

MISSION

To educate,
promote,
influence, and
unite Georgia's
technology
community to
foster an
innovative and
connected
marketplace that
stimulates and
enhances
Georgia's tech-
based economy.

CONTACT US



TAG SPONSORSHIP BOOKLET 2018

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ABOUT TAG

35,000+ Members

**2,000 Member
Companies**

**250+ Events each
year**

500+ Volunteers

27 Societies



OUR VALUES

Connecting

*key stakeholders to foster a stronger
technological ecosystem*

Influencing

*actions designed to create a pro-
business state*

Promoting

*Georgia integrity and technology
prowess*

Celebrating

*technology's best to inspire and ignite
innovation*

Building

a tech-ready workforce

TITANIUM SPONSOR \$40,000 AND ABOVE

- Logo placement on every page of TAG website for 12 months
- Logo placement on Society Welcome Slides
- 3 Invitation to CIO Roundtable
- 5 Invitations to TAG VIP Board of Directors Reception in June
- 2 Banner Ad featured in TAG Daily Mail
- Spotlight Video Scrolling on TAG's homepage for 12 months
- Logo scroll on TAG homepage for 12 months
- Opportunity to additional exposure through TAG's social media platforms LinkedIn, Facebook, and Twitter.

GOLD SPONSOR \$15,000 AND ABOVE

- Logo placement on every page of TAG website for 12 months
- Logo placement on Society Welcome Slides
- 1 Invitation to CIO Roundtable
- 4 Invitations to TAG VIP Board of Directors Reception in June
- 1 Banner Ad featured in TAG Daily Mail

TAG Annual Sponsorship Levels

Become a TAG Overall Sponsor by creating a package consisting of multiple events/societies on the following pages to qualify for one of the four levels and receive additional benefits listed and increase your ROI.

PLATINUM SPONSOR \$25,000 AND ABOVE

- Logo placement on every page of TAG website for 12 months
- Logo placement on Society Welcome Slides
- 2 Invitation to CIO Roundtable
- 5 Invitations to TAG VIP Board of Directors Reception in June
- 2 Banner Ad featured in TAG Daily Mail

SILVER SPONSOR \$10,000 & ABOVE

- 1 Invitation to CIO Roundtable
- 3 Invitations to TAG VIP Board of Directors Reception in June
- 1 Banner Ad featured in TAG Daily Mail

CIO Roundtable

Today, the expectations on a CIO are great. CIOs need to be skilled business leaders with strong cross-functional skills, have global experience and possess exceptional interpersonal and soft skills. Additionally, they need to have the ability to be forward-looking, to provide innovation through technology, to re-design business processes and be proactive in aligning business and IT.

The CIO Roundtable Series provides the best venue for CIOs to further develop their skills and knowledge base. It serves as the premier place for Information Technology executives to interact with peers in a non-selling and non-competitive forum.

Benefits	Co-Host Sponsorship (limit 3 per meeting) \$6,000
3 Seats at the Roundtable Event	X
3 tickets to the VIP Reception for Panelist and Session Sponsors	X
Opportunity to make remarks at the conclusion of the Roundtable Event	X
Logo placement on event signage and website	X

Cybersecurity Simulation

The Cyber Simulation event is an all-day , open business continuity simulation: a role playing event where C-Level executives , senior management and security practitioners come together and “react” to a staged business-impacting cyber attack.

Benefits	Supplier* \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Special Seating	10 VIP seats	8 VIP seats	6 VIP seats	4 VIP seats	2 VIP seats
Morning speaking slot (20 minutes)	X				
Role Player Opportunity	X	X	X		
Additional Seats at \$149 rate	X	X	X	X	X
Recognition During Event	X	X	X	X	X
Vendor Display Table	X	X			
Attendee List (Name, Company, Title)	X	X	X	X	X
Exposure on Website	sponsor logo w/ hyperlink	sponsor logo w/ hyperlink	sponsor name w/ hyperlink	Sponsor name w/hyperlink	Sponsor name
Logo Placement	invitations, signage, & emails	invitations, signage, & emails	signage & emails	signage	signage
TAG VIP Board Reception in June	2 sponsor reps	2 sponsor reps	1 sponsor rep		
Sponsor Logo Item(s) at registration	X	X			

*Supplier Status Includes Collaborative Blog Participation, Recognition as Supplier and Speaking slot in Morning Briefing. Limited to first 10 non-competing vendors.

Health IT Leadership Summit

The Georgia Department of Economic Development, Metro Atlanta Chamber, and TAG Health founded the annual Health IT Leadership Summit in 2010. Annually, the Health IT Leadership Summit attracts more than 600 attendees for the full day conference. Representatives of Georgia's robust health IT community are in attendance including educators, providers, payers, and law makers.

Conference content includes keynote presentations by Health IT Industry leaders, panel discussions, and awards Student presentations. The Health IT Leadership Summit is the home for the Innovation Awards, Phoenix Awards and Health IT Awards.

These critical events have highlighted Georgia's leadership in the industry and addressed the actions needed to build and sustain a premier health IT workforce.

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Health IT Leadership Summit

Commitment made by: 12/31/17: receive a 10% discount
Commitment made by 3/31/18: receive a 5% discount

Exclusive Event Host \$20,000* (limit 1)	VIP Reception Host \$15,000* (limit 1)	Hall of Innovation Sponsorship \$12,500* (limit 1)	Innovation Awards Sponsor \$10,000 (limit 1)
Host Recognition on: <ul style="list-style-type: none"> • Event Signage (Logo) • Event Brochure (Logo on Cover) • Full page Ad in Event Brochure • Event Website (Logo) • Registration Page (Logo) • Event Bags (Logo) 	Reception Host Recognition on: <ul style="list-style-type: none"> • Reception Signage (At least 3 signs with Host Logo Only) • Podium (Logo) • Event Brochure (As VIP Reception Host) • ½ page Ad in Event Brochure • Official Release of Reception Photography 	Recognition on <ul style="list-style-type: none"> • Event Signage (Logo) at entrances to exhibit hall • Half page Ad in Event Brochure • Event Website (Logo) • Registration Page (Logo) • Dedicated Press Release 	Innovation Awards Recognition on <ul style="list-style-type: none"> • Event Signage (logo) • ½ page Ad in Event Brochure • Event Website (logo) • Logo on Award
Hall of Innovations Table including 10' space with electricity with premier placement	Hall of Innovations Table including 10' space with electricity with premier placement Exhibit Table at Reception with promotional materials	Hall of Innovations Table including 10' space with electricity with premier placement	Hall of Innovations Table including 10' space with electricity
30 tickets to the full-day program	15 tickets to the full day program	10 tickets to the full-day program	10 tickets to the full-day program
10 VIP Reception invitations	7 VIP Reception invitations	4 VIP Reception invitations	4 VIP Reception invitations
Company materials may be distributed in goody bag	Company materials may be distributed in goody bag	Company materials may be distributed in goody bag	Company materials distributed in goody bag
Keynote/Morning Panel introduction opportunity	3- minute podium opportunity for a representative from your company	Opportunity to give away prizes announced from podium	Opportunity to introduce awards on stage
3 tickets to TAG's Annual VIP Board Reception	3 tickets to TAG's Annual VIP Reception with the Board of Directors	2 tickets to TAG's Annual VIP Board Reception in June	2 tickets to TAG's Annual VIP Reception with the Board of Directors

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Health IT Leadership Summit

Commitment made by: 12/31/17: receive a 10% discount
Commitment made by 3/31/18: receive a 5% discount

