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 FIVE 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
- The 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
- U.S. Air Force
- U.S. Customs and Border Protection
- United Nations
- United Way Worldwide
- USAA
- USDA
- Visa
- W W Grainger
- Walmart
- YMCA of the USA
Diamond SPONSOR

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 Office 365 Symposium and 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, Office 365 Symposium, and Text Analytics Forum websites
- Company logo/link on websites, promotional materials, and signage for KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, Office 365 Symposium, and Text Analytics Forum websites
- 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, Office 365 Symposium, 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

NOVEMBER 16–19, 2020
JW Marriott • Washington, D.C.
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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PLATINUM SPONSORSHIPS
(Only 8 Available)

GOLD SPONSORSHIPS

KMWorld SPONSOR

$9,995

$6,995
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 (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.

** 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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FOR MORE INFORMATION CONTACT:
PLATINUM SPONSORSHIPS
(Only 6 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 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—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’.

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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OFFICE 365
SYMPOSIUM SPONSOR

$9,995
$6,995

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 Office 365 Symposium website
• Company logo/link on website, promotional materials, and showcase signage for Office 365 Symposium
• 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; 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.

**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”.

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 Office 365 Symposium website
• Company logo/link on website, promotional materials, and showcase signage for Office 365 Symposium
• 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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OFFICE365SYMPOSIUM.COM     #Office365Symposium
TEXT ANALYTICS FORUM SPONSOR

**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.

** 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”.

**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)

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NOVEMBER 18–19, 2020  
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Maximize your ROI with these additional event-wide branding opportunities.*

**Promotional OPPORTUNITIES**

- **Grand Opening Reception** (Monday) - $5,995
- **Conference Bags** (Includes Production) - $4,995
- **Boxed Lunches** (Tuesday or Wednesday) - $3,995
- **Networking Happy Hour** (Tuesday) - $2,995
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks) - $2,995
- **Conference Wi-Fi** - $2,995
- **Hotel Key Cards** (Does not include cost of production or possible hotel distribution fees) - $2,495
- **Branded Meterboard** - $2,495
- **Video Monitor** - $2,495
- **Floor Tiles** - $2,495
- **Attendee Email Blast** - $1,495
- **Conference Bags Insert** - $895
- **Seat Drop** - $495
- **Private Meeting Room or Hotel Suite Call for Pricing**
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks)
- **Hotel Bag Insert** - $895
- **Networking Happy Hour** (Tuesday) - $2,995
- **Conference Bag Insert** - $895
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks) - $2,995
- **Hotel Bag Insert** - $895
- **Networking Happy Hour** (Tuesday) - $2,995
- **Conference Bag Insert** - $895
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks) - $2,995
- **Hotel Bag Insert** - $895
- **Networking Happy Hour** (Tuesday) - $2,995
- **Conference Bag Insert** - $895
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks) - $2,995
- **Conference Bag Insert** - $895
- **Networking Happy Hour** (Tuesday) - $2,995
- **Conference Bag Insert** - $895
- **Networking & Coffee Breaks** (Includes light continental breakfast, morning and afternoon breaks) - $2,995
- **Conference Bag Insert** - $895
- **Networking Happy Hour** (Tuesday) - $2,995
- **Conference Bag Insert** - $895

* Branding packages include attendees from all five co-located events including KMWorld 2020, Enterprise Search & Discovery, Taxonomy Boot Camp, Text Analytics Forum ’20, and Office 365 Symposium.

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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 is carpeted.

See Tabletop Space Agreement for additional guidelines.

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
5:00 p.m. – 6:00 p.m.

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