

NOV 16-20, 2020

# AIWEEK

PRESENTED BY SCOOP NEWS GROUP

## CALLING ALL *AI LEADERS* AND *INFLUENCERS*

**AI Week** is a national tech festival gathering the biggest names in tech and artificial intelligence to discuss ways to harness the emerging technology's potential to revolutionize all aspects of life.

This year AI Week will be a digital experience featuring top C-suite leaders from around the country who will come together online in hundreds of community events, interactive sessions, talks, networking opportunities and demonstrations of the latest in Artificial Intelligence.

**8K+**

ATTENDEES

**150+**

AGENCIES &  
FORTUNE 500  
COMPANIES

**100+**

COMMUNITY  
EVENTS

### REASONS TO SPONSOR

- **Demonstrate** thought leadership and market expertise
- **Build** and accelerate your sales pipeline with multiple lead generation opportunities
- **Position** your brand at the center of AI conversations

### AUDIENCE PROFILE

- **AI Experts**, thought leaders, developers, implementors, decision makers and practitioners
- **Leaders** from government, tech, academia and military AI communities from across the country
- **Nerds, geeks, wonks** and anyone with a passion or curiosity for artificial intelligence

Visit [aiweek.com](http://aiweek.com) to learn more and register.

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## AI Week Underwriter - \$250,000

Underwriters of AI Week will experience a wide-range of benefits including branding, thought leadership, lead generation, content creation and audience interaction. As an underwriter, the benefits of the sponsorship begin months prior to the event and provide an opportunity to extend your messaging well beyond when the event ends.

### LEAD GENERATION

Registration List: 8,000+ qualified leads

### PROMOTION

- Underwriters will appear Inclusion in robust AIWeek/ FedTalks paid and organic social media campaign (2,000,000+ impressions)
- Inclusion in AIWeek/FedTalks digital campaign (1,000,000 impressions)
- Inclusion in AIWeek/FedTalks Email campaign (750,000 impressions)

### THOUGHT LEADERSHIP

- Keynote during FedTalks
- Recording of Keynote
- Post Event – Redistribution Campaign
  - SNG will work with underwriter to write a 600-word companion piece to your FedTalks keynote. This piece will be distributed to the attendee list as well as shared on FedScoop.com.
- **Sponsorship of 1 SNG Live during AI Week**
  - Full registration list
  - Speaking role with Gov't Official

### BRANDING

- Prominent branding on Virtual Platform
- Welcome Video – 1-2 min video welcome attendees to the event. Located prominently in virtual exhibit hall
- Sponsor of AIWeek Daily Preview and Recap email to all registrants (5 Days 2x/day)
- 2 Thought leadership videos 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 attendee
- **High Impact AI Digital Campaign**
  - Inclusion in SNG newsletters (5x)
  - High impact digital advertising campaign across SNG Properties with retargeting - 250,000 impressions
  - Welcome Ads on SNG Websites (4 days)

# FEDTALKS

11.16.20 - 11.20.20 | A DIGITAL EXPERIENCE

Presented by **fedscoop**

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 (200,000 impressions)
  - Inclusion in FedTalks social media campaign
  - **1 Thought leadership video** of your executive on FedScoop.com and featured in newsletter (**100,000 impressions**)
- **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 (200,000 impressions)
  - Inclusion in FedTalks social media campaign
- **1 Thought leadership video** of your executive on FedScoop.com and featured in newsletter (100,000 impressions)
- **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

11.16.20 - 11.20.20 | A DIGITAL EXPERIENCE

Presented by **fedscoop**

## 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

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**SNG LIVE**

VIRTUAL SPEAKER SERIES

## SNG Live Virtual Speaker Series during AIWeek

The SNG Live Virtual Speaker Series is an opportunity to hear perspectives from today's forward-thinking AI leaders. As we navigate these unprecedented times, technology's role has never been more important. During AIWeek, SNG will be hosting 3 virtual discussions with hand-selected IT decision makers and influencers covering such AI at both the federal and state and local levels.

- Participation in discussion (15 min w/ government official)
- Logo inclusion on signage/virtual platform
- Full reg list (100+)
- Inclusion in email and website promotion

### **ARTIFICIAL INTELLIGENCE | NOVEMBER 17**

**\$30K**

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The federal government is on the cusp of an artificial intelligence explosion. Many agencies are using AI applications in varying degrees, from basic backend automation of manual process to cloud-enabled solutions that bring new success to their missions. AI is also a major tool being used in the response to the coronavirus.

### **DATA AND MACHINE LEARNING – SLED | NOVEMBER 18**

**\$30K**

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Last year, the Trusted Internet Connections program got a welcomed update in TIC 3.0. The new model is meant to be more flexible in the age of the cloud, allowing agencies to pilot new use cases that can be approved for their unique needs. This SNG Live virtual session will highlight the latest in the development of TIC 3.0 and what's coming next for the model.

### **AI AND THE DOD | NOVEMBER 19**

**\$30K**

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As the U.S. military continues to compete for AI supremacy against China and Russia, many challenges and opportunities lie ahead. This SNG Live virtual session will look at the state of AI at the Department of Defense with a focus on the state of AI in the military today and the promise of AI in the future.

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# AI WEEK

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## AI HIGH IMPACT DIGITAL CAMPAIGN – 10-WEEK CAMPAIGN

\$100K

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Reach top leaders in Artificial Intelligence across the Scoop News Group brands of digital products

- **High Impact AI Digital Campaign**

- Inclusion in FedScoop newsletters (10x)
- High impact digital advertising campaign across SNG Properties (500,000 impressions)
- Welcome Ads on FedScoop.com (5 days)

