INVITATION TO SPONSOR

NOVEMBER 16–19, 2020
JW Marriott • Washington, D.C.

Organized & Produced by
Information Today, Inc.
A NOTE FROM THE EVENT ORGANIZERS


KMWorld 2020, along with its co-located events, offers a wide-ranging program especially focused to meet the needs of executives and strategic business and technology decision makers. It is a must-attend for those concerned with improving their organizations’ bottom line, business processes, and productivity, as well as streamlining operations and accelerating development and innovation within their evolving enterprises.

The top technologies and solutions will be on display in the Enterprise Solutions Showcase, where attendees from all FOUR events can come together to meet with sponsors about the products, solutions, and services that will help them perform their jobs better.

Don’t miss out on this unique opportunity to reach buyers as you sponsor one or ALL of these exciting industry events.

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5 Reasons to SPONSOR

MEET qualified buyers in a targeted environment.

GAIN industry-wide exposure.

INCREASE brand awareness and come away with more leads.

CREATE new and strengthen existing relationships with clients and other industry experts.

BENEFIT from promotions that reach across five industry events.
WHAT ATTENDEES ARE SAYING:

I enjoyed the vendor showcase—it provided an excellent opportunity to network. In fact, the entire conference was full of networking opportunities. It was such a great experience and I hope to be back next year.

The presentations were very valuable, and I gained a lot of really fantastic information. It was also helpful to be in a space with people who were experiencing similar issues to my organization and to be able to brainstorm with them.

Excellent networking and content covered—educating both those new and well seasoned to the space.

The content presented was outstanding in regards to breadth, depth, and relevance. I walked away with information that my organization will utilize immediately to define strategy and improve our business results. One of the best conferences I’ve attended in years.

CONNECT WITH EXECUTIVES FROM COMPANIES LIKE:

AARP
Abbott Laboratories
AbbVie
ADP
Aflac
Allstate
American Association for Cancer Research
American Medical Association
AmerisourceBergen Corporation
Apple Inc.
Arizona State University
Associated Press
Ball Aerospace
Bank of Canada
Baycare Health System
Best Buy
Bloomberg
Blue Cross Blue Shield Association
Boehringer Ingelheim Pharma GmbH&Co KG
Brigham Young University—Registrar’s Office
Capital One
Cargill Animal Nutrition & Health
Catholic University of America
Celgene
Collins Aerospace
Deere & Company
Department of Defense
Department of the Army
Dept. of the Navy
Dick’s Sporting Goods, Inc.
Duke Energy Corporation
Edward Jones
Exxon Mobil Corporation
Farmers Insurance
Federal Reserve Bank of Philadelphia
Ferring Pharmaceuticals
Food and Drug Administration
GE Healthcare
GM Financial
The Goodyear Tire & Rubber Company
Habitat for Humanity International, Inc.
Idaho National Library
International Olympic Committee
Johns Hopkins Medicine
Library of Parliament
LinkedIn
Marriott International, Inc
Merck & Co., Inc.
NASA Headquarters
Netflix
The New York Times
Northwestern Mutual
Novartis
Ohio State University
PayPal
Peace Corps
Pfizer
Philips
Progressive Insurance
QVC
Roche
Sandia National Laboratories
Sherwin Williams
Sony Pictures Entertainment
State Farm
SunTrust Bank
Tennessee Valley Authority
Toyota Motors North America
Travelers Insurance
United Nations
United Way Worldwide
USAA
U.S. Air Force
U.S. Customs and Border Protection
USDA
Visa
W.W. Grainger
Walmart
YMCA of the USA
Our Diamond Sponsors receive:

- 15-minute presentation to the combined conference audience on November 17, 18, or 19*
- Double Tabletop Display** in a premier location in the Enterprise Solutions Showcase
- Tabletop display (optional) outside of Taxonomy Boot Camp conference sessions on November 16 and outside the Text Analytics Forum conference sessions on November 19. Includes 6’ draped table, two chairs, wastebasket, and electricity.
- Recognition from podium and logos on video screen
- Banner advertising on the KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum websites
- Company logo/link on websites, promotional materials, and signage for KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum
- Insertion of one promotional item into the conference bag (Insertion items are produced by sponsoring company.)
- Six platinum passes for internal or customer use (Platinum Pass includes access to all KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum conference sessions; does not include workshops); unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- One full-page, four-color advertisement with premium positioning in the Final Program
- One-time direct-mail usage of postconference mailing list for each event (postal addresses only)

* Presentations will be an integral part of the conference program; content must be instructional and informative and will be subject to review. Scheduling of these presentations is at the discretion of the conference chairs.

** Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.

FOR MORE INFORMATION CONTACT:

LaShawn Fugate, Account Executive • (859) 278-2223 x104 • lashawn@infotoday.com

Stephen Faig, Group Sales Director • (908) 795-3702 • sfaig@infotoday.com I Adam Shepherd, Advertising & Sales Coordinator • (908) 795-3705 • ashepherd@infotoday.com
**PLATINUM SPONSORSHIPS**  
(Only 8 Available)

Benefits Include:
- Speaking opportunity (if contract is signed by April 24, 2020)*
- Tabletop Display in the Enterprise Solutions Showcase**
- Recognition from podium and logos on video screen
- Banner advertising on the KMWorld 2020 website
- Company logo/link on website, promotional materials, and showcase signage for KMWorld 2020
- One-page ad in the Final Program
- Insertion of one promotional item into conference bag (Insertion items are produced by sponsoring company.)
- Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of postconference mailing list (postal addresses only)

* Tutorials will be an integral part of the conference program; content must be instructional and informative and will be subject to review.

** Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.

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**GOLD SPONSORSHIPS**

Benefits Include:
- Tabletop Display in the Enterprise Solutions Showcase*
- Recognition from podium and logos on video screen
- Banner advertising on the KMWorld 2020 website
- Company logo/link on website, promotional materials, and showcase signage for KMWorld 2020
- Two full-conference registrations—for internal or customer use; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
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Enterprise Search & Discovery SPONSOR

PLATINUM SPONSORSHIPS

Benefits Include:
• Speaking opportunity (if contract is signed by April 24, 2020)*
• Tabletop Display in the Enterprise Solutions Showcase**
• Recognition from podium and logos on video screen
• Banner advertising on the Enterprise Search & Discovery website
• Company logo/link on website, promotional materials, and showcase signage for Enterprise Search & Discovery
• One-page ad in the Final Program
• Insertion of one promotional item into conference bag
• Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of postconference mailing list

* Tutorials will be an integral part of the conference program; content must be instructional and informative and will be subject to review and direction by the conference organizers.

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GOLD SPONSORSHIPS

Benefits Include:
• Tabletop Display in the Enterprise Solutions Showcase
• Recognition from podium and logos on video screen
• Banner advertising on the Enterprise Search & Discovery website
• Company logo/link on website, promotional materials, and showcase signage for Enterprise Search & Discovery
• Two full-conference registrations—for internal or customer use; unlimited tabletop personnel
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of postconference mailing list

* Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.

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ENTERPRISESEARCHANDDISCOVERY.COM/DC

@EntrpSearch #ESDDC
**PLATINUM SPONSORSHIPS**

Benefits Include:

- Speaking opportunity (if contract is signed by April 24, 2020)*
- Tabletop Display in the Enterprise Solutions Showcase**
- Table (optional) outside of conference sessions on November 16 (includes 6’ draped table, two chairs, wastebasket, and electricity)
- Recognition from podium and logos on video screen
- Banner advertising on the Taxonomy Boot Camp website
- Company logo/link on website, promotional materials, and showcase signage for Taxonomy Boot Camp
- One-page ad in the Final Program
- Insertion of one promotional item into conference bag (Insertion items are produced by sponsoring company.)
- Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of postconference mailing list (postal addresses only)

* Tutorials will be an integral part of the conference program; content must be instructional and informative and will be subject to review.

** Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID Sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36’.

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**GOLD SPONSORSHIPS**

Benefits Include:

- Tabletop Display in the Enterprise Solutions Showcase*
- Table (optional) outside of conference sessions on November 16 (includes 6’ draped table, two chairs, wastebasket, and electricity)
- Recognition from podium and logos on video screen
- Banner advertising on the Taxonomy Boot Camp website
- Company logo/link on website, promotional materials, and showcase signage for Taxonomy Boot Camp
- Two full-conference registrations—for internal or customer use; unlimited tabletop personnel
- Special discount VIP registration offer for your customers and prospects
- One-time direct-mail usage of postconference mailing list (postal addresses only)

