Esri Infrastructure Management & GIS Conference

Virtual
October 27 - 30, 2020

Sponsorship and Exhibitor Opportunities for Partners
Interconnecting Infrastructure Management

As the world continues to be impacted by the COVID-19 pandemic, Esri is committed to providing our user community with the best experiences possible. While we remain physically distant, our virtual events create an incredible opportunity to connect complementary industries to share, collaborate, and learn from each other.

For this reason, in 2020 Esri is bringing together GIS professionals from electