Enterprise Architecture
Summit

ARCHITECTING ENTERPRISE TRANSFORMATION

SEPTEMBER 21, 2016
RENAISSANCE WASHINGTON DC DOWNTOWN HOTEL

2016 SPONSORSHIP OPPORTUNITIES

One-On-One Access to Government's Enterprise Architects

EDUCATION PARTNERS

FEAC Institute   ZACHMAN INTERNATIONAL
ENTERPRISE ARCHITECTURE

GovEAconference.com

FCW   GCN   DEFENSE SYSTEMS   Washington Technology   PUBLIC SECTOR MEDIA GROUP

Promote Your Solutions as an Enterprise Architecture Sponsor and Thought Leader

The 14th Annual Enterprise Architecture Summit is the premier educational forum for executives, program managers and enterprise architects to convene and learn from expert practitioners in EA on the latest methods, frameworks and policies impacting the EA community. This year's event is focused on the theme: Architecting Enterprise Transformation.
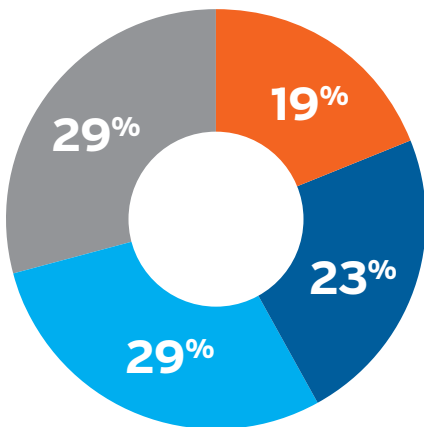
High-performance computing, digital services, and big data analytics are but just a few of the disruptive technologies that are transforming the way business is being done at all levels of government. Successful transition to these new disruptive technologies requires deliberate architecting to ensure successful migration.

This event will bring together thought leaders from both enterprise architecture and other communities of practice such as cyber security, digital services, risk management and big data to provide attendees with insights into the steps toward architecting enterprise transformation.

The **Enterprise Architecture** brand is part of an esteemed portfolio of products including FCW, GCN, Defense Systems and Washington Technology. Each has long supported the government IT community and understands the needs and concerns of the government IT professional better than any other tradeshow or conference.

WHO ATTENDS ENTERPRISE ARCHITECTURE

- Enterprise/Security/Data Architects
- CIOs/CTOs/CISOs
- Computer Engineers/Scientists
- IT/Network Managers
- IT Program and Project Managers
- IT Specialists/Analysts
- System Engineers
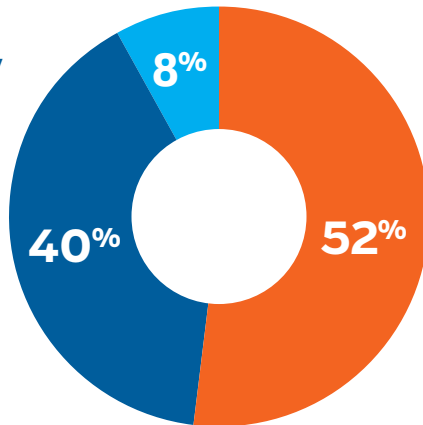- Acquisition/Procurement Managers

EA ATTENDEE PROFILES

Profile By Job Function

- 19%
- 23%
- 29%
- 29%

- IT/Network/Telecom Management
- Program/Project Management
- Executive/Administrative, Operations, Consultants
- Systems Analysts, Lead Architects, Engineers, Integration Management, Programmers

Profile by Agency

- 52%
- 40%
- 8%

- Federal Civilian Government
- Defense Agency
- Other (State/Local Government; Non-profit)

