

2020 SPONSORSHIP

OPPORTUNITIES


SEPTEMBER 16 & 17, 2020
VIRTUAL EXPERIENCE



BraveIT

powered by  tierpoint





“What I take away from today is that there are a lot of people in companies out there with common challenges in the IT space. And that these groups and these teams at events like this bring people together in order to solve those challenges and look towards the future.”

- BraveIT Attendee

2019 HIGHLIGHTS

25+ Attendees from 25+ States & Canada

1,000+ Registered Attendees

100s of Flight Deck Selfies

200+ C-Suite Attendees

20+ Exhibitors

25 Thought Leaders in the Spotlight

1 Secret Service Agent



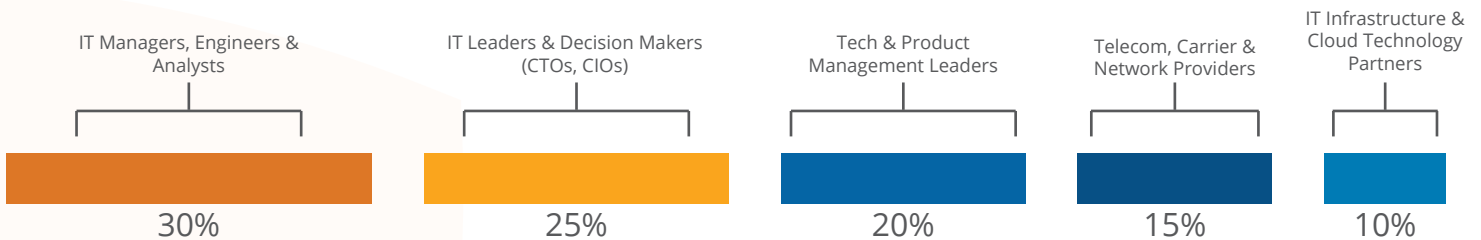
BraveIT is an interactive, thought leadership and networking event designed for the modern IT professional.

In this era of accelerating opportunity and risk, IT decision-making evolves constantly. And while the propagation of possibilities fuels innovation and growth, it also makes it increasingly difficult to keep pace; to continuously optimize mission-critical strategies in the face of new threats and persistent change. Although your master plan may be established and stable, you know it can't be static. Fine tuning it regularly is a required exercise in business optimization, product differentiation and risk mitigation. That's why BraveIT is an essential part of your yearly planning cycle. It keeps you current with industry best practices and best-in-class implementations, pressure tests your operating assumptions and enriches your plans for a broad range of potential events and opportunities—all while connecting you with peers and partners who are facing similar challenges.

As IT professionals face daunting challenges to combat the likes of hackers and shrinking budgets, we recognize your heroics in changing the dialogue from “no” to “how.” This is an event that honors the IT professional and provides them with the knowledge and network they need to continue facing the challenges that comes with innovations in technology.

BE BRAVE
Face the Future of IT.

TARGET PERSONAS:



EVENT HIGHLIGHTS:

- World-class speakers and keynotes, interactive exhibits and educational workshops led by IT peers and technology thought leaders dedicated to topics addressing security, business continuity, professional growth, and new technologies (blockchain, AI, 5G networks, etc.)
- Vendor showcase to highlight your brand and IT solutions
- Two half-day event format, convenient for busy schedules
- Network with fellow IT and tech professionals and explore the latest IT infrastructure solutions in our exhibitor area
- Interactive and entertaining virtual lunch and happy hour experiences to elevate work-from-home attendance

“Events like these are important within the industry. There is so much of this that we’re still learning and there are a lot of different thought leaders in the industry. Nobody has the right answer yet. And being able to come at a conference like this with the sharing of ideas [and] having people challenge those ideas - it’s a way to help prove out what is actually going to be our future in this IT world”

- BraveIT Attendee

SPONSORSHIP OPPORTUNITIES

		Platinum	Gold	Silver
		\$7,500 (3 available)	\$5,000 (5 available)	\$2,500 (4 available)
Pre-Event Promotion	Company logo on event website	●	●	●
	Company profile on event website	●	●	
	Company profile in pre-event newsletter	●	●	
	Blog Opportunity (promoted out through event website)	●	●	●
	Video Post on LinkedIn, Facebook and Instagram	●	●	
	Sponsor mention on event Twitter, LinkedIn and Facebook pages	●	●	●
	Opportunity to offer CTA on TierPoint and BravelT social media channels	●	●	●
	Ability to issue a press release (dependent on time of release)	●		
Day of Event Promotion	Sponsor provided pop-up announcement	●	●	●
	Logo displayed in virtual Lobby (visibility by all attendees)	●	●	
	Opportunity to offer CTA on TierPoint and BravelT social media channels	●	●	●
	Sponsorship recognition in welcome remarks	●	●	
	Custom Trivia Question	●	●	
Logo Placement	Featured in all pre-event digital invitations	●	●	●
	Call to action in post-event emails	●	●	
Live Webcast	Fireside chat with TierPoint executive in the Main Theater	●		
	Sponsor Content: Pre-recorded video for live release, 10 minutes (e.g. product news, announcement, executive interview, etc.)	●		
	Sponsor Content: Pre-recorded video for live release, 5 minutes (e.g. product news, announcement, executive interview, etc.)		●	
Exhibitor Space	Custom built exhibit booth with the following features: <ul style="list-style-type: none"> • Include Welcome/Product/Services video • One on one chat capabilities to create engagement for your booth visitors • Lead data for visitors to your booth post-event 	●	●	●
	Ability to provide downloadable content (e.g. video, white paper, e-book, infographic)	6 Assets	5 Assets	4 Assets

