FEB 2-4, 2021

USCENTCOM DATA SYMPOSIUM

SPONSORSHIP PROSPECTUS

OPERATIONALIZING DATA IN A GEOGRAPHIC COMBATANT COMMAND (GCC) ENVIRONMENT

USCENTCOM DATA SYMPOSIUM
SPONSORSHIP PROSPECTUS:

Sponsors and Exhibitors will have the opportunity to showcase their brand, products, and services to the 300+ attendees expected to participate in this year's Symposium. Attendees will represent a broad range of USCENTCOM and sister CCMDs, CDOs/6s/Data planners for CENTCOM HQ, Components, Services, DoD CIO, JSJ6, DISA, and industry enterprise data management leaders and experts. Exhibitors will be integrated into the live virtual agenda to offer demos to participating attendees.

Technologies of Interest

To help potential exhibitors better understand the current USCENTCOM Data Symposium vision and objectives we have listed top technologies that match their interests and mission requirements.

- Analytical In-Memory DBMS
- Application Data Management
- Artificial Intelligence (AI) and Machine Learning (ML)
- Augmented Data Management
- Blockchain
- Business Intelligence (BI)
- Cloud Data Management and Security
- Content Migration
- Cross-Platform Structured Data Archiving
- Data Analytics (Descriptive, Diagnostic, Predictive, Prescriptive, Self-Service) and Visualization
- Data Architecture
- Data as a Service (DaaS)
- Data Asset Management
- Data Catalog
- Data Classification
- Data Curation
- Data Discovery
- Data Governance
- Data Integration Tools
- Data Intelligence

- Data Lakes
- Data Lifecycle Management
- Data Mining and Acquisition
- Data Modeling and Mapping
- DataOps
- Data Preparation
- Data Quality Management
- Data Security and Risk Management
- Data Storage
- Data Virtualization
- Data Workforce Development, Education and Training
- Database Encryption
- Database Management
- Database Platform as a Service
- Decision Intelligence
- Distributed Ledgers
- Document Store DMBSs
- Enterprise Data Management
- Enterprise Information Archiving
- Event Stream Processing
- File Analysis
- Graph DBMSs

- Hadoop SQL Interfaces
- Identity, Credential, and Access Management (ICAM)
- In-DBMS Analytics
- In-Memory Data Grids
- In-Process Hybrid Transactional/Analytical Processing (HTAP)
- Integration Platform as a Service (iPaaS) for Data Integration
- Information Stewardship Applications
- Logical Data Warehouse
- Master Data Management (MDM)
- Metadata Tagging and Management Solutions
- Mobile Data Security
- Multimodal DBMSs
- Operational In-Memory DBMS
- Point-of-Decision HTAP
- SaaS Archiving of Messaging Data
- Spark
- Time Series DBMS
- Wide-Column DBMSs

SPONSORSHIP PROSPECTUS:

LUNCH AND LEARN

Capture your target audience over their lunch break with an innovative presentation that allows the government to experience your company's solution. Attendees who attend your speaking session will be emailed a lunch gift card for participating!
Includes the following:
- Gift card emailed to the first 500 participants of your lunch and learn
- 20 minutes to demo your product to symposium attendees during the lunch break
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

REGISTRATION SPONSOR

Includes the following:
- Company logo displayed on attendee registration website
- Company logo linked on confirmation email sent to registrants
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

SYMPOSIUM BAGS

Includes the following:
- Symposium bag will include your logo on the outside of the bag (in a one-color imprint that is black or white)
- Bags provided by show management and distributed via mail to the first 500 registered attendees
- Ability to insert one single-page promotional piece (no larger than 8.5 inches x 11 inches) into the Symposium bags (Sponsor is responsible for production and shipping/handling to show management; insert must be approved in advance by show management)
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

SYMPOSIUM NOTEBOOKS

Includes the following:
- Symposium notebook will include your logo along with the Symposium name (in a one-color imprint that is black or white)
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the notebooks to attendees
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

MASKS

Masks are still required throughout many places in the world. Have your brand displayed on masks mailed to registered attendees.
- Your logo on the outside of the mask
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the masks to attendees
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

HAND SANITIZER

Help attendees to stay healthy and clean! Have your brand displayed on hand sanitizer mailed to registered attendees.
- Your logo on the hand sanitizer container
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the hand sanitizer to attendees
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

TUMBLER CUPS

Includes the Following:
- Tumblers will include your logo along with the Symposium name
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the cups to attendees
- Opt-in list of attendees
- Recognition with company logo on:
  - Symposium website – sponsor page
  - Sponsor general session slides

SPONSORSHIP PROSPECTUS:

WELLNESS KITS

Ensure the wellness of all Symposium attendees by providing key survival items for the busy days ahead.
Includes the following:
- Your logo on the outside of the wellness kit
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the kits to attendees
- Opt-in list of attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

SYMPOSIUM SNACK BREAK

Everyone needs a break, even during a virtual event. Sponsor a packaged snack or gift card for event participants. Branded trail mix packets or a virtual gift card will be mailed/emailed to the first 500 event registrants. Listed as the Snack Break Sponsor during the Symposium.
Includes the following:
- Opt-in list of attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

COFFEE BREAK – (MAX 2 PER DAY)

Caffeine anyone? Sponsor a Coffee gift card for event participants. Gift card will be emailed to the first 500 event registrants. Listed as the Coffee Break sponsor during the Symposium.
Includes the following:
- Opt-in list of attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

MINTS

Includes the following:
- Mints/packaging will include your company logo
- Distributed via mail to the first 500 registered attendees. Show management will purchase and mail the mints to attendees
- Opt-in list of attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

GIVEAWAY IN SYMPOSIUM BAGS – LIMITED NUMBER AVAILABLE

Includes the following:
- Insert one piece of corporate collateral or giveaway item into each attendee Symposium bag (Sponsor responsible for production, shipping/handling charges to show management, item must be approved in advance by show management and cannot compete with another item already in the bag)
- Distributed via mail to the first 500 registered attendees. Show management will mail the item to attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

PENS

Includes the following:
- Symposium Pens will include your logo (in a one-color imprint that is black or white)
- Distributed via mail to the first 500 registered attendees. Show management will mail the item to attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

OPENING OR CLOSING SLIDES AD

Includes the following:
- Full slide company advertisement to be displayed 30 minutes prior or more before or after the event (before or after decided by sponsor)
- Slides will be interspersed with the general announcements, list of companies, and welcome/thank you to attendees
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

SPONSORSHIP PROSPECTUS:

DIGITAL AD ON SYMPOSIUM WEBSITE

Includes the following:
- Digital Ad/Banner alongside exhibitor profiles webpage
- Recognition with company logo on:
   - Symposium website – sponsor page
   - Sponsor general session slides

FEATURED INDUSTRY PARTNER

- Listed as a Featured Industry Partner on the main event page
   - This is in addition to your profile with demo

LOGO SPOTLIGHTED ON AGENDA

- Company logo listed in your time slot on the Symposium Agenda

CUSTOM PROMOTIONAL OPPORTUNITIES

Customized sponsorships are also available to meet a variety of branding, outreach, and marketing objectives. year We try to tailor the sponsorship opportunities to fit the needs of our customers. If you have any other creative ideas or sponsorships that you feel will help to improve your overall experience or networking opportunities during the Symposium, please feel free to reach out to someone on the NCSI team. Our goal is to provide as many avenues as possible for you to get in front of your customers to create lasting connections and impressions.

**Exhibit space applications and promotional opportunities are now available.
Please contact an NCSI Sales Representative at conferencesales@ncsi.com or 888-603-8899.**