Wireless Connectivity Sponsor \$10,000	Cocktail Reception Sponsor \$12,000 (limit 1; may be shared)	Video Sponsor \$7,500* (limit 1)	Lunch Sponsor \$7,500* (limit 1)	Breakfast Sponsor \$6,000* (limit 1)
Recognition on: <ul style="list-style-type: none"> Event Signage (Logo) Half page Ad in Branding on signage promoting free WiFi at event 	Recognition on: <ul style="list-style-type: none"> Event Signage (Logo) Quarter page Ad in Event Brochure Event Website (Logo) Registration Page (Logo) 	Video Sponsor Recognition on: <ul style="list-style-type: none"> Recognition as Web Broadcast Partner Event Signage (Logo) Registration Page (Logo) Event Website (Logo) ½ page Ad in Event Brochure Live Feed “commercials” during breaks Logo placement on recorded online conference (12 months) 	Lunch Sponsor Recognition on: <ul style="list-style-type: none"> Event Signage (Logo) Half page Ad in Event Brochure Event Website (Logo) Registration Page (Logo) 	Breakfast Sponsor Recognition on: <ul style="list-style-type: none"> Event Signage (Logo) Quarter page Ad in Event Brochure Event Website (Logo) Registration Page (Logo)
Hall of Innovation Booth (includes 10’ space)	Exclusive Table(s) at Cocktail Reception (10’ table with electricity) If sponsorship is shared, package does not have to include a table in the Hall of Innovation	Hall of Innovations Table including 6’ space with electricity with premier placement	Hall of Innovations Table including 6’ space with electricity	Hall of Innovations Table including 6’ space with electricity
10 tickets to the full-day program	10 tickets to the full day program	10 tickets to the full-day program	10 tickets to the full-day program	10 tickets to the full day program
5 VIP Reception Tickets	3 VIP Reception invitations	4 VIP Reception invitations	4 VIP Reception invitations	3 VIP Reception invitations
Company Materials distributed in goody bag	Company materials may be distributed in goody bag	Company materials may be distributed in goody bag	Company materials may be distributed in goody bag	Company materials may be distributed in goody bag
	Reception introduction opportunity	Morning speaker/panel introduction opportunity	Lunch introduction opportunity	Breakfast introduction opportunity
2 tickets to TAG’s Annual VIP Reception w/ the Board of Directors	1 ticket to TAG’s Annual VIP Board Reception in June	2 tickets to TAG’s Annual VIP Board Reception in June	2 tickets to TAG’s Annual VIP Board Reception	1 ticket to TAG’s Annual VIP Board Reception
		Promotional code for company distribution that would allow for unlimited free online views		

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Health IT Leadership Summit

Commitment made by: 12/31/17: receive a 10% discount
 Commitment made by 3/31/18: receive a 5% discount

Module Sponsor \$6,000* (4 available; 1 per module)	Gold Event Sponsor \$5,000* (10 available)	Silver Event Sponsor \$3,000*	Bronze Event Sponsor \$1,500*
Module Sponsor Recognition on: •Event Signage (Logo) in breakout module room and on power points •Quarter page Ad in Event Brochure •Event Website (Logo)	Gold Recognition on: •Event Signage (Logo) •Quarter page Ad in Event Brochure •Event Website (Logo)	Silver Recognition on: •Event Signage (Logo) •Quarter page Ad in Event Brochure •Event Website (Logo)	Bronze Recognition on: •Event Signage (Logo) •1/8 page Ad in Event Brochure •Event Website (Logo)
10 tickets to the full-day program	10 tickets to the full-day program	10 tickets to the full day program	5 tickets to the full day program
3 VIP Reception invitations	3 VIP Reception invitations	2 VIP Reception invitations	1 VIP Reception invitations
Hall of Innovations Table including 6' space with electricity with premier placement	Hall of Innovations Table including 6' space with electricity		
Company materials may be distributed in goody bag	Company materials may be distributed in goody bag		
Module introduction opportunity			
1 ticket to TAG's Annual VIP Board Reception	1 ticket to TAG's Annual VIP Board Reception		

Society Showcase

The Society Showcase is the second largest event TAG hosts with approximately 1,000 people in attendance annually. Structured as a trade show of all the societies that make up TAG, it is a time to learn about the societies, connect with members and board members alike and promote ones company to the membership at large.

This special TAG event is a perfect opportunity to kickoff, promote and showcase your company.

Benefits	Host Sponsor (1) \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Booth Sponsor \$500
Logo placement on select event promotion*	X	X	X	
Option to put swag or promotional items in goody bag	X	X	X	
Logo in event program/or flyer*	X	X	X	
Exhibit Table *	X Priority	X Priority	X (priority only if Terabyte Sponsor)	X
Recognition by TAG President at the event	X	X		
1 Invitation to TAG's Annual VIP Reception	X	X		
TAG Radio interview	X	X		
Expanded role at the podium	X			
Host Banner Sign	X			

**This benefit is contingent upon when sponsorship is confirmed.*

**Priority Placement next to society booths available.*

Society Sponsorship

TAG Societies

- TAG Business Process Management (BPM)
- TAG CFO
- TAG Cloud
- TAG Corporate Development
- TAG CRM & CX
- TAG Data Governance
- TAG Data Science and Analytics(formerly BI/A)
- TAG Dev Ops
- TAG Digital Media & Entertainment
- TAG FinTech
- TAG Health
- TAG Diversity & Inclusion
- TAG Information Security
- TAG Infrastructure
- TAG International Business (IBS)
- TAG Manufacturing
- TAG Marketing
- TAG Mobility
- TAG Product Management
- TAG Recruiting
- TAG Sales
- TAG Smart Energy
- TAG Southeastern Software Alliance (SSA)
- TAG Supply Chain & Logistics
- TAG Transportation Tech
- TAG Young Professionals
- Women in Technology (WIT)

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Society Sponsorship

Benefits	Terabyte \$4,000	Gigabyte \$2,500	Megabyte \$1,000	Kilobyte \$500	Byte \$250
Logo placement on select event materials on site	All meetings	All meetings	2 meetings	1 meeting	
Logo placement on event signage	All meetings	All meetings	2 meetings	1 meeting	
Recognition by meeting host at the beginning of the meeting	All meetings	All meetings	2 meetings	1 meeting	1 meeting
Brief speaking opportunity or exhibit booth (available dependent on meeting agenda and location)*	All meetings	All meetings	1 meeting		
Logo placement on society page on TAG website (specified sponsor level)	Entire Year	Entire Year	1 meeting		
Option to provide notepads, pens, etc. with company logo to attendees	All meetings	All meetings			
Attend a reception with the prestigious TAG Board of Directors and TAG Leadership Council	2 Invitations	1 Invitation			
Society Showcase Sponsorship—Join TAG's tradeshow featuring all of the societies and connect with more than 1,000 members and board members. Sponsorship benefits include: Logo placement on select event promotion; option to put swag in goody bag, logo on app exhibit booth at event	Silver Showcase Sponsorship with Priority Booth Upgrade				
May bring guests to society meetings	Up to 5	Up to 5	Up to 2	Up to 1	Up to 1

**Speaking opportunity is making intro remarks and does not mean a keynote or panelist role.*

SSA Mega-Trends

This annual event hosted by TAG Southeastern Software Association (SSA) features 2 panels of industry experts who discuss the impact of emerging issues and trends in the software industry.

Benefits	Gold \$2,500	Silver \$1,000	Bronze \$500	Bar (1) \$1,000
Recognition by Host at beginning of event	X	X	X	X
Company name & logo displayed at awards	X	X	X	Event Signs
Company name & logo displayed on website	X	X	X	
Speaking opportunity for qualified candidate	X			
Company name & logo displayed on select marketing materials if sponsorship is committed 4 weeks prior to event	X	X		
Company name & logo in Press Release if sponsorship is committed 6 weeks prior to event	X			
Exhibit booth at event	X			
Option to provide materials w/company logo to attendees		X		
Tickets to the event	4	2	1	2
May provide customized napkins/cups/bottle beverages				X

TAG CRM Signature Event

TAG CRM presents its annual signature event. This event will bring together CRM, CX, and Sakes professionals to present relevant and timely content that advances your knowledge and understanding of the benefits and uses of CRM & CX technology.

Benefits	Presenting \$5,000 (1 Limit)	Gold \$3,000 (1 Limit)	Silver \$1,500 (2 unlimited)	Bronze \$750 (4 limit)
Logo placement on select marketing collateral for event (specified by level)	X	X	X	Listing
Logo placement on select signage on site (specified sponsor level)	X	X	x	Listing
Logo placement on event website /registration(specified sponsor level)	X	X	X	Listing
Tickets to the event	10	5	3	2
Exhibit Table	X	X	X	X
Moderator Opportunity for select executives (must be vetted by TAG CRM/CX Board)	X			
Panel Discussion introduction (3 minutes)	X	X		
Roundtable Moderator opportunity (CRM & CX will provide guidelines)	X (2 people)	X(1 person)	X (1 person)	
Attendee List (name company & title)	X	X		
Additional Recognition at TAG CRM Events to include exhibit table or 1 minute welcome remarks (contingent upon agenda)	2	1		

TAG Day of Service

TAG Day of Service is a wonderful opportunity for team-building within your company, all while helping to improve the community.

