

# ATARC Public Sector Zero Trust Summit

October 23, 2025 | Carahsoft Conference & Collaboration Center, Reston, VA

## Technology Showcase Partnership Package (\$4,950 member/\$6,250 non-member)

- Three admission passes to Summit
- Three networking reception passes
- Company logo and link on event website
- Government attendee list with contact information
- Lunch with attending government IT decision-makers
- Skirted table 6'x30" with power and wireless internet access
- **Additional passes (\$249/\$149)**

## Federal IT Summit Series Add-Ons (Member/Non-Member)

### Diamond Sponsor (\$25,000/\$30,000)

- Technology Showcase (includes 10 passes)
- 7.5 minute Tech Talk
- Lunch Sponsorship
- Program Sponsorship

### Platinum Sponsor (\$20,000/\$25,000)

- Technology Showcase (includes 8 passes)
- 7.5 minute Tech Talk
- Breakfast Sponsorship
- Registration Sponsorship

### Premium TechTalk (\$10,000/\$12,500)

- Introduction by event emcee
- 15 minute Ignite Style talk on main stage in tandem with government customer (must identify government customer upon sponsorship confirmation)
- Logo recognition in program, website, and on slide deck

### TechTalk (\$5,000/\$6,250)

- Introduction by event emcee
- 7.5 minute Ignite Style talk on main stage
- Logo recognition in program, website, and on slide deck

### Panel Participation (\$5,000/\$6,250)

- Participation of one (1) partner representative on Summit Panel
- Logo recognition in program, website, and on slide deck

### Program Sponsor (\$5,000/\$6,250)

- Logo + quarter page recognition in event program

### Lunch Sponsor (\$12,000/\$15,000)

- Four easel signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at lunch by event emcee and opportunity for brief audience address

### Breakfast Sponsor (\$8,000/\$10,000)

- Four easel signs displayed during meal
- Table tents on each bistro-style table during meal
- Introduction at breakfast by event emcee and opportunity for brief audience address

### SME Video Interview (\$8,800/\$11,000)

- One-on-one multi-camera video interview with vendor SME

### SME Explainer Video (\$29,000/\$36,250)

- 2-3 minute video with b-roll and voiceover featuring vendor SME

### Registration Sponsor (\$6,250/\$5,000)

- Logo by the registration link on event landing page
- Collateral on registration table

### Lanyard Sponsor (\$5,000/\$4,000)

- Sponsor provided lanyards handed out to attendees at check-in

### Beverage Sponsor (\$2,500/\$3,725)

- Choice of one collateral piece on registration table
- Two table tents displayed with coffee

## ATARC Summit Advantages

### Government Participation

Government IT Decision Makers attend ATARC Summits because they:

- Feature a mission-focused agenda and are chaired by government IT leaders
- Provide attendees with cutting edge information
- Allow for real-time insight into relevant mission focused solutions

### Industry Participation

Your Peers and Competitors participate at ATARC events for access to senior government through leaders and decision-makers.

On average

- 300+ government registrants
- 10 Federal IT Media registrants
- 5 articles by Federal IT Media

Don't miss advantages your competitors are taking!

### Benefits For All

- Access to market intelligence and market research
- Branding as Thought Leader in your subject area of expertise
- Career advancement through Professional Development
- Exposing to emerging technologies via product demos
- Collaboration on Government challenges, policy, and framework

**For more information, please contact:**  
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