

FedTalks, the largest annual gathering of C-suite leaders from gov, tech and academia is turning 11 this year and will be bigger than ever. This year FedTalks will be a digital experience featuring talks from the biggest names in tech around the country. As the flagship event of National AI Week, FedTalks will showcase influential leaders for **daily lightning talks, keynotes, and fireside chats** exploring ways we can use technology to transform government and overcome the biggest challenges facing our nation.

FedTalks Diamond Plus Sponsorship - \$125K

- **Full list of event attendees** with contact info (ex, 2000+)
- **Speaking role at FedTalks**
 - Video of speaking performance
 - Recognition during opening and closing remarks
- **Speaking Role Content Creation & Redistribution Program**

The SNG Content Studio will work with client to create a 600-word article which can tie directly into your FedTalks speaking role. It can include video of your talk and will be published as a single article in the news section on a SNG property

 - Digital Promotion - digital/native/newsletters impressions
 - Social Media campaign
- **Prominent branding on virtual platform** and event materials (website, slideshow)
 - Inclusion in FedTalks email campaign
 - Inclusion in FedTalks social media campaign
 - **1 Thought leadership video** of your executive on FedScoop.com and featured in newsletter
- **Virtual Booth**
 - Solution Highlight – 2-3 min video
 - Capture lead information for virtual visitors to booth
 - Opportunity to provide collateral uploads (documents, videos, on demand webinars) included in resource center for all attendees
- **High Impact AI Digital Campaign**
 - Inclusion in FedScoop newsletters (5x)
 - High impact digital advertising campaign across FedScoop.com with retargeting (200,000 impressions)
 - Welcome Ads on FedScoop.com (4 days)

FedTalks Diamond Sponsorship - \$75K

- **Full list of event attendees** with contact info (ex, 2000+)
- **Speaking role at FedTalks**
 - Video of speaking performance
 - Recognition during opening and closing remarks
- **Prominent branding on virtual platform** and event materials (website, slideshow)
 - Inclusion in FedTalks email campaign
 - Inclusion in FedTalks social media campaign
- **1 Thought leadership video** of your executive on FedScoop.com and featured in newsletter
- **Virtual Booth**
 - Solution Highlight – 2-3 min video
 - Capture lead information for virtual visitors to booth
 - Opportunity to provide collateral uploads (documents, videos, on demand webinars) included in resource center for all attendees

FedTalks Platinum Sponsorship - \$60K

- Full list of event attendees with contact info (ex, 2000+)
- Prominent branding on virtual platform
- Logo inclusion on Event Schedule
- Inclusion in FedTalks email campaign
- Inclusion in FedTalks social media campaign
- Virtual Booth
 - Solution Highlight – 2-3 min video
 - Capture lead information for virtual visitors to booth
 - Opportunity to provide collateral uploads (documents, videos, on demand webinars) included in resource center for all attendees

FedTalks Virtual Booth - \$30K

- Virtual Booth
 - Solution Highlight – 2-3 min video on main page of exhibit hall
 - Capture lead information for virtual visitors to booth
 - Opportunity to provide collateral download (documents, videos, on demand webinars) included in resource center for all attendees