Benefits	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Logo placement on event signage	X	X	X
Corporate banner place at event	X		
Sponsor recognition at event	X	X	X
Logo placement on all event collateral	X	X	X
Acknowledgement in all print ads related to event	X	X	
One week inclusion on the TAG eCommunications banner	X		
Invitations to TAG's VIP Board Reception	1		

TAG Digital Media & Entertainment Industry Summit

Georgia is now well on the path of establishing itself as one of the world's leading entertainment and digital media hubs. Join the TAG Digital Media & Entertainment Society as we host the 2018 Entertainment Industry Summit. This year's Summit will grow and build off of the past three years exciting events, making available unique cross industry networking opportunities with industry leaders from throughout the state of Georgia.

As Georgia continues to grow its position in the entertainment and digital media industries; recognizing emerging trends in leadership and where industry beneficially converges becomes an important road-map to our unique strengths and position within the global marketplace. Assembling local experts in the top of their fields from film & broadcast, music, and digital media (gaming and interactive marketing); attendees will be able to share their developments and challenges in a uniquely collaborative environment as they hear top industry professionals explore where Georgia excels in this rapidly growing driver of our state's economy.

Benefits	Platinum \$5,000	Gold \$2,000	Silver \$1,000	Bronze \$750	Table \$500	½ Table \$250
Reserved table	2 (20 seats)	1 (10 seats)	1 (10 seats)	1 (10 seats)	1 (10 seats) with table sign displaying company name	1½ (5 seats) with table sign displaying company name
Speaking Opportunity	X					
Advertisement in event program	Full Page	Half Page	Quarter Page	Logo		
Display booth	X	X	X			
Sponsorship recognition at 1 additional society events	X					

TAG's Exclusive Premier Members Only Mixer Series

Networking is far more than shaking hands, introducing yourself and being seen. It's about presence, integrity and having a vision that transcends individual's goals; bringing ideas and people together that would have otherwise never crossed paths.

Brand Awareness Work to keep your company's name in front of your market -- "out of sight, out of mind". Stay in touch with your customers and the industry.

2018 Calendar

January – Premier Member Appreciation Mixer (held prior to the Society Showcase)

March – Premier Member Mixer – “Meet TAG's Chairman of the Board”

May -- Premier Member Mixer – Social

August – Premier Member Mixer – Social

October – Premier Member Mixer – Social

November – Premier Member Holiday Mixer – Social

Benefits	Annual Presenting \$10,000	Host Sponsor \$2,500
Opportunity to address the group (3 minutes)	X	X
Provides Venue (or sponsor venue) & food/drink		X
Registration List (names & company)	X	X
Company Logo on all signage, webpage, collaterals, recognition at the event	X	X
Tickets to the program	10	5

TAGit Golf Tournament

Come join the Technology Association of Georgia for our annual TAGit golf tournament in September. This sell-out event supports TAG and the TAG Education Collaborative.

Since its inception the TAG Education Collaborative has given over \$200,000 in scholarships to assist high school students in pursuing technology careers, and a portion of TAGit proceeds benefit the TAG Education Collaborative STEM initiatives and the programs that go along with it.

We hope that you will support TAG and the TAG Education Collaborative by coming out and networking with some of the state's most well known C-Level Executives while playing in the state's most prestigious golf tournament for technology stakeholders. This event will surely sell-out, so reserve your spot today!

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TAGit Golf Tournament

*Early Bird Pricing ends April 1, 2017

Masters Sponsor \$10,500 (limit 3)	Photography Sponsor \$9,500	Margarita Station Sponsor \$7,250 (limit 2)	On-the-Course Draft Station \$6,500 (limit 2)	Beverage Cart and Station Sponsor \$6,000 (limit 4)
Company representative may speak at VIP reception	One Foursome	Company signage displayed at the stations located on each course between holes 9 and 10	Company signage displayed at draft stations (1 per course)	Company signage displayed at beverage stations (2 per course)
Signs at club entrance, 18 th hole, lunch and VIP reception	Signs at Photography Stations (1 at each course – 2 total)	2 Company representatives permitted at each station	One foursome in the tournament	One foursome in the tournament
One foursome in the tournament	Full page acknowledgement in event program	One foursome in the tournament	Company logo on hole signage	Company logo on traveling beverage carts (1 per course)
Company logo on Golf Gift	Company name or logo listed w/Masters sponsor on photos or frames	4.5" x 3.5" ad in the event guide	2 Company representatives permitted on each course at station	2 Company representatives permitted on each course at station
Company logo on cover and 10" x 7.5" ad in guide	Souvenir photos of foursome	Company provided gift distributed in gift bags or at stations	4.5" x 3.5" ad in the event guide	4.5" x 3.5" ad in the event guide
Company provided promotional gift in distributed gift bags	Company provided promotional gift in distributed gift bags		Company provided gift distributed in tournament gift bags	Company provided gift distributed in tournament gift bags
Up to 4 non0golfing Company Representatives may attend tournament and help distribute golfer gifts	2 Company representatives permitted at each station			
TAG Overall Silver Level Status: Includes 1 invite to quarterly CIO Roundtable, 3 invitations to TAG VIP BOD Reception, 2 Banner Ads, and 1 spotlight Ad				

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TAGit Golf Tournament

*Early Bird Pricing ends April 1, 2017

Hole-in-One Contest Sponsor \$6,500 (limit 2)	Chipping Contest Sponsor \$6,000 (limit 1)	Putting Contest Sponsor \$6,500 (limit 1)	Cigar Rolling Sponsor \$6,750 (limit 1)
Company signage displayed at main prize hole (1 per course)	Company signage at contest	Company signage at contest	Company signage at the station
One foursome in the tournament	One foursome in the tournament	One foursome in the tournament	2 Company representatives at the station
4.5" x 3.5 ad in event guide	4.5" x 3.5" ad in event guide	4.5" x 3.5" ad in event guide	One foursome in the tournament
Two company representatives per course invited to witness hole	Opportunity to announce the winner at the Post-Golf reception	Opportunity to announce the winner at the Post-Golf reception	4.5" x 3.5" ad in event guide
Company provided promotional gift distributed in tournament gift bags	Company provided promotional gift distributed in tournament gift bags	Company provided promotional gift distributed in tournament gift bags	Company provided promotional gift distributed in tournament gift bags

Lunch Sponsor \$5,500 (limit 4)	Cocktail Sponsor \$5,500 (limit 6)	Smoothie Station Sponsor \$5,500 (limit 1)	Closest to the Pin Contest Sponsor \$5,000 (limit 4)
Company signage displayed on hole on course and lunch	Company signage on hole on course and at VIP Reception	Company signage at station	Company signage at one contest
One foursome in the tournament	One foursome in the tournament	2 Company representatives permitted at station	One foursome in the tournament
4.5" x 3.5" ad in the event guide	4.5" x 3.5" ad in the event guide	One foursome in the tournament	Opportunity to announce the winner at the Post-Golf Reception
Company provided promotional gift distributed in tournament gift bags	Company provided promotional gift distributed in tournament gift bags	4.5" x 3.5" ad in the event guide	2.25" x 3.5" ad in the event guide
		Company provided promotional gift distributed in tournament gift bags	Company provided gift distributed in tournament gift bags

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TAGit Golf Tournament

*Early Bird Pricing ends April 1, 2017

Longest Drive Contest \$5,000 (limit 2)	Goody Bag Sponsor \$4,000 (limit 6)	Tee & Hole Sponsors \$3,750 (limit 10)	Tee Sponsor \$3,250 (unlimited)
Company signage at contest on one course	Company signage on hole on course	Company signage on tee and hole on the course	Company signage on tee on the course
One foursome in the tournament	Company logo printed on tournament gift bags	2.25" x 3.5" ad in the event guide	One foursome in the tournament
Opportunity to announce the winner at the Post-Golf Reception	2.25" x 3.5" ad in the event guide	One foursome in the tournament	Logo placement in event guide
2.25" x 3.5" ad in the event guide	One foursome in the tournament		
Company provided gift distributed in tournament bags	Company provided gift distributed in tournament bags		

Golf Cart Sponsor \$6,500 (limit 2)	Pro-Clinic Sponsor \$6,000 (limit 1)
Logo on cart sign and event signage	2 Reps at pro-clinic
Opportunity to place golf gift and collateral in cart	Opportunity to place golf gift in goody bag
One foursome in the tournament	One foursome in the tournament
4.5" high x 3.5" wide ad in the event guide	4.5" high x 3.5" wide ad in the event guide

2 Foursomes: \$6,250 (unlimited)	Add a foursome to any sponsorship over \$5,500: \$3,125	Individual Player: \$950
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TAG International Business Signature Conference

The International Business Society's Signature Conference is a premier opportunity to network with the Who's Who of the international community as well as National Chambers, consulates, international trade offices, and many multinational companies in our market. The Annual Signature Conference is an opportunity to reach 26,000+ TAG members along with 11,000+ international contacts from the International Business Society database.