2015 Enterprise Architecture Attendee Statistics

TOP SOLUTIONS & SERVICES EA ATTENDEES SEEK

- ADC Virtualization/Management
- Architecture Transition Management
- Asset Management
- Big Data Analytics
- Business Continuity & Priorities
- Business Process Design/Modeling
- Cyber and Logical Security
- Data Warehousing/Business Intelligence
- Enterprise Application Integration
- Enterprise Data Management (EDM)
- Enterprise Portfolio Management/Integration
- Enterprise Resource Planning (ERP)
- FEAF, DODAF, FEAPMO Consulting
- Mobile Content Delivery
- Operations Strategy Development
- Program/Project Management
- Regulatory Compliance Tools
- Reporting & Analysis Tools
- Risk Management
- Segment Architecture
- SOA Modeling
- SaaS
- Storage Consolidation
- Systems Integration Support
- Workflow Automation Software

Connect with Top Government Enterprise Architects Seeking New Strategies and Solutions

Make plans today to become a **2016 Enterprise Architecture Summit** sponsor and meet face-to-face with executives, program managers and enterprise architects from across government and private sectors.

In partnership with **Federal Enterprise Architecture Certification (FEAC) and Zachman International**, EA 2016 will provide a dynamic and diverse forum featuring numerous platforms for Sponsors to interact one-on-one with this influential audience, including:

- **Exclusive Executive Briefing Breakfast**
- **Morning Keynote**
- **Four Government Sessions**
- **Four Government Panels**
- **EA Excellence Awards Luncheon**
- **Tabletop Exhibits**
- **Networking Breaks**

EA 2016 will focus on:

- **Architecting Enterprise Transformation to Federal and state & local agencies and businesses**
- **Communities of practice that exist within organizations, such as cyber, program management and business intelligence professionals**
- **Increased collaboration to attain better effectiveness, efficiencies and transparency to government and Industry missions**
- **Using EA to create a balance between utilizing the most effective technologies and minimizing data loss**
- **EA's role in road-mapping adoption, identifying challenge areas and where risk must be managed**

EVENT SCHEDULE
Wednesday, September 21, 2016

Time	Session
7:30 - 8:30AM	Registration and Continental Breakfast
7:30 - 8:30AM	Executive Breakfast **EXCLUSIVE SPONSORSHIP AVAILABLE**
8:30 – 9:30AM	Opening Keynote **SPONSORSHIP AVAILABLE**
9:30- 10:00AM	Network with the Sponsors
10:00 – 11:00AM	Education Session A **SPONSORED SPEAKING ROLE AVAILABLE**
10:00 – 11:00AM	Education Session B **SPONSORED SPEAKING ROLE AVAILABLE**
11:15 AM – 12:15PM	Education Session A **SPONSORED SPEAKING ROLE AVAILABLE**
11:15 AM – 12:15PM	Education Session B **SPONSORED SPEAKING ROLE AVAILABLE**
12:30 – 1:30PM	EA Excellence Awards Luncheon **SPONSORSHIP AVAILABLE**
1:30 – 2:00PM	Networking with Sponsors
2:00 – 3:00PM	Education Session A **SPONSORED SPEAKING ROLE AVAILABLE**
2:00 – 3:00PM	Education Session B **SPONSORED SPEAKING ROLE AVAILABLE**
3:15 – 4:15PM	Education Session A **SPONSORED SPEAKING ROLE AVAILABLE**
3:15 – 4:15PM	Education Session B **SPONSORED SPEAKING ROLE AVAILABLE**
4:15 – 4:45PM	Closing Networking Reception

Schedule subject to change.

Extremely Limited Sponsorship Opportunities – Secure Today!

Stacy Money
Senior Sales Director, Events
Office: 415-444-6933
smoney@1105media.com

Companies A-L, 0-4
Kharry Wolinsky
Office: 703-876-5069
kwolinsky@1105media.com

Companies M-Z, 5-9
Alyce Morrison
Office: 703-645-7873
amorrison@1105media.com

GovEAconference.com

PREMIER SPONSORSHIP OPPORTUNITIES

Enterprise Architecture offers an array of speaking and sponsorship opportunities that create maximum exposure for your organization, ranging from delivering opening remarks before keynotes and government-led sessions to securing an exclusive industry position on a government panel. Our sales team is ready to work with you to craft a unique sponsorship opportunity based on your individual goals.

