TechIgnite
A ROCK STARS OF TECHNOLOGY EVENT
The Truth Behind Technology
March 21–22, 2017 | Burlingame, CA

SPONSOR AND EXHIBITOR OPPORTUNITIES
www.computer.org/TechIgnite

To participate in this industry-defining event, contact sales@computer.org

Featuring
Steve Wozniak & Grady Booch

IEEE computer society
We are proud to announce TechIgnite, our annual flagship event. This year TechIgnite will take place from March 21–22, at the Grand Hyatt, in Burlingame, CA. This event promises to bring together today’s thought leaders for two full days of high impact networking and collaboration.

**What is TechIgnite?**

The primary objective of the event is to provide top-notch education to all levels of technology professionals and practitioners. Our TechIgnite event delivers practical sessions that give technology professionals the tools to strengthen their operations without restricting their business.

In order to make this event a success for attendees at all levels of authority, IEEE Computer Society (CS) has clustered a variety of programs offerings that will be interesting to both members and non-members alike. TechIgnite 2017 will serve as a platform for:

- IEEE CS Welcome Reception
- IEEE CS Member and Customer Celebration
- IEEE CS Hot Technology Trends (Opportunity for Being Heard)
- Networking

Registered attendees will be encouraged to mingle and move from event to event, viewing all of our sponsors and exhibitors and making their selections from any of the 18 conference sessions which will be available throughout the 2 technology tracks. All guests will have access to attend the keynote speaker program and will be encouraged to participate in a series of networking and special events.

This prestigious conference promises to bring technology professionals not only from around the country, but from around the world. IEEE CS members and customers are located worldwide, and while we know that the majority of attendees will come from the U.S., the demand for an international member’s event has been steadily increasing over the last several years.

Whether you need to know how to defend against the current wave of Ransomware, how to leverage Big Data in the cloud, what Healthcare CISOs are doing to prevent attacks, how to secure content in an insecure world, IEEE TechIgnite will offer you no-nonsense direction and timely insights.

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**Testimonials**

“We are very enthused about all the hot leads and intimate conversations we had with the attendees at the IEEE Rock Star conference. This event was a great opportunity for us because we met the right people — the tech decision makers. The quality of the event was excellent for both attendees and vendors. We look forward sponsoring more of IEEE Rock Star events.”

— Deron E. Tross, Enterprise Account Manager, BAE Systems Applied Intelligence

“The Rock Star Event generated a lot of great business conversations and was extremely well run. I would recommend the event to anyone looking to attract high quality prospects.”

— Darin Pendergraft, VP of Marketing, SecureAuth
**Who Will Attend?**

**IEEE CS Member Demographics**

**Job Titles**
- 27% CSO, CISO, CIO, CTO
- 22% Directors & Managers, Software Development, IT
- 11% CEO’s, GM’s, Owner/Partner
- 11% C-level Software Development
- 10% Software Engineers; IT Professionals
- 10% Dean/Professor/Instructor
- 6% Computer Scientist
- 3% Design Engineering Managers

**Industries**
- 3-D Printing
- Aerospace
- Automotive
- Banking and Finance
- Cybersecurity
- Consulting
- eCommerce
- Education
- Energy/Utilities
- Engineering
- Enterprise Solutions
- Gaming
- Government
- Healthcare
- Insurance
- Manufacturing
- Media & Entertainment
- Pharmaceuticals
- Retail
- Robotics
- Telecom

**Why Should My Company Attend?**

Sponsoring and/or exhibiting at IEEE TechIgnite provides your company with the opportunity to engage with professionals of all levels who are actively evaluating the best that the industry has to offer. As an Exhibitor you will have the opportunity to join other industry leaders and up-and-coming organizations that will be showcasing their latest technologies first-hand to attendees. This is your opportunity to demonstrate your cutting-edge, innovative products and services and to network with thousands of industry experts, luminaries and peers.

- Meet qualified decision makers — thousands of attendees responsible for influencing, purchasing and implementing emerging technologies.
- Cultivate your ever-growing network through direct contact with industry peers, decision makers and certified professionals.
- National exposure — national media coverage and exposure to information technology professionals worldwide.

San Francisco is a prime location to hold an event of this nature, with a huge audience within an easy commute and a mass transit system that will speed attendees to the heart of the event. This general area includes the largest density of IEEE CS members and customers anywhere in the world with well over 25% of our 65,000 members being located in California and the surrounding states.
Annette Bruls leads the global business unit that manages consumables, data management, patient management, and financial services for Medtronic’s Diabetes Service & Solutions Group (DSS), and is responsible for engineering and development of products aligned with the DSS product portfolio. She previously served as VP and General Manager of DSS, and as VP of Western Europe and Canada for Medtronic Diabetes. Annette previously served as VP of Marketing for the Cardiac Rhythm Device Management Division at Medtronic. Before joining Medtronic in 2007, she served as Vice President, Marketing, EMEA at Abbott Vascular.

