WHY CMG?
CMG is an invaluable resource for IT professionals, helping them to keep on top of new and innovative technologies and trends.

CMG’s highly targeted network includes executives and business leaders, data center professionals, cloud and dev-ops specialists, and mainframe specialists, representing the totality of the business IT infrastructure.

RETURN ON INVESTMENT
CMG’s sponsors deliver the essential resources to its members. Through them, members have access to educational materials, best practices, networking, technical demonstrations, and other key assets.

With more than 40 years’ experience building educational conference events and 4 years’ working on virtual platforms, CMG understands partner placement and lead generation and can deliver value and ROI to its partners.
<table>
<thead>
<tr>
<th>Event Type</th>
<th>Date(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMG IMPACT 2021</td>
<td>January 19-28</td>
<td>Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors. The event will draw attendees pursuing information on observability, DevOps, mainframe and more. Sessions will also explore the intersection of these topics and how they are driving Modern Enterprise IT.</td>
</tr>
<tr>
<td>PERFORMANCE ENGINEERING AND DEVOPS</td>
<td>February 25 and September 23</td>
<td>Designed for applications, DevOps, and Cloud professionals, this event puts performance and development first.</td>
</tr>
<tr>
<td>DATA CENTERS AND CLOUD INFRASTRUCTURE</td>
<td>March 30 and November 16</td>
<td>Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.</td>
</tr>
<tr>
<td>MAINFRAME MODERNIZED</td>
<td>May 4 and August 26</td>
<td>Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.</td>
</tr>
<tr>
<td>MONITORING AND OBSERVABILITY</td>
<td>June 22 and October 28</td>
<td>Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.</td>
</tr>
</tbody>
</table>
ABOUT SPONSORSHIP
In 2021, CMG will continue to evolve its successful Virtual Conference program. To deliver the best attendee experience, CMG will be limiting the number of sponsorships available for each virtual conference.

Partners are encouraged to begin event engagements at 6 weeks prior to each event to optimize return on investment.

PARTNERSHIP BENEFITS

LOGO PLACEMENT
Event co-promotion.
Logo and Link on landing and registration pages.

THOUGHT LEADERSHIP
Presentation of challenges and solutions with customers or organization experts

SESSION REPORTS
Understand who registers, attends the event, and engages with your session with detailed participation reports.

BRAND LOYALTY
Use tracked links to understand your network’s participation.
Host gift drawing during conference.

SPONSORSHIP LONGEVITY
Supply post-event resources for download on CMG.org
Choose video gating, or not, on CMG.org.

In 2020, CMG virtual conferences averaged 314 registrants and 125 attendees per event.

Post event, videos are accessible by all registrants – creating longevity and ongoing sponsorship value.

Impressions exceeded 100,000 per sponsor company in 2020.
ARE YOU READY TO GET IN FRONT OF ENTERPRISE IT INFLUENCERS AND DECISION MAKERS?

CONTACT CMG TODAY!

Whitney Brundage
VP, Programming and Strategy
whitney@cmg.org
1-856-401-1700 x1