Benefits	Platinum \$1,500	Gold \$1,000	Silver \$500
Sponsor company description on event website	X		
Logo and link on event webpage and registration page	X		
Logo and link on event webpage		X	X
Reserved tickets at signature event	10	7	4
Ad in event program	Full	½	1/4
Sponsor designation an logo on event signage	X	X	X
Exhibit table	X	X	X
Role at podium for company speaker*	X		
Liaison for event networking to facilitate strategic introductions	X	X	
Discounted opportunity to receive custom video capture (for additional fee)	X	X	X
Sponsor designation on attendee badges	X	X	X

Gigabyte society sponsors are granted Gold event sponsors benefits at no additional charge.

If selected as one of their sponsored events, Megabyte society sponsors are granted Silver event sponsor benefits at not charge.

**Role at podium is determined by event planning committee and is subject to qualification.*

TAG IOT Signature Event

Presenting Sponsor \$20,000* (limit 1)	Partner Sponsor \$15,000	VIP Reception Sponsor \$15,000	Cocktail Reception Sponsor \$10,000 (limit 2)
Host Recognition on: •Symposium Signage (Logo) •Symposium Brochure (Logo on Cover) •Full page Ad on back of brochure •Symposium Website (Logo) •Registration Page (Logo) •Symposium Bags (Logo)	Recognition on: •Symposium Signage (Logo) •Full page Ad in Symposium Brochure •Symposium Website (Logo) •Registration Page (Logo)	Recognition on •Event Signage (Logo) •Full page Ad in Symposium Brochure •Symposium Website (Logo) •Registration Page (Logo)	Innovation Awards Recognition on •Symposium Signage (Logo) •¼ page Ad in Symposium Brochure •Symposium Website (Logo) •Registration Page (Logo)
Exhibit Hall Table Space 10'	Exhibit Hall Table 6'	Exhibit Hall Table 6'	Exhibit Hall Table 6'
15 tickets to the full-day program. (Branded Table) w/ Green Room Access	10 tickets to the full-day program. (Branded Table) w/ Green Room Access	10 tickets to the full-day program. (Branded Table) w/ Green Room Access	10 tickets to the full-day program. (Branded Table)
10 VIP Reception invitations	5 VIP Reception invitations	10 VIP Reception invitations	3 VIP Reception invitations
Inclusion in every press release & logo on select printed marketing materials; Social Media Mentions daily in promotions.	Inclusion in 1 press release & social media promotions	Inclusion in 1 press release	Inclusion in 1 press release
Executive Keynote Speaking Role at event; Additional introduction opportunity.	Executive Panel Opportunity; Additional introduction opportunity	Opportunity to make brief remarks at Cocktail Reception or Panel/Speaker Introduction.	Opportunity to make brief remarks at Cocktail Reception & to do a raffle at reception
Invitations: • 5 tickets to TAG's Annual VIP Board Reception • 5 invitations to exclusive VIP Dinner in April • Opportunity to serve on Event Planning Committee	Invitations: • 4 tickets to TAG's Annual VIP Reception with the Board of Directors • 3 invitations to exclusive VIP Dinner in April • Opportunity to serve on Event Planning Committee	Invitations: • 2 tickets to TAG's Annual VIP Board Reception in June • 3 invitations to exclusive VIP Dinner in April • Opportunity to serve on Event Planning Committee	Invitations • 2 tickets to TAG's Annual VIP Reception with the Board of Directors • 1 invitations to exclusive VIP Dinner in April • Opportunity to serve on Event Planning Committee

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TAG IOT Signature Event

Green Room Sponsor \$10,000* (limit 2)	Meal/Break Sponsor \$15,000 (limit 3- breakfast, Lunch, & Break)	Event Gold Sponsor \$5,000	Event Silver Sponsor \$3,000
Host Recognition on: •Symposium Signage (Logo) •1/4 page Ad in Event Brochure •Symposium Website (Logo) •Registration Page (Logo)	Recognition on: •Symposium Signage (Logo) •Special signs at meal times •1/8 page Ad in Event Brochure •Symposium Website (Logo) •Registration Page (Logo)	Recognition on •Symposium Signage (Logo) •1/8 page Ad in brochure •Symposium Website (Logo) •Registration Page (Logo)	Recognition on •Symposium Signage (Logo) •Listing in Event Brochure •Symposium Website (Logo)
Exhibit Hall Table Space 6'	Exhibit Hall Table 6'	Exhibit Hall Table 6'	
10 tickets to the full-day program. (Branded Table) w/ Green Room Access	10 tickets to the full-day program. (Branded Table)	10 tickets to the full-day program. (Branded Table)	10 tickets to the full-day program. (Branded Table)
3 VIP Reception invitations	1 VIP Reception invitations	1 VIP Reception invitations	
Inclusion in 1 press release.	Inclusion in 1 press release & social media promotions	Inclusion in 1 press release	
Company materials may be placed in Speaker/VIP Green Room.	Executive Panel Opportunity; Additional introduction opportunity		
Invitations: • 2 tickets to TAG's Annual VIP Board Reception • 1 invitation to exclusive VIP Dinner in April • Opportunity to serve on Event Planning Committee	Invitations: • 2 tickets to TAG's Annual VIP Reception with the Board of Directors	Invitations: • 2 tickets to TAG's Annual VIP Board Reception in June	

Continued on the next page

TAG IOT Signature Event

Event Bronze Sponsor \$1,500	Table of 10 \$15,000
Host Recognition on: <ul style="list-style-type: none">•Event Signage (Listing)•Event Brochure (Listing)•Event Website (Listing)	Premier Members: \$750 Members: \$850 Non-Members: \$1,100
5 tickets to the full-day program	Tickets
	Members: \$90 Non-Members: \$110

TAG Marketing - Geek Out on Marketing Technology

Geek Out on Marketing Technology is Atlanta's premier marketing technology event. This event is designed for anyone, marketers and technology professionals, who uses various marketing technologies to drive demand or purchases, generate brand awareness and increase marketing effectiveness.

Benefits	Featured \$5,000	Event \$2,500	Showcase \$500	Startup \$250*
Peer-to-Peer roundtable- Your company and a customer will have the opportunity to lead an issue focused roundtable discussion where you will be to share your ideas to address a common challenge of your choosing.	X	On first come basis		
Bag Inserts for all attendees	X	X		
Speaker Introduction – a representative from your company will have the opportunity to introduce one of the events speakers.	General Session	Break-Out Sessions		
Fast Pitch slot – your company will have a 5 minute slot on the agenda to present a cool product feature or capability	General Session	Fast Pitch Session	Fast Pitch Session**	Fast Pitch Session**
Number of tickets included	10	5	2	2
Table Top Exhibit – you will have the opportunity to place a table top exhibit in the product showcase where you can feature products and services.	X	X	X	X
Prominent company logos on all conference materials	X	X	X	X

*Available only to companies with less than \$1 million in annual revenue.

**Limited number of slots TBD by a selection process

TAG North Fulton

The North Fulton Chamber of Commerce has joined forces with TAG to offer a bi-monthly series under the banner of “TAG North Fulton.” These events offer a uniquely intimate setting to network and learn from some of the region’s most influential and strategic thinkers.

