 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 needs and challenges

Content Creation

ATARC has a long history of being an informational authority, and trusted source for Federal Government IT personnel. Position your company as a market leader around a particular issue, topic or program, and show your organizations expertise around trending Federal IT issues with sponsored content produced by our professionals. The ATARC trusted brand name for news, media and content, ensures universal audience acceptance of facts reported on and produced. This partnerships allows your organization to put content and deliverables to your recent successes and certifies that a proficient audience is made aware of your knowledge base.

- White Papers
- Issue Briefs
- Event Summary Papers
- Pull-out quotes by Partner and/or Government representative
- Topical graphics
- Co-branded with Partner
- Promotion in Newsletter, social media, and ATARC website

Agency Spotlight Events

A topic driven educational and collaboration forum for Federal Government, industry and academia, with the goal to improve engagement and understanding by the government and industry of emerging technology adoption challenges, successes and benefits from a specific Agency perspective. This type of event offers an opportunity to build awareness around an agencies message, priority initiatives, progress, challenges, and success stories.

Successful Past Spotlights:

- NRC
- USDA
- IRS
- DOJ
- NASA
- SBA
- GSA
- SMAAC