CMG
YOUR TECHNOLOGY COMMUNITY

2021 EVENTS

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.

6000 EXECUTIVES & BUSINESS LEADERS

Chief Administrative Officer • Chief Compliance Officer • Chief Data Officer • Chief Executive Officer • Chief Financial Officer • Chief Information Officer • Chief Product Officer • Chief Security Officer • Chief Technical Officer + More!

4200 APPLICATIONS, DEVOPS & CLOUD

Automation Architect • Cloud Developer • Cloud Network Engineer • Cloud Software Engineer • Cloud Systems Administrator • Cloud Systems Engineer • DevOps Evangelist • Experience Assurance (XA) • Security Engineer + More!

1000 NETWORK & DATA CENTER

Data Center Architect • Data Center Engineers • Data Center Specialist NOC Technician • Service Specialist • Systems Administrator • Systems Engineer + More!

3000 MAINFRAME PROFESSIONALS

Application Designers • Application Programmers • Capacity Planners • Performance Engineers • Production Control Analysts • System administrators • System operators • System programmers + More!

CMG IMPACT 2021
January 19-28

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.

PERFORMANCE ENGINEERING AND DEVOPs
February 25 and September 23

Designed for applications, DevOps, and Cloud professionals, this event puts performance and development first.

DATA CENTERS AND CLOUD INFRASTRUCTURE
March 30 and November 16

Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.

MAINFRAME MODERNIZED
May 4 and August 26

Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.

MONITORING AND OBSERVABILITY
June 22 and October 28

Delivered virtually for the first time, IMPACT will feature more than 60 educational sessions, networking, and virtual exhibitors.

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
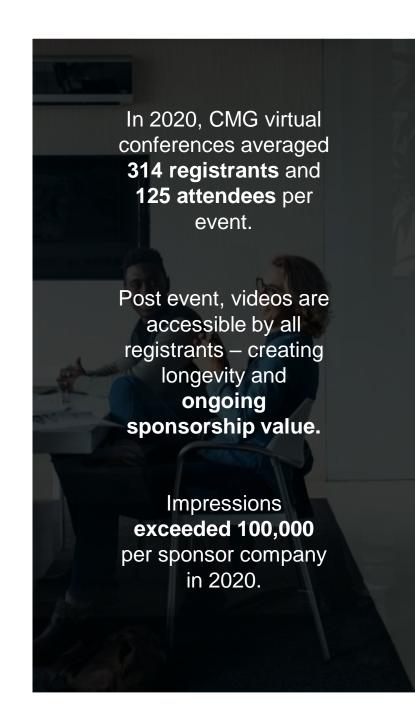
SESSION REPORTS

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.

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ARE YOU READY TO GET IN FRONT OF ENTERPRISE IT INFLUENCERS AND DECISION MAKERS?

CONTACT CMG TODAY!

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