Benefits	Platinum \$3,500	Gold \$2,000	Silver \$1,000
Primary logo with live link placement on event website	X	X	X
Placement on event flyer (specified by level)	X	X	X
Acknowledgement at all luncheons by TAG or Chamber executive during introductory or closing remarks	X	X	X(1 event)
Logo on event signage	X	X	X(1 event)
Ability to provide comment (1 minute at luncheon)	All events	3 events	1 event
Attendees into each event	4 included	2 included	1 included
Premier seating for 1	X		

TAG Orientation

Orientation covers 5 sessions per year, open and free to all members and non-members. These events cover a number of topics including:

- History, Mission and Vision
- TAG Societies: What's new and how you can get involved
- TAG Education Collaborative mission, goals, and how to get involved
- TAG Government Relations
- TAG Membership: network, connect, and build brand awareness for your company

Benefits	Orientation Sponsor \$2,500
Promotions at 5 TAG Orientation sessions throughout the year	X
Logo placement on all materials related to TAG	X
Logo placement on TAG Orientation page	X
Verbal recognition during all TAG Orientation sessions	X
Opportunity to speak during TAG Orientation (3 minutes)	X
Option to host a TAG Orientation at your site	X
Invitations to TAG's VIP Board Reception	2

TAG Perimeter

The Sandy Springs/Perimeter and Dunwoody Chambers of Commerce have joined forces with TAG to offer a quarterly series, under the banner of “TAG Perimeter.” The motivation behind the initiative was TAG’s growing membership north of Atlanta and the desire of the three organizations to work collaboratively to deliver content to this region. These events offer a uniquely intimate setting to network and learn from some of the region’s most influential and strategic thinkers.

Benefits	Platinum \$3,500	Gold \$2,000	Silver \$1,000
Primary logo with live link placement on event website	X	X	X
Placement on event flyer (specified by level)	X	X	X
Acknowledgement at all luncheons by TAG or Chamber executive during introductory or closing remarks	X	X	X (1 event)
Logo on event signage	X	X	X (1 event)
Ability to provide comment (1 minute at luncheon)	All events	3 events	1 event
Attendees into each event	4 included	2 included	1 included
Premier seating for 1	X		

TAG Statewide

TAG Statewide’s mission is educating, uniting, promoting, and influencing Georgia’s Technology community across the state. Currently, there are chapters in the following cities:

- Athens
- Columbus
- Greater Augusta
- Middle Georgia
- Savannah

Benefits	Gold \$1,500	Silver \$750	Bronze \$500	Friend of TAG \$250
Logo placement on all event materials on site (specified sponsor level)	All meetings	2 meetings	1 meeting	
Logo placement on event signage (specified sponsor level)	All meetings	2 meetings	1 meeting	
Recognition by meeting host at the beginning of the meeting	All meetings	2 meetings	1 meeting	1 meeting
Option to host a meeting at your facility (per logistical requirements)	All meetings	2 meetings	1 meeting	
1 minute welcome at the beginning of the meeting	All meetings	1 meeting		
Logo placement on society page on TAG website (specified sponsor level)	Entire Year	1 meeting		
Option to provide notepads, pens, etc. with company logo to attendees	All meetings			
Opportunity to serve on a panel (per society board discretion and program schedule)	X			
Invitations to TAG’s VIP Board Reception	2 tickets			
May bring guests to Chapter meetings	Up to 5	Up to 2	Up to 1	Up to 1

TAG Statewide Signature Event

The TAG Greater Augusta Chapter, and leaders from the technology community will join officials from the Army Cyber Command (ARCYBER) Headquarters at Fort Gordon, Georgia for a daylong conference on the topic, “U.S. Army, Cyber Security and Business Against a Common Foe.”

Benefits	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Four-color advertisement in the program	Full page OR Two half pages	Half page	Quarter page
Sponsor recognition on the website, program and at the venue	X	X	
Admission for company representatives or clients	6	4	
Reserved table at lunch with the sponsor's name	2 seats	X	
Suggest panelists from your company	X		
Introduce Panel Monitor		X	

Techie 10k/5k Run/Walk

Join us for a great team-building event. A portion of the proceeds benefit the TAG Education Collaborative. Our annual 5k/10k has exciting awards for the fastest team, fastest CEO, and a special award if you are faster than the TAG CEO. Our race is certified for Peachtree Seeding.

Benefits	Diamond Race Co-Host \$5,250	Platinum Race Partner \$2,750	Gold Race Partner \$1,750	Silver Race Partner \$1,100	Bronze Corporate Team Sponsor \$600	Refreshment Sponsor \$200
Teams of six runners	3	2	1	1	1	
Individual runners			2			
Logo visibility on select signage at the event (by level)	X	X	X	X		X
Start/Finish Line Sponsor	X					
Reception Area Sponsor	X					
Water Station Sponsor	X	X	X			
Opportunity to put an item in Goody Bag	X	X	X	X		
Corporate banner displayed at event start/finish area	X					
Sponsor recognition at event	X	X	X	X		
Logo on select Techie 5K/10K collateral: T-shirts	X	X	X	Logo on T-shirt	Company Name on T-shirt	
Logo on website	X	X	X	X	X	
Pre-promotion through TAG radio/Interview	X	X	X			
1 Exhibit table at event	X	X	X			
Banner ad opportunity	1					

Exhibit tables are available at **\$400**, plus insertion of company flyer or sample product in participant goody bags

Tech Day at the Capital

Join us for the 2018 Tech Day at the Capital. This exciting event will feature three distinct opportunities for you and your business to get engaged with your state government. A reception for sponsors and an opportunity to interact with your state legislators at the Capital.

We have great sponsorship opportunities available that will allow you to showcase your business through exhibit tables to state procurement officials, legislators, and others during our technology reception.

Benefits	Gold \$2,500	Silver \$1,000	Bronze \$500
Tickets to an invitation-only Dinner w/ Legislators	4	2	
Acknowledgement in media materials	X	X	X
Listing on signage at all events	X	X	X

Banner Ads

Advertise with TAG! Each week, over 30,000 technology and business professionals receive email distributions with important news and events in the industry. By participating in the Banner Ad program, you will receive the benefit of increased awareness of your company's purpose and brand recognition, in addition to highlighting your involvement in Georgia's technology community. Banner Ad opportunities are available on Tuesdays and Thursdays.

	Titanium TAG Sponsor (included)	Platinum TAG Sponsor (included)	Gold TAG Sponsor (included)	Silver TAG Sponsor (included)	TAG Premier Member \$250/ad	TAG Corporate Member \$350/ad
Placements Per Year	2	2	1	1	Up to 2	Up to 2

Hub Magazine

HUB Magazine features timely news, ideas, people and trends that are at the intersection of Georgia's emerging technology community. Published quarterly, HUB Magazine reaches a potential 21,500+ subscribers via print and digital distribution. The magazine offers compelling content in six key areas:

- Building – Gain insights through industry articles and briefs on best practices from GA's thought leaders.
- Celebrating – Take a look at the latest award winners, high-achievers, and start-up from GA's best & brightest in technology community.
- Connecting – Find out who's who & who's new in GA's tech community via CEO profiles, new comer announcements and TAG's Service providers.
- Influencing – Stay Abreast of the legislative, civic, & educational issues that impact GA's tech community.
- Promoting – Learn about where GA leads in technology, the emergence of innovative industries across the state and how to get involved in upcoming events.
- What the Tech? Your best bet for the fun side of tech, with trends & recommendations on where to eat, surf the web, and what to watch and more.

For additional information, please visit : <http://www.tagonline.org/resources/hub-georgias-technology-news-magazine/>

Ad Size/Specs	2018 Rates
Double-Page Spread	\$5,000
Full Page Ad / 10" H x 7.5" W	\$2,500
Half Page Ad/ 4.5" H x 7.5" W	\$1,500
Quarter Page Ad/ 4.5"H x 3.5"W	\$1,000
Directory Listing: Includes logo, contact info & brief description	\$550

File Specs
High Resolution PDFs (no less than 300dpi)
Full page ads must include a 1/8" bleed minimum
Allow at least 1/4" safety margin on full page ads
Any spot colors will be converted to CMYK

TAG Radio

Every week TAG Radio features a new interview with a leader in the industry. Based on the trends, we have 10,000—25,000 listeners a month.

