

The Premier Government Marketing Conference

GAIN

GROW • ACCELERATE • INNOVATE • NETWORK

2021 CONFERENCE

Sponsorship Prospectus

It's All About The Marketer
New 3-part Virtual Series!

Episode 1

Released November 4th

Episode 2

Released November 11th

Episode 3

Released November 18th

Gain exposure with the most influential government marketing budget decision makers by becoming a Sponsor at our 6th annual GAIN Conference!

GAIN 2021 is the premier government marketing conference where over 500 of the brightest minds in government marketing share best practices and learn about new tools and programs. They can't do their job without the best in the vendor community supporting them. Over the course of the conference, you will have the opportunity to raise your brand awareness among key government marketing decision makers, increase your credibility with your association with Government Marketing University and jump ahead of your competition by ensuring your messaging is "spot on" with the needs of government marketers by joining our learning at GAIN 2021. *(Vendors must be a Sponsor to attend GAIN 2021).*

Why Sponsor?

- INFLUENCE** government marketing budget influencers and decision makers with our innovative virtual platform.
- INCREASE** new prospects and foster relationships with your existing customers by being a part of GAIN 2021 which has become the premier government marketing conference.
- MAXIMIZE** your marketing dollars and time by gaining visibility with 500+ government marketers during GAIN 2021 over 4 days.
- SHOWCASE** your products and services on our online GMarkU Vendor Marketplace*
- ENHANCE** your ROI after GAIN 2021 by being included in our GMarkU Vendor Marketplace*
- GAIN** exposure for your company by becoming a trusted GMarkU vendor and stand out from your competition.
- THE BEST PART** GAINers are currently building out their 2021 Government marketing plans so don't miss out on getting your service offerings in front of them.

**Premier, PhD and Masters Sponsors*

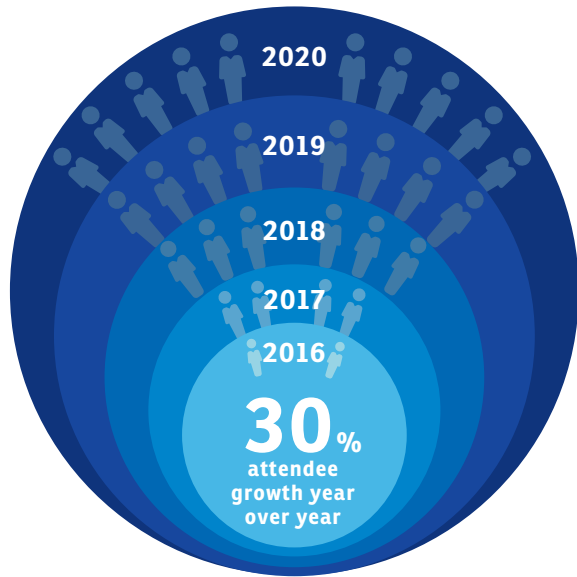
GAIN Conference by the Numbers



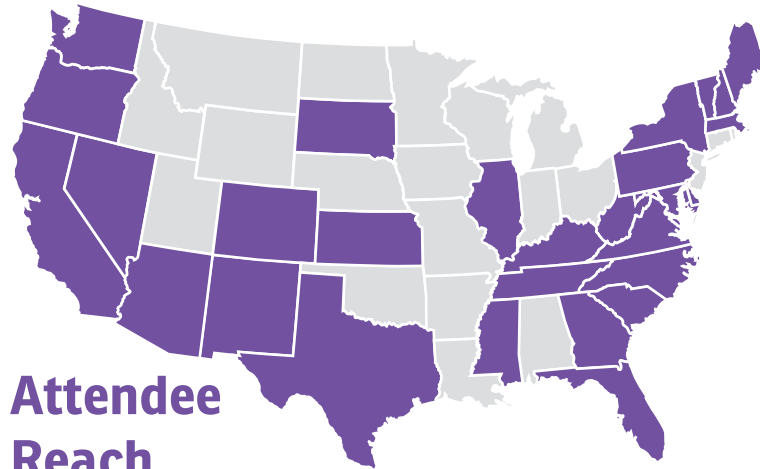
6.7M

Online Impressions from GAIN 2020

Facebook, Twitter, LinkedIn, Website



GAIN 2021 celebrates
6 years of bringing
knowledge and learning
to government marketers.



Attendee Reach

**100% of GAIN attendees
are directly involved in
deciding marketing spend**

\$100,000,000 Total Annual Marketing Budget of GAIN Attendees

(based on average annual budget of \$400,000)



**60% SENIOR LEVEL
MARKETERS**



**40% MID LEVEL
MARKETERS**

100%
attendees who
have direct or
influence vendor
selection decision



98%
of sponsors
walked away with
an opportunity

We're Going
VIRTUAL!

GAIN 2021 Sponsor Recognition

Premier
SOLD

PhD
\$10,000

Masters
\$5,000

Bachelors
\$2,500

à la carte
\$3,500

PRE-GAIN 2021

Recognition in GAIN 2021 social media posts	★	★	★	★
Recognition on GAIN 2021 Conference website	★	★	★	★
Recognition in email blasts for GAIN 2021 registration	★	★	★	
Recognition in GAIN 2021 press release	★	★		
Unique email to conference attendees prior to GAIN 2021	★	★		
Opportunity to connect with registered GAINER's thru interactive networking tool	★	★		
Recognition on GAIN 2021 Registration Page	★	★		

Back by Popular Demand!

Includes all of the Bachelor Sponsorship offerings **PLUS** exclusive visibility at one of the following:

- Keynote Sponsor (3 available)
- GAINER Awards Sponsor (1 available)
- "Did ya Know" Learning Session Sponsor (3 available)

GAIN 2021 REGISTRATION PASSES *Additional passes available at \$400/each*

8 Passes

6 Passes

4 Passes

2 Pass

DURING GAIN 2021

Recognition on GAIN 2021 Virtual Platform	★	★	★	★
Recognition Call-out from the GAIN 2021 Virtual Podium	★	★	★	★
Collateral featured in GAIN 2021 Resource Library	★	★	★	
Full GAIN 2021 Registration List	★	★	★	
Brand Recognition on transition slides between sessions	★	★		

POST-GAIN 2021

Recognition on GAIN 2021 Virtual Platform On Demand	★	★	★	★
Company Name and Contact Info in GMarkU's Vendor Marketplace with 25-word description	★	★	★	
Recognition in GAIN 2021 GAINER Thank You Email	★	★		
Banner Advertising on GMarkU.com for 30 days	★	★		
10-min "Industry Expert" video hosted on GMarkU Vendor Marketplace	★	★		
Introduction to 5 GAINER's of your Choice	★	★		

PREMIER SPONSOR ADDED PERKS

Exclusive Premier Sponsor with broader GAIN 2021 visibility	★			
Pre-conference registration list and personal email introduction to your top 10 prospects	★			
Moderate Panel. Opportunity to shape panelists and topic. Tentative topic: Government Influencer's	★			
Sponsorship of (1) GMarkU Industry Expert Webinar Series – Educational topic selected and presented by sponsor, on-demand asset promoted to GMarkU database and via social media (\$12,500 value)	★			
GMarkU.com homepage takeover during the month of October	★			
Interstitial ad on www.gainconference.com during the month of October	★			

BECOME A GAIN 2021 SPONSOR

Contact Stephanie Geiger at (703) 362-2170 or sgeiger@gmarku.com

15% Discount thru August 31st!