

GOVERNMENT TECHNOLOGY'S

public cio

TECHNOLOGY LEADERSHIP IN THE PUBLIC SECTOR

NETWORK

at Invitation-only CIO Roundtables
in Cities Nationwide

SHARE

Your Thought Leadership Expertise
and Build Strategic Relationships

ENGAGE

Top-Tier Audience of 26,000 CIOs
and Technology Leaders



CIO PERSONAL CONTACT *and* ENGAGEMENT STRATEGIES 2010 CIO IMPACT PROGRAMS

CIOs hold the highest-degree of public-sector technology power and oversee the nation's largest IT budgets. CIOs steer IT policy and strategy at the enterprise-level and wield influence central to every IT initiative.
The CIO is the priority decision maker most vital to your relationship and visibility strategies.

“Public CIO is a valuable asset to our overall communications strategy.”

U.S. Public Sector Group Marketing Manager, Microsoft

2010 CIO Impact Programs

Public CIO leads the market in offering the highest-level of CIO and G-level engagement and positioning through a fully integrated approach.

Strategic Program Elements Include:

CIO EXECUTIVE ROUNDTABLES:

Interact with CIOs at invitation-only, premium content and networking settings.

- Join 8 to 12 CIOs for 2 ½ hours of peer-networking and candid dialogue around their major initiatives and challenges.
- Exchange thought-leadership and nurture strategic connections in an intimate, relationship-building environment.
- Access pre-/post- attendee lists for strategic business introductions and follow-up.

4-PAGE THOUGHT LEADERSHIP PROFILE & NATIONAL DISTRIBUTION

Leverage custom-built communications piece to broadly educate CIOs on your thought leadership.

- Content Development: We will conduct all interviews, write and design your profile to achieve a persuasive message with compelling case studies.
- 3rd Party Branding: Public CIO's alignment will increase trust with CIO audience.
- National Distribution: Your profile will be inserted nationally in one issue of Public CIO.
- 5,000 Overruns: Provided to you for your own sales and marketing efforts.
- Online Visibility: PDF of your custom-piece is hosted for 18 months on public-cio.com.

NATIONAL ADVERTISING EXPOSURE & CIO ACADEMY DISTRIBUTION:

Engage a top-tier audience of more than 26,000* BPA qualified/direct-request CIOs and technology leaders.

- Full page, 4C ads in Public CIO, award-winning CIO peer journal
- Enhanced ad visibility via bonus distribution at key industry meetings and conferences
- CIO Academy bonus distribution for unparalleled exposure with 200+ CIOs and senior executives in NY, TX and CA.

TOP LEADERBOARD AD ON PUBLIC-CIO.COM

Support branding and lead development with prominent leaderboard visibility.

- Homepage/ROS leaderboard ad on public-cio.com
- Monthly metrics reporting

PUBLIC CIO EXECUTIVE REPORT eNEWSLETTER SPONSORSHIPS

Receive instant mindshare with delivery of your message to thousands of C-level and executive readers.

- Top ad visibility above news/editorial content: 120 x 90 logo and copy

*Source: June 2009 BPA Statement

New in 2010

Public CIO enhanced engagement programs are designed to provide national messaging visibility and strategic in-person networking with powerful CIOs. Once only the domain of our annual sponsors, our **CIO Executive Roundtables are now a premier face-to-face deliverable of our quarterly program.**

2010 **Quarterly** Impact Program 3 Month Campaign

Strategic Element

1 Full Page, 4C Ad Placement in *Public CIO* – during or adjacent to month of roundtable*

1 CIO Executive Roundtable

Call for pricing.

**In lieu of print advertising, we will offer 3 month leaderboard advertising to support your brand and lead development efforts.*

2010 **Annual** Impact Program 12 Month Campaign

Strategic Element

6 Full Page, 4C Ads in *Public CIO*

4 CIO Executive Roundtables

4-Page Custom Thought Leadership Profile

12-Month Leaderboard

2 *Public CIO Executive Report* eNews Sponsorships

Call for pricing.



2010 CIO Roundtable Schedule

(subject to change)

Q1: Minnesota

Q2: Washington, DC

Q3: Washington State

Q4: North Carolina

Build Recognition and Relationships with Influential CIOs!

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COLORADO

Roundtable Attendee Snapshot:

- CIO, State of Colorado
- CIO, CO Dept. of Labor & Employment
- CIO, Dept. of Health
- CIO, City and County of Denver
- CIO, Dept. of Transportation
- CIO, CO Judicial Branch
- CIO/IT Director, City of Lakewood
- CIO/IT Director, Summit County
- CIO/IT Director, City of Aurora

WASHINGTON, DC

Roundtable Attendee Snapshot:

- Chief, U.S. Office of Management & Budget
- CIO, Dept. of Navy
- CIO, Frederick County
- CTO, Montgomery County
- Deputy CIO, U.S. Dept. of Defense
- CIO, U.S. Dept. of Education
- CIO, U.S. Dept. of Health and Human Services
- CIO, U.S. Dept. of the Interior
- Deputy CIO, U.S. Dept. of Transportation



Public CIO is the official sponsor of:

CIO THE TWENTY-FIRST CENTURY CIO
ACADEMY