Benefits	Gold \$10,000	Silver \$6,000	Bronze \$250
Sponsor recognition in TAG Radio Broadcast	1 year	26 weeks	1 week
Logo placement on TAG Radio Webpage	1 year	26 weeks	1 week
Mention in the eWeekly	1 year	26 weeks	1 week
Invitations to TAG's VIP Board Reception	3	1	
Excalibur Awards brochure ad space	¼ page ad	1/8 page ad or logo	
Banner ad in eWeekly	1 week		

Excalibur Awards

TAG initiated the Excalibur awards in 2005 to recognize and call attention to Georgia's "tech-enabled" companies who demonstrate exemplary competency in utilizing technology to enhance their business.

We define a "tech-enabled" as a buyer of technology as opposed to a producer. The best of these companies find great ways to use current and often times, disruptive technology to facilitate competitive advantage. Every February, at the Georgia Technology Summit, TAG recognizes the achievements of the top technology companies. Our Excalibur awards distinguish the people, departments and companies, large and small, who are the recipients of such technologies.

The Excalibur award competition affords technology companies, consultants, Chambers of Commerce and other institutions an excellent opportunity to nominate the companies that understand the importance of technology, make the investment, and reap the rewards.

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Excalibur Awards

Benefits	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Visibility in collateral signage at the event (by level)	X	X	X	X
Name visibility on Welcome Slides at most Society meetings for one year	X	X		
Logo placement on event webpage (by level)	X	X	Acknowledgment with logo	
Invitations to TAG's VIP Board Reception	5	4	3	2
Ad placement in event program	Full page	½ page	¼ page	Logo
Preferred reserved seating	10	10	10	10 *3 seats if an kind sponsor
Invitations to exclusive Event Meet & Greet following the event	2	1	1	
12 month premier logo placement on TAG Website	X	X		
Interview Opportunity at TAG Radio	X	X		
Exhibition table at Excalibur Awards (6' skirted table)	X	X		
Role at the podium	X			
Excalibur Promo Video	X			
All benefits of Silver Sponsorship at a second major TAG event	X			

SSA Impact Awards

Each year the SSA Impact Award recognizes companies and their teams who have demonstrated outstanding leadership in bringing new technology solutions to the market. The winners have built outstanding software solutions that deliver a significantly positive impact on both their customers and business community.

Platinum \$3,500	Gold \$2,500	Silver \$1,500	Table \$750	Individual \$99
<ul style="list-style-type: none"> •Exclusivity – 1 Platinum Sponsorship Available •Company name & logo displayed at awards •Inclusion on Awards agenda: 3 minute speech or spotlight •1- Display table at Awards •Company name & logo displayed at Pre-Awards Reception •Company promotional gifts placed at tables •Pre-Awards Reception Admittance for confirmed guests •2 VIP Reserved Tables •16 SSA Impact Award Admission Tickets w/ VIP Admission •Company name & logo on event marketing materials •Company name & logo on TAG-SSA Impact Awards website 	<ul style="list-style-type: none"> •Recognition at Event •1-Display table at Awards •Company name & logo displayed at Pre-Awards Reception •Pre-Awards Reception Admittance for confirmed guests •1 VIP Reserved Table with Company Name •8-SSA Impact Award Admission Tickets with VIP Admission •Company name & logo on event marketing materials •Company name & logo on TAG-SSA Impact Awards website 	<ul style="list-style-type: none"> •Recognition at Event •Company name & logo displayed at Pre-Awards Reception •Pre-Awards Reception Admittance for confirmed guests •1 Reserved Table with Company Name •8-SSA Impact Award Admission Tickets •Company name & logo on event marketing materials •Company name & logo on TAG-SSA Impact Awards website 	<ul style="list-style-type: none"> •1 Reserved Table with Company Name •8-SSA Impact Award Admission Tickets 	<ul style="list-style-type: none"> •1-SSA Impact Award Admission Ticket

TAG Celebrates Georgia’s Fastest Growing Private Companies

TAG hosts an exclusive event to celebrate the fastest growing Georgia companies as selected by INC. Magazine. We hope you will join us for this special celebration to support the best of the best in Georgia.

Benefits	Host Sponsor \$5,000 (limit 4)	Bar Sponsor \$3,500 (limit 2)	Gold Sponsor \$2,500	Silver Sponsor \$1000	Bronze Sponsor \$500
List of attendee names and companies	X				
Sponsor liaison provided at event	X				
Logo placement on event signs	X (premium placement)	X	X	X	X
Logo placement on bar signs and (depending on availability) logo on cups or beverage napkins		X			
Logo on website with link to your URL	X	X	X	X	
Exhibit booth at event	X	X	X		
Name placement on website with link to your URL					X
Number of tickets to the event	10	10	10	5	3
Invitations to TAG’s VIP Board Reception	2	1			

TAG DS&A: Innovation Awards

TAG Data Science and Analytics Society and thought leaders from throughout Georgia celebrate innovation in Business Intelligence and Analytics Solutions. The Awards program recognizes leaders in the Enterprise and SMB spaces for their development and application of Data Science, Big Data, Predictive Analytics, related topics, and more!

Benefit	Platinum \$7,500 (2 max)	Gold \$5,000 (4 max)	Silver \$2,500 (8 max)
Display Logo on DS&A Society website (by level) announcing awards event	X	X	X
Display logo on email communications announcing event (by level)	X	X	X
List company & logo on awards event agenda (by level)	X	X	X
Register a specified number of attendees at no extra cost to the awards event	10	4	2
Display logo on introductory presentation slide & be recognized as event sponsor	X	X	
Display your signage at the awards event	X	X	
Distribute your marketing collateral at designated product display table at awards event	X	X	
Network at reserved Pre-Event VIP reception at awards event	X	X	
Be featured on DS&A Awards website as primary sponsor of award	X		
Provide remarks regarding services and solutions at awards event (3 minutes)	X		
Introduce finalists and present award to recipient	X		
Display logo on all event materials on site (all DS&A Society meetings)	X		
Display logo on event signage (all DS&A Society meetings)	X		
Receive recognition from meeting host at the beginning of each DS&A Society meeting	X		
Display logo on DS&A Society page on TAG Website (1 year)	X		
Provide notepads, pens, etc. with logo to attendees (all DS&A Society meetings for 1 year)	X		
Bring up to 5 guests to each DS&A Society meeting at no additional charge	X		

TAG Diversity Leadership Awards

The annual TAG Diversity Awards focus on leveraging creativity, intellectual, cultural, ethnic, generational, gender, & lifestyle diversity to achieve positive outcomes in business and the community. These awards are presented to individuals who have demonstrated exceptional efforts to leverage diversity within his/her organization to drive rich growth, productivity, creativity, and morale.

Benefits	Platinum \$7,500 (Limit 2)	Gold \$5,000 (Limit 2)	Silver \$3,000	Bronze \$1,000
Reserved Seating	8	8	8	2
Exhibit table in Career Fair	X	X	X	
Logo on house slides	X	X	X	Name Only
Ad in the Diversity Edition of Hub Magazine	Full	Half	Quarter	
Recognition by meeting host at the beginning of the meeting	X	X	X	X
Social Media recognition	X	X		
Logo Placement on select Event Signage (specified sponsor level)	X	X	X	Name only
Logo Placement on event program	X	X	X	Name only
Logo Placement on Event landing page	X			
Opportunity to moderate panel discussion	X			
Presentation/Unveiling of Cover & Award	X			
Introduce Game Changers In Diversity Award Winners		X	X	

TAG Marketing Awards

The TAG Marketing Awards recognize individuals whose ingenuity, efforts, leadership and foresight in marketing technology have made a significant contribution and positive impact within their own company as well as the advancement of technology and marketing as a whole.

