



**BraveIT**

SEPTEMBER 19, 2019

**INTREPID MUSEUM**  
NEW YORK CITY

# 2019 SPONSORSHIP OPPORTUNITIES





**BravelT**

**Bravery in the  
Digital Transformation**  
Success Stories

**Sam Sharma**  
VP, Technology Strategy  
Kroger

**Charles Osborn**  
IT Director, Technology  
Lowe's

**Maryann Byrdak**  
Chief Information Officer  
PepsiCo

**Rob Carter**  
SVP, Solutions Engineering  
Verizon

"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."

- BravelT Attendee



## 2018 Highlights



**500+**

Registered  
Attendees



**30+**

Exhibitors



**25**

Thought Leaders  
in the Spotlight



**375**

Potbelly Ice Cream  
Sandwiches Served



**825**

App Session  
Page Views



**1**

"Ask A Hacker"  
Questions Stumped  
our Hacker



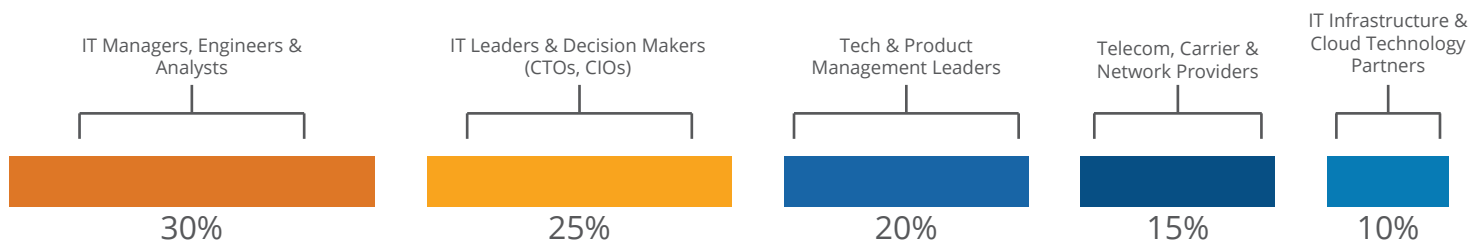
# Face the Future of IT. Be Brave.

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.

## Target Personas:



## Event Highlights:

- **Intrepid Sea, Air & Space Museum** event venue, a unique experience with historical ambiance to "wow" guests
- **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 (cryptocurrency, AI, 5G networks, etc.)
- **Vendor showcase** to highlight your brand and IT solutions
- **IT certifications** available with morning, meet-up community workshops
- **Complimentary luncheon** for all event attendees held in the exhibitor hall
- **Network with fellow IT and tech professionals** and explore the latest IT infrastructure solutions in our exhibitor hall
- **Complimentary hors d'oeuvres and evening cocktail reception on the rooftop flight deck** (weather permitting) with entertainment

"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



## ALL SPONSORSHIP OPPORTUNITIES INCLUDE\*:

- Branding on the website
- 2 Complimentary passes to the conference (additional passes available for purchase)
- Social media promotion
- Logo displayed in rotation on digital signage displayed at the event
- Opportunity to invite community with a 10% discount

\* Custom packages available

# Sponsorship Opportunities

		Platinum	Gold	Silver
		\$50K (2 available)	\$25K (4 available)	\$15K (6 available)
<b>Pre-Event Promotion</b>	Company logo on event website	●	●	●
	Company profile on event website	●	●	
	Company profile in pre-event newsletter	●	●	
	Blog Opportunity (promoted out through event website)	●	●	●
	Company logo in conference advertisements	●		
	Ability to issue a press release (dependent on time of release)	●		
	Sponsor mention on event Twitter, LinkedIn and Facebook pages	●	●	●
<b>Day of Event Promotion</b>	Literature/giveaway in conference gift bags	●	●	●
	Day of executive video interview	●	●	
	Ads rolling throughout the conference (guaranteed visibility by all)	●		
	Sponsorship recognition in welcome remarks	●		
<b>Interactive Event App</b>	Promote your brand with a home screen logo on the event App; unique messaging opportunities to highlight your solutions, offers and content downloads.	●		
<b>Logo Placement</b>	Featured in all pre-event digital invitations	●	●	●
	Call to action in post-event emails	●	●	
	Screens on Main Stage	●	●	●
	Displayed in rotation in digital signage throughout the conference	●	●	●
	Displayed in print signage throughout the conference	●	●	
<b>Entrance Passes</b>	Complimentary passes	6	4	2
	Invite your community with a 10% discount	15	10	5
<b>Exhibitor Space</b>	High boy table, two chairs, and option to display retractable banner	●	●	●
<b>Social Media</b>	Opportunity to offer CTA on TierPoint and BraveIT social media channels	●	●	
<b>Connect</b>	Access to pre-event registration list (names, titles & company)	●	●	
	Access to post-attendee list (names, titles & company)	●	●	
<b>On Stage</b>	Main stage panel participation or moderator speaking opportunity	●		
	Technology showcase on the exhibitor stage		●	

# Sponsored Branding & Hospitality Options

SPONSORSHIP	QTY	DETAILS	FEE
<b>Evening Flight Deck Reception Sponsor</b>	1	Your company is the official post-event evening reception sponsor on the flight deck of the Intrepid. Brand will be presented in gobos, signage, decor and shout outs. All reception logistics will be pre-arranged for you.	\$10,000
<b>Hackathon Sponsor</b>	1	Sponsor an interactive hackathon experience	\$10,000
<b>VIP Lounge Sponsor</b>	1	Your company logo will be displayed throughout a branded VIP lounge area used by all conference attendees throughout the day	\$7,500
<b>Luncheon Sponsor</b>	1	Your company logo will be presented in a "brought to you by" display on all lunch stations including branded napkins	\$5,000
<b>All-Day Beverage Sponsor</b>	1	Your company logo will be presented on all beverage stations in a "brought to you by" display	\$5,000
<b>Gift Bag Sponsor</b>	1	Your logo featured prominently on all bags provided to each conference guest upon check-in	\$5,000
<b>Lanyard Sponsor</b>	1	Your company logo will appear on all attendee lanyards	\$5,000
<b>4D Theater Experience</b>	1	Custom, branded pre-roll video accompanying Intrepid's 4D film about stories of courage and heroism	\$5,000
<b>Barista Sponsor</b>	1	Your company logo will be presented in a "brought to you by" display at the barista station. All logistics will be pre-arranged for you.	\$3,500
<b>G-Force Simulator</b>	1	Link your brand to a unique 360 degree supersonic jet plane experience	\$3,500
<b>Afternoon Snack Sponsor</b>	1	Your company logo will be presented in a "brought to you by" display on all snack stations	\$2,500
<b>Badge Sponsor</b>	1	Your company logo featured on all guest name badges	\$2,000
<b>Shoe Shine Sponsor</b>	1	Your company logo will be presented in a "brought to you by" display	\$2,000
<b>WIFI Sponsor</b>	1	Your company logo will be presented in a "brought to you by" display	\$1,500
<b>Coat Check Sponsor</b>	1	Your company logo will be printed on all coat check tickets and will be present in a "brought to you by" display	\$1,500
<b>Charging Station Sponsor</b>	2	Your company will provide a convenient location for all attendees to recharge phones, iPads, and their electronic devices throughout the event. The station will be branded with your logo.	\$1,000
<b>Program Sponsor</b>	5	Your company logo and ad featured in the event Program (full or half ad options available)	\$500-1,000

# Exhibitor Package: \$5,000

- Exhibit space will include a high boy table, two chairs, and option to display retractable banner
- Optional electric drop
- 2 Complimentary passes to the conference (additional passes available for purchase)
- Company logo on BravelT website
- Sponsor mention in BravelT social media campaigns
- Invite your community with a 10% discount



# THANK YOU

For questions or more information  
about BravelT, contact us:

[events@tierpoint.com](mailto:events@tierpoint.com)

[TierPoint.com/BravelT](https://TierPoint.com/BravelT)