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**PLATINUM SPONSORSHIPS**
*(Only 4 Available)*

Benefits Include:
• Speaking opportunity *(if contract is signed by April 24, 2020)*
• Tabletop Display in the Enterprise Solutions Showcase*
• Table (optional) outside of conference sessions on November 19 *(includes 6’ draped table, two chairs, wastebasket, and electricity)*
• Recognition from podium and logos on video screen
• Banner advertising on the Text Analytics Forum website
• Company logo/link on website, promotional materials, and showcase signage for Text Analytics Forum
• One-page ad in the Final Program
• Insertion of one promotional item into conference bag *(Insertion items are produced by sponsoring company.)*
• Two full-conference registrations—for internal or customer use—plus one full-conference speaker registration; unlimited tabletop personnel
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of postconference mailing list *(postal addresses only)*

* Tutorials will be an integral part of the conference program; content must be instructional and informative and will be subject to review and direction by the conference organizers.

**GOLD SPONSORSHIPS**

Benefits Include:
• Tabletop Display in the Enterprise Solutions Showcase*
• Table (optional) outside of conference sessions on November 19 *(includes 6’ draped table, two chairs, wastebasket, and electricity)*
• Recognition from podium and logos on video screen
• Banner advertising on the Text Analytics Forum website
• Company logo/link on website, promotional materials, and showcase signage for Text Analytics Forum
• Two full-conference registrations—for internal or customer use; unlimited tabletop personnel
• Special discount VIP registration offer for your customers and prospects
• One-time direct-mail usage of postconference mailing list *(postal addresses only)*

* Each Tabletop Display includes a 6’ draped table, two side chairs, wastebasket, ID sign, electricity, and lead retrieval. No hard-wall booths permitted. Any object 8’ tall (MAX height allowed) must be against the back drape and come out no farther than 2’. All objects in the front 4’ of the booth can be no taller than 36”.
Maximize your ROI with these additional event-wide branding opportunities.*

<table>
<thead>
<tr>
<th>Event</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Opening Reception (Monday)</td>
<td>$5,995</td>
</tr>
<tr>
<td>Conference Bags (Includes Production)</td>
<td>$4,995</td>
</tr>
<tr>
<td>Boxed Lunches (Tuesday or Wednesday)</td>
<td>$3,995</td>
</tr>
<tr>
<td>Networking Happy Hour (Tuesday)</td>
<td>$2,995</td>
</tr>
<tr>
<td>Networking &amp; Coffee Breaks (Includes light continental breakfast, morning and afternoon breaks)</td>
<td>$2,995</td>
</tr>
<tr>
<td>Lanyards (Includes Production)</td>
<td>$2,995</td>
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<tr>
<td>Conference Wi-Fi</td>
<td>$2,995</td>
</tr>
<tr>
<td>Hotel Key Cards (Does not include cost of production or possible hotel distribution fees)</td>
<td>$2,495</td>
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<tr>
<td>Branded Meterboard</td>
<td>$2,495</td>
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<tr>
<td>Video Monitor</td>
<td>$2,495</td>
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<tr>
<td>Floor Tiles</td>
<td>$2,495</td>
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<tr>
<td>Attendee Email Blast</td>
<td>$1,495</td>
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<tr>
<td>Final Program Ad</td>
<td>$1,295</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
<td>$895</td>
</tr>
<tr>
<td>Seat Drop</td>
<td>$495</td>
</tr>
<tr>
<td>Private Meeting Room or Hotel Suite Call for Pricing</td>
<td></td>
</tr>
</tbody>
</table>

* Branding packages include attendees from all four co-located events including KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum.

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Floor PLAN

Showcase is carpeted.

See Tabletop Space Agreement for additional guidelines.

Notes:
- All tabletops are 6' deep by 8' wide.
- No hard-wall booths are permitted.
- Any object 8' tall (maximum allowed height) must be against the back drape and extend no farther than 2'.
- All objects in the front 4' of the booth can be no taller than 36''.
- All display items and booth staff must be contained within the booth space.

Showcase Hours:

Monday, November 16
5:00 p.m. – 6:30 p.m.
Grand Opening Reception

Tuesday, November 17
10:00 a.m. – 6:00 p.m.
Networking Happy Hour

Wednesday, November 18
10:00 a.m. – 4:00 p.m.