Representing Georgia's "best of the best" in small and large technology and marketing organizations, the Tech Marketing Awards will honor individual excellence and achievements accelerating business and market innovation in up to eight categories:

- B2B Marketing Innovators
- Best Marketing Campaign of the Year
- B2B Marketing Executive of the Year
- **Content Marketer of the Year**
- **Digital Marketer of the Year**
- **Up & Coming Marketer of the Year**

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TAG Marketing Awards

Benefits	Featured Sponsor \$5000 Limit 1	VIP Sponsor \$3500	Dinner Sponsor \$2500	Friend of Marketing Awards Sponsor \$1500	Table Sponsor \$950 Deadline 3 weeks before event
Logo on signage	X	X			
Logo on event program and power point	X	X			
Logo on podium signage	X				
Company brochure at each setting	X	X	X	X	
Logo and link to company URL on awards website			X		
Logo and 50 word company description on awards website	X	X			
60 second company introduction from company executive at awards ceremony	X				
60 second company introduction from company executive at VIP reception		X			
Company gift-away in a business card drawing	X	X			
Company name on TAG Marketing event emails			X		
Company name and logo on TAG Marketing event emails	X	X			
Company name in a press release	X	X			
Company executive quote included in PR Finalists and Award Announcements	X				
Recognition by Host	X	X			
Executive role at the podium for opening or closing remarks at VIP Reception	X				
Tickets to Marketing VIP Reception	4 Tickets	2 Tickets		1 Ticket	
Tickets to TAG's VIP Reception	2 Tickets	1 Ticket	1 Ticket		
Table	X				X
Tickets to Event		4 Tickets	2 Tickets		
Company name on Awards website				X	X
Table Tent with company name and logo	X				X

TAG Product Management Awards

The 2015 TAG Product Management Awards will celebrate the outstanding efforts of Product Managers to develop, adhere, and execute the ideals of our profession. Whether it is a product or service that breaks new ground or driving a product through its life cycle. This awards ceremony seeks to recognize individuals that uphold the highest standards of our profession.

Benefits	Platinum \$5,000	Gold \$3,500	Silver \$2,000	Bronze \$1,000	Friend of TAG \$750	Table of 8 \$500
3 minute welcome at the beginning of meeting	X					
Logo on Podium	X					
Opportunity to provide raffle item	X					
Recognition by meeting host at the beginning of the meeting	X	X	X	X	X	
Twitter recognition before and after the event	X	X	X			
Logo Placement on Event Signage (specified sponsor level)	X	X	X	X	X	
Logo Placement on all event materials on-site (specified sponsor level)	X	X	X	X	X	
Logo Placement and Company Description (50 word) on Webpage with Link to your URL	X					
Premium Seating	8	8	8	8	8	8
Opportunity to serve on a panel	X					
Option to provide materials with company logo to attendees	X					
Signage at the table	X	X	X	X	X	X

TAG Sales Leadership Awards

The TAG Sales Leadership awards recognizes high performing local technology sales leaders that embody the ideals of servant oriented leadership and innovation. This is the first of its kind event where a metro community has come together to celebrate and recognize individual excellence in our sales leadership ecosystem.

Benefits	Platinum \$10,000 (limit 1)	Gold \$7,500 (limit 2)	Silver \$5,000 (limit 2)	Bronze \$2,500 (limit 2)
Visibility in collateral signage at the event (by level)	Full page ad in event brochure (logo on cover), event signage, event website (logo)	½ page ad in event brochure, event signage, event website (logo)	¼ page ad in event brochure, event signage, event website (logo)	Logo listed in event brochure, event signage, event website (logo)
Preferred reserved seating at Awards	2 tables	1 table	1 table	1 table
Role at the podium	x (Significant) role- 5 minutes)	X (introducing a nominee- segment intro)	X (minor speaking role)	
Invitations to TAG's VIP Board Reception	3	2	1	
Option to be a keynote speaker for a TAG Sales Leadership event in 2018	X (1 event)	X (1 event)		
Annual Society Sponsorship	Gigabyte (with associated benefits)	Megabyte (with associated benefits)	Kilobyte (with associated benefits)	
TAG Sales Leadership Awards Promo Video	X (3 executive Podcast interviews and 2-minute sponsor spotlight video shown during dinner)	X (2 executive Podcast interviews)	X (1 executive Podcast interviews)	
Invitations to each of the quarterly TAG CIO Roundtables	1 (event only)			

*Prices subject to change

TAG Young Pros Signature Event: One in a Millennial

At TAG Young Professionals, we bring in top talent to share their experiences and offer guidance and inspiration to you. Our society covers topics such as: mentorship, resume tweaks, effective networking, where to give your time outside the office, and more. You will have the opportunity to speak with Directors, VP's and C-level executives about their path to the top and how it translates to you.

TAG Young Professionals is here to help you develop your career and expand your horizons, while making lasting friendships along the way.

Presenting Platinum Sponsor \$1,500	Keg Sponsor \$1,000	Photo Booth Sponsor \$600	Awards Sponsor \$500	Friend of Millennials \$250
Recognition as Presenting Platinum Sponsor with logo placement on website and all promotional marketing materials	Provide varieties of keg beer with logo	Company logo in the background of the photo booth	Announcing a winner in selected category	Logo placement on all promotional materials
Logo placement on email blasts to TAG 45k members	Logo placement on all promotional materials	Logo placement on all promotional materials	Logo placement on all promotional materials	Logo placement on website
Logo placement on TAG Young Professionals homepage as society sponsor for six month period	Logo placement on website	Logo placement on website	Logo placement on website	
Time at the beginning of awards to introduce your company to the audience or audience or announce an award winner in a selected category	Time at the beginning of awards to introduce your company to the audience or announce an award winner in a selected category			
Social Media recognition on LinkedIn and Twitter from both The Technology Association of Georgia and TAG Young Professionals				

State of the Industry

The State of the Industry: Technology in Georgia Report will continue to be heavily viewed both statewide and nationwide as a resource for anyone looking to start and/or grow their business in Georgia. The Report will be housed on the TAG and sponsor websites which collectively receive over 1 million unique visitors every year. Additionally, an electronic version of the Report will be broadly distributed to technology stakeholders, strategic members of the media and attendees of select TAG events. If you are looking to establish or reinforce your organization as a key player in Georgia Technology, this is an exceptional opportunity.

Benefits	Research Contributor \$12,500	Partner \$10,000	DataPak \$7,500	Gold \$5,000	Silver \$2,500
Sponsor Recognition- Report website, printed executive summary, at Road Shows, in promotional video and all additional report collateral, including 2,000 + branded executive summaries.	X	X			
Speaker Interview- Report presentation video to be shown at Georgia Technology Summit	X	X			
Opportunity to insert 1-sheet branded research document in Executive Summary distributed at summit	X				
Opportunity to reference to report data in your companies future presentations or press	X				
Opportunity to be quoted in reference to the report in press releases	X				
Scrolling logo placement & logo-ed box linking to your research on tagstateoftheindustry.com	X	X			
Premier recognition in TAG distributions to database of 30,000+ members regarding report	X	X	X		
Printed copies of the Executive Summary	75	50	25	25	10
Complimentary invitations to the State of the Industry report preview	5	3	2	2	1
Complimentary invitations to the Georgia Technology Summit	3	3	2		1
Invitations to the TAG Board of Directors VIP Reception (held in June)	5	3	2	2	
Inclusion of your company's research report (or other collateral) in of our 6 themed mailings*			X	X	X
Inclusion on downloadable print-on-demand report	Every	Every	1	1	

STEM Education Awards

The annual S.T.E.M. Education Awards honors Georgia companies, schools, programs, and public/private partnerships for outstanding efforts and achievements in supporting and promoting Science, Technology, Engineering, and Math Education.

This annual event will feature a variety of panels comprised of industry and education experts. Exhibit areas for S.T.E.M. Education programs and partnerships will open at 10:00 AM. A Keynote Lunch will be provided, followed by panel discussions between 1:30 to 4:30. The program will conclude with an awards ceremony in the evening with a notable Keynote Speaker, during which we will recognize the achievements and outstanding efforts of companies, school, public/private partnerships, and programs in Georgia for their outstanding efforts in advancing S.T.E.M. education.

Key S.T.E.M. education stakeholders are encouraged to join us for this important gathering of thought-leaders. A portion of the proceeds from the S.T.E.M. Education Awards will go to support the TAG Education Collaborative, a non-profit 501c3 dedicated to advancing S.T.E.M. education in Georgia, and TAG Savannah. For more information about the TAG Education Collaborative, please visit www.tagedonline.org.