SPONSORED BRANDING & HOSPITALITY OPTIONS

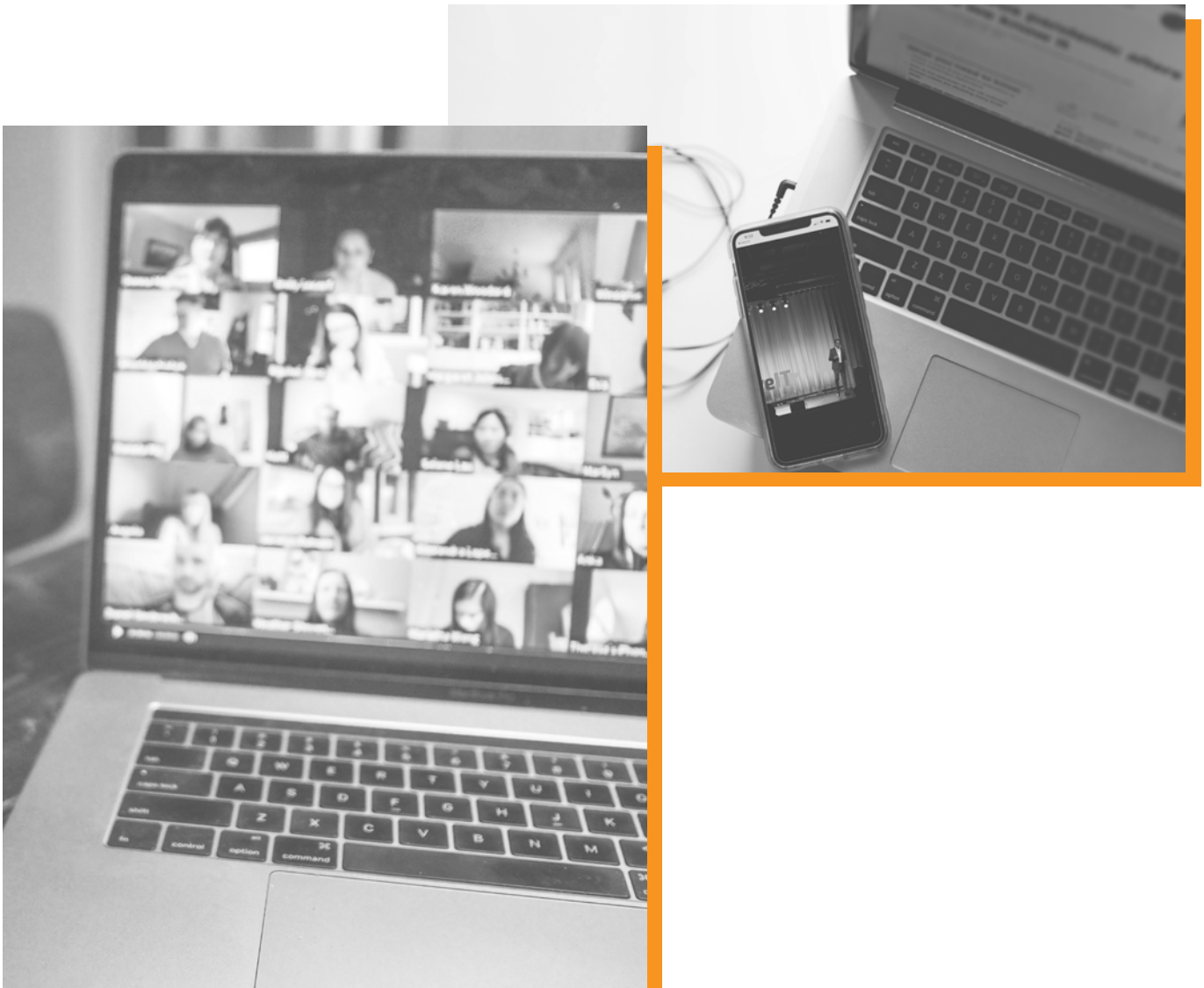
SPONSORSHIP	QTY	DETAILS	
Power Breakfast Sponsor	1	Fireside chat with 2019 Fan Favorite Security Keynote, Major General Brett Williams, USAF (Ret.), in the main theater.	\$15,000
Closing Night After Party Sponsor	1	Your company logo featured in the Virtual Lobby and highlighted as a solo after-party sponsor (session details TBD)	\$15,000
Kickoff Luncheon Sponsor	1	Your company logo featured as a luncheon sponsor (lunch provided to first 100 registrants)	\$7,500
Health & Wellness Sponsor	4 (2 each day)	Your company logo featured as workout session sponsor (on-demand video available to all registrants)	\$2,500

EXHIBITOR PACKAGE: \$500

8 Available

Exhibit space will include:

- Unlimited passes to the conference
- Company logo on BravelT website
- Sponsor mention in BravelT social media campaigns
- Lead data for visitors to your booth post-event
- Option to provide collateral (up to 2 pieces) in virtual booth to share with booth visitors



THANK YOU

For questions or more information
about BravelT, contact us:

events@tierpoint.com

TierPoint.com/BravelT