EXECUTIVE BRIEFING BREAKFAST: $18,000
EXCLUSIVE

- Opportunity for sponsor executives to interact with conference attendees
- Meeting room, set in rounds for a total of 24 guests
- Hot breakfast for 24 guests
- Invites facilitated and managed by the EA Summit team utilizing the registration list
- Standard AV set for presentation (if requested)
- Lead generation report from breakfast

MORNING KEYNOTE OPENING REMARKS: $8,500
EXCLUSIVE

- 5-minute opening remarks before government session
- Turnkey tabletop exhibit
- Custom e-vite to share with sponsors customers
- Recognition on on-site signage and printed materials
- Two passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- 120 government leads

GOVERNMENT SESSION OPENING REMARKS: $8,500
LIMIT 4

- 5-minute opening remarks before government session
- Turnkey tabletop exhibit
- Custom e-vite to share with sponsors customers
- Recognition on on-site signage and printed materials
- Two passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- 120 government leads

GOVERNMENT PANEL PARTICIPATION: $18,000
LIMIT 4

- One SME from sponsoring company to secure exclusive industry position on government panel
- High-quality video of the panel session
- One-page content asset recapping the panel session
- Turnkey tabletop exhibit
- Custom e-vite to share with sponsors customers
- Recognition on on-site signage and printed materials
- Three passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- Summit registration list with full contact information

EA EXCELLENCE AWARDS LUNCH OPENING REMARKS: $10,000
EXCLUSIVE

- 10-minute opening remarks before EA Excellence Awards Luncheon
- Turnkey tabletop exhibit
- Custom e-vite to share with sponsors customers
- Recognition on on-site signage and printed materials
- Three passes to the Summit (includes exhibit staff)
- Recognition in post-event emails
- 150 government leads

THREE MONTH EA CONTENT MICROSITE ON FCW.COM: $18,000
EXCLUSIVE

- Five articles showcasing exclusive coverage from the Summit posted in HTML format in a dedicated, three month microsite on FCW.com
- Sponsor microsite roadblock (728x90 banners)
- Up to four sponsor PDF assets for posting in the microsite (no registration required)
- 150 government leads from PDF of site content
- 1M impression marketing campaign across 1105 Public Media Group brands to include sponsor recognition over the three months
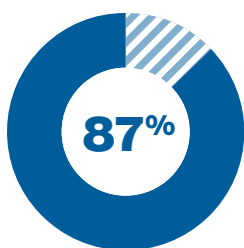
> **"[EA] is a great vehicle to meet many potential government customers in a relaxed setting."**
>
> — CFO, Metadata Management Corporation

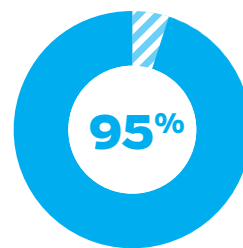# Call to Secure Your Sponsorship Today!

Benefits of Sponsorship:

- **The 2016 EA Summit is the PREMIER event on the east coast focused on enterprise architecture for government.**
  Government technology buyers are within commuting distance of the event.

- **Dynamic forum provides multiple platforms to connect one-on-one with this influential audience**
  Generate leads and build new relationships through program opportunities: deliver opening remarks, sponsor the EA Excellence Awards, participate on a panel, and/or exhibit with a tabletop.

- **Conference speaking roles establish and reinforce your thought leadership position**
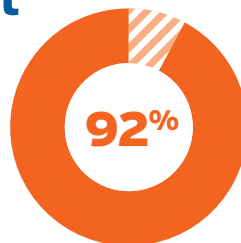 Demonstrate your solutions and expertise as a conference keynote or panel speaker.

Enterprise Architecture Delivers a Track Record of Success!

87% Conference as Good or Excellent

92% Would Recommend EA to a Colleague

95% Sponsor Exhibits as Good or Excellent

Enterprise Architecture Attendee Survey

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SECURE YOUR SPONSORSHIP TODAY!