Continued on the next page

STEM Education Awards

Presenting Sponsor \$15,000	Partner Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500
Inclusion as steering committee member	Inclusion as steering committee member	Inclusion as a steering committee member	Logo on signs at VIP reception, registration table, on screen, and at Awards ceremony
Ability to provide input/panelists for seminar, as appropriate	Ability to provide input/panelists for seminar, as appropriate	Speaking opportunity	Name in the event program
Company representative may speak at VIP reception or provide an introduction at awards ceremony	Company representative may speak at VIP reception or provide an introduction at awards ceremony	Logo on signs at VIP reception, registration table, on screen, and at awards ceremony	1 branded table (for 10) with preferred seating
Logo on signs at VIP reception, registration table, on screen, and at awards ceremony	Logo on signs at VIP reception, registration table, on screen, and at awards ceremony	1 branded table (for 10) with preferred seating	1 Invitation to TAG's VIP Board Reception
Full page ad in event program	2 branded tables (for 10) with preferred seating (can be supplemented w/registered VIP speakers/guests)	Quarter page ad in event program	
Over all TAG Ed Bronze Sponsor	Full page ad in event program	Display table at event during seminar sessions	
Display table at event	Display table at event during seminar sessions	Overall TAG Ed Bronze Sponsor	
2 branded tables (of 10) with preferred seating (can be supplemented with registered VIP speakers/ guest)	2 Invitations to TAG's VIP Board Reception	2 Invitation to TAG's VIP Board Reception	
6 runners to TAG-Ed's Techie 5/10k	1 TAG Radio Interview		
4 Tickets to TAG-Ed's annual Vine Event			
4 entries to the annual TAG VIP reception			
1 TAG Radio interview			
Ability to provide an executive quote in one of the press releases leading up to the event			

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STEM Education Awards

Award Sponsor \$7,500	VIP Reception Sponsor \$3,500	Table Sponsor \$1,250
Inclusion as steering committee member	Company representative to provide welcome comments at the VIP reception	<i>\$1,050 for TAG Premier Members and TAG Savannah Charter Member companies</i>
Ability to provide input/panelists , as appropriate	1 branded table (for 10) with preferred seating	1 table (for 10) with preferred seating
Company representative provide an introduction at awards ceremony	Ability to provide branded gift to VIP reception attendees	
Logo on signs at VIP reception and at awards ceremony	Logo in event program	
2 branded tables (of 10) with preferred seating – 1 table to be gifted to a finalist	5 attendees to the VIP reception	
Half page ad in event program	1 entry to TAG Ed's annual Vine Event	
Over all TAG Ed Bronze Sponsor	1 entry to the annual TAG VIP Reception	
Display table at event		
2 entries to annual TAG VIP Reception		

Individual Entry
\$125 (\$95 for TAG Premier Members)

Individual Table for 10
\$950 (\$850 for TAG Premier and TAG Savannah Charter Member companies)

TAG Education Collaborative

TAG Education Collaborative (TAG-Ed), the charitable organization established by the Technology Association of Georgia (TAG), is dedicated to preparing the next-generation workforce through better education and real-life job experiences. Programs include Georgia STEM Day and Day of Code, WEB Challenge, paid summer internships, and technology skill development for underserved students.

TAG-Ed annual sponsorships are broken down into 5 levels (Bronze, Silver, Gold, Platinum and Diamond.)

TAG-Ed Sponsor Benefits

See next page for additional info for Silver –Diamond Sponsorship levels

- Branding on the TAG-Ed Website
- Logo on major event signage
- Recognition at major TAG-Ed events
- Employee volunteer engagement
- Recognition as Georgia STEM Day sponsor (branding on video, email marketing, flyers, and press releases)

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TAG-Ed Annual Sponsorship Opportunities

Benefits	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Branding on TAG-Ed website: logo/link	X	X	X	X	X
Company recognized at sponsor level during events	X	X	X	X	X
STEM Day Sponsor (branding on video, flyers, email marketing, press releases)	X	X	X	X	X
Employee volunteer engagement	X	X	X	X	X
Logo Placement on TAG-Ed event marketing material	X	X	X	X	
TAG-Ed Chairman's Club Membership	X	X	X	X	
Preferred Seating at Horizon Event	1 Table	1 Table	1 Table	2 Seats	
Preferred Seating at Vine Event	1 Table	1 Table	1 Table	2 Seats	
Student Summer Intern	2 Interns	1 Intern	1 Intern	½ Intern	
TAG VIP Board Reception Invitation	X	X	X		
Program Development Opportunities	X	X	X		
Additional sponsorship recognition for TAG Major event (restrictions apply*)	2	1			
Opportunity to speak at TAG-Ed Events	X				
TAG Radio Interview	X				

* Choose from bronze sponsorship of STEM Education Awards, Excalibur Awards, The Georgia Technology Summit, a TAGit Tee Sponsorship, or an additional Vine Event Table

The Horizon Awards

Each year, TAG-Ed places Georgia students in internships, providing them with critical work experience and invaluable mentorship opportunities. The Horizon Awards honors those who are broadening Georgia's future horizons: our STEM students and their dedicated mentors.

Benefits	Presenting Sponsor \$10,000	Program Sponsor \$5,000	Award Sponsor \$2,500	Table Sponsor \$1,500	Half Table Sponsor \$1,000
Reserved seating and table signage at the event	10	10	5	10	5
Sponsor of 2016 Pinnacle Award and scholarship	X				
Invitation to TAG VIP Board Reception 2017	X				
Speaking opportunity and recognition at event	X				
Display table at event	X	X			
Opportunity to participate in award presentations		X	X		
Recognition as sponsor of an award and associated prize/scholarship			X		
Logo on 2017 STEM Day marketing materials	X	X	X		
Premium logo placement on TAG-Ed website for 1 year	X	X	X		
Logo on event marketing materials	X	X	X	X	X

The Vine Event

The Vine Event is TAG Education Collaborative's premier invitation-only fundraising event. All money raised from The Vine Event will go directly to STEM education initiatives for teachers, students, and parents, including student scholarships, internship scholarships for non-profits and start-ups, and additional TAG-Ed student learning programs.

Benefits	Presenting Sponsor \$10,000	Program Sponsor \$5,000	Wine Sponsor \$3,500	Table Sponsor \$1,500
Reserved table(s) for eight with preferred seating at The Vine Event	2	1	1	1
One summer student intern (\$1,000 value)	X			
\$500 credit for TAG-Ed summer intern		X		
Company logo on all marketing material for STEM Day	X	X		
One company executive membership to TAG-Ed Chairman's Club	X	X		
Premium logo placement on the TAG-Ed website for 12 months	X	X		
One invitation to TAG's VIP Board Reception	X	X		
Prominent logo placement in event program	X	X		
Recognition during The Vine Event	X	X	X	
Company name placement in event program			X	X
Company logo on table signage	X	X	X	X
Logo on The Vine Event marketing materials	X	X	X	X

Where Georgia Leads Industry Map

TAG is now offering sponsorship opportunities for our Where Georgia Leads industry maps! Only four of these positions are available for each map.

Featured map industries include:

- Communication Services
- Digital Media & Entertainment
- Financial Technology
- Health IT
- **Information Security**
- **Logistics Technology**
- **Mission Critical: Data Centers**
- **Interactive Marketing**
- **Smart Energy**

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Where Georgia Leads Industry Map

Benefits	Cluster Sponsor \$2,500/Year	Complimentary Sponsor \$1,000/Event	Resource Listing \$250/Year
Limit per Map	4	1 per map per event/venue	unlimited
Sponsorship Benefits	X	X	X
Logo placement on the printed & online versions of the map	X		
Logo placement on the back of the map w/ "Compliments of"		X	
Company name listing under Resource Section of Map			X
Number of printed copies	50	100 branded copies*	10
Ad space & listing in one issue of HUB			
Logo on signage/Display at Event at point of distribution or on event signage		X	
Number of tickets to the Annual TAG Celebrates event	2		
Number of tickets to the Annual TAG VIP Board of Directors Reception in June	1		

*Opportunity to distribute up 100 branded copies at the event/venue.

National Technology Security Coalition (NTSC)

NTSC Annual Sponsorship Levels

Benefits	Titanium Sponsor \$50,000	Platinum Sponsor \$25,000	Gold Sponsor \$10,000
Reduced rate on services	X	X	X
NTSC Membership	X	X	X
Seat on Advisory Board	X	X	X
Tradeshow Booth location	X	X	X
Logo on NTSC website	X	X	
Seat on Advisory Board	X	X	
Exclusive Industry Sponsor (one of 6 non-competing companies)	X		
Access to exclusive features of the NTSC website	X		
Introduce a speaker or serve on a panel at a key event each year	X		
Invitations to the Policy Conference	5	4	3
Invitations to the CISO Roundtable	2		
Invitation to DC-Fly-in	1		