Peter M. Fonash is the Chief Technology Officer for the Department of Homeland Security’s Cybersecurity and Communications Office. He has previously held positions as Director of the National Communications System; Special Assistant to the Staff Director, Federal Reserve Board; and at the Defense Information Systems Agency, Chief of the Advanced Technology Office, and Chief of the Joint Combat Support Applications Division. Fonash received a B.S. in electrical engineering and an M.S. from the University of Pennsylvania, an MBA from the Wharton School and a Ph.D. in information technology and engineering from George Mason University. He is Adjunct Faculty at the University of Tulsa, an Advisory Board Member at George Mason University School of Engineering, and a Member of the IEEE.

Since 2002 John M. Martinis’ research effort has focused on building a quantum computer using large-area Josephson junctions. Dr. Martinis was a NIST Fellow, and is a Fellow of the American Physical Society. In June of 2004 he moved to the University of California, Santa Barbara where he currently holds the Wooster Chair. At UCSB, he is continuing his work on quantum computation. Along with Andrew Cleland, he was awarded the AAAS science breakthrough of the year for 2010 for work showing quantum behavior of a mechanical oscillator. Since September 2014, John Martinis has been the head of the Google Quantum A.I. Lab.

William Ruh is CEO for GE Digital as well as Sr. VP and Chief Digital Officer for GE. He is responsible for global IT as well as creating GE’s Digital Thread, a system for streamlining design, manufacturing and support processes. Mr. Ruh joined GE to establish its Industrial Internet strategy and to lead the convergence of the physical and digital worlds within GE globally. In this role, he focused on building advanced software and analytics capabilities, as well as driving the global strategy, operations and portfolio of software services across GE’s businesses. He led the charge to develop the first cloud based platform for the industrial world. He also played an instrumental role in establishing the Industrial Internet Consortium for setting standards, best practices and processes for the Industrial Internet.
Take advantage of these unique sponsorship opportunities —

All packages include your logo on promotional materials. Custom packages are available. Contact us for details.

**Executive Diamond Speaking Sponsor**
- One 8 x 10 exhibit booth (premium Diamond location)
- (6) sponsor on-site rep passes
- Panel seat/executive participation on track of choice (first-come-first served, based on availability)
- One 60-minute private breakout session
- Private room
- Signage
- IEEE CSmarketing to drive attendance
- Complete attendance list (registration required)
- One full page ad in the IEEE CS TechIgnite program guide (Inside front, back or outside back- based on availability)
- Registered booth crawl participant
- Lead retrieval
- (5) All-access conference passes to share with executive staff or clients
- (5) Exhibit conference passes to share with clients
- Electrical 5amp Power strip
- Logo on conference bag (exclusive to Diamond only)
- Literature insert in attendee conference bag
- Logo & link on included in electronic proceedings acknowledging company as Diamond Sponsor
- Logo displayed on all signage and IEEE CS slides acknowledging company as Diamond Sponsor

**Platinum Speaking Sponsor**
- One 8 x 10 exhibit booth
- (4) sponsor on-site rep passes
- (1) Panel seat/executive participation on track of choice (first-come-first served, based on availability)
- One ½ page ad in the IEEE TechIgnite program guide
- Registered booth crawl participant
- Lead retrieval
- (4) All-access conference passes to share with executive staff or clients
- (4) Exhibit conference passes to share with clients
- Literature insert in attendee conference bag
- Electrical 5amp Power strip
- Logo & link on event information IEEE CS TechIgnite web page acknowledging company as Platinum Sponsor
- Logo displayed on all signage and IEEE CS slides acknowledging company as Platinum Sponsor

$40,000 (Limited to 14)

**Executive Gold Speaking Sponsor**
- One 8 x 10 exhibit booth
- (4) sponsor on-site rep passes
- (1) 20-minute presentation in Demo stage area during exclusive exhibit hours
- One ½ page ad in the IEEE TechIgnite program guide
- Registered booth crawl participant
- Lead retrieval
- (4) All-access conference passes to share with executive staff or clients
- (4) Exhibit conference passes to share with clients
- Electrical 5amp Power strip
- Literature insert in attendee conference bag
- Logo & link on included in electronic proceedings acknowledging company as Executive Gold Sponsor
- Logo displayed on all signage and IEEE CS slides acknowledging company as Executive Gold Sponsor

$30,000 (Limited to 6)
Gold Sponsor
- Gold Sponsor - $20,000 (Limited to 10)
- One 8 x 10 exhibit booth
- (3) sponsor on-site rep passes
- One ½ page ad in the IEEE TechIgnite program guide
- Registered booth crawl participant
- Lead retrieval
- (2) All-access conference passes to share with executive staff or clients
- (2) Exhibit conference passes to share with clients
- Electrical 5amp Power strip
- Literature insert in attendee conference bag
- Logo & link on included in electronic proceedings acknowledging company as Gold Sponsor
- Logo & link on event information IEEE TechIgnite web page acknowledging company as Gold Sponsor
- Logo displayed on all signage and IEEE slides acknowledging company as Gold Sponsor

$20,000 (Limited to 10)

Silver Sponsor
- One 8 x 10 exhibit booth
- (2) sponsor on-site rep passes
- One ½ page ad in the IEEE CS TechIgnite program guide
- Lead retrieval
- (2) All-access conference passes to share with executive staff or clients
- (2) Exhibit conference passes to share with clients
- Electrical 5amp Power strip
- Literature insert in attendee conference bag
- Logo & link on included in electronic proceedings acknowledging company as Silver Sponsor
- Logo & link on event information IEEE TechIgnite web page acknowledging company as Silver Sponsor
- Logo displayed on all signage and IEEE slides acknowledging company as Silver Sponsor

$15,000 (Limited to 2)

Tabletop Exhibitor
- Tabletop Exhibitor - $7,500 (Limited to 8)
- (1) 6ft rectangular table, skirted
- (1) chair
- Lead retrieval
- Electrical 5amp Power strip
- Logo & link on event information IEEE TechIgnite web page acknowledging company as Sponsor

$7,500 (Limited to 8)

Additional Event Sponsorships
The following can be purchased in combination with any sponsorship package (*based on availability). All sponsors must have space on the show floor to sponsor these opportunities.

Lunch and Learn Roundtable Sponsor
- 1-hour speaking/lunch host opportunity
- Held in a semi-private area with 2-3 tables to seat up to 25 attendees
- Food and beverages.
- Complete roundtable attendance list is provided (registration required)
- Marketing to drive attendance
- Signage
- Ability to provide branded promotional items or a prize drawing

$7,500 (Limited to 4/day)

Hospitality Sponsor
Keep the attendees hunger satisfied by sponsoring a breakfast or break station.

Sponsorship includes:
- Food and beverages.
- Recognition signage
- Ability to provide branded promotional items

*Catered Food: If an exhibitor would like to provide food or beverage (including any alcohol) to attendees at any time throughout the event, you must get approval from The IEEE Conference Manager, as all food and beverage items must be purchased directly through the IEEE events contracts.

Bowls of individually wrapped hard candy, jelly beans, etc. are excluded from this requirement. Please be aware that any food or beverage that you order must be contained inside your booth. At no time may any food or beverage be displayed or served outside of your booth unless previous arrangements have been made.

$5,500 per station

Booth Crawl
This crowd pleasing opportunity provides your company with the exposure to drive maximum traffic to your booth throughout the week. Beginning the minute the exhibit hall opens until 4:00PM on Wednesday, attendees will have the opportunity to visit your booth to say hello and collect a stamp from each participating vendor. All prize drawings will be held in our Demo Theater at 4:30PM on Wednesday

$500 + a prize in excess of $100
Conference Track Sponsorship
This limited opportunity will provide your organization to be named the official sponsor of the track of your choice (based on availability). Sponsors will receive recognition on track entrance signage including company name and logo and on the presentation room signage. Sponsors will also have the ability to place promotional items in the conference room.

$5,000 per track (Limit 2)

Private Breakout Session Sponsor
- Private room seat up to 20 attendees
- One 60-minute private breakout session
- Signage
- IEEE Marketing to drive attendance
- Complete breakout session attendance list (registration required)

*Catering optional at additional fee

$7,500

Program Belly Band Sponsor
This is your chance to be the exclusive sponsor represented on bellyband (wrap) placed on the official IEEE CS TechIgnite program distributed during the conference, available in literature racks/bins.

$7,500

Program Sponsor
Full page ad $1,500
½ page ad $750
¼ page ad $500
2-page spread $2,500

Tee-shirt Sponsor
Be the exclusive tee-shirt sponsor at IEEE CS TechIgnite! Put your company’s logo on a stylish tee-shirt that will be presented to all IEEE CS TechIgnite paid conference attendees at time of onsite registration.

$6,500

Exclusive Welcome Reception Sponsor
This unique, exclusive offer provides you with the opportunity to be the sole sponsor of the IEEE CS TechIgnite Welcome Reception. This special reception takes place on the evening of the first night of the event. The Welcome Reception will be open to all members and attendees.

Sponsorship includes:
- Food and beverages
- Complete attendance list is provided (registration required)
- Marketing to drive attendance
- Signage
- Acknowledgement during the welcome from our Executive Director
- Ability to provide branded promotional items or a prize drawing during the reception.
- Location: outdoor, covered pavilion

$25,000

Exclusive Wi-Fi Sponsor
One of the first questions we get at each and every IEEE CS event is “how do I get wireless access?” Your Wi-Fi sponsorship will keep attendees connected throughout the event. Sponsorship includes a Wi-Fi card with your company logo included in every registration bag and signage throughout the sessions and exhibit hall.

$10,000

Exclusive Lanyard Sponsor
This high profile opportunity provides unlimited brand exposure throughout the entire conference. Provided to all TechIgnite Speakers and attendees of the conference at registration, the lanyard will have the logo of the sponsor alongside IEEE CS.

$8,500

Charging Station Sponsor
$5,000 (Limit 2)

Exclusive Hotel Key Sponsor
$7,000

Exclusive Water Bottle Station
$6,000

Conference Bag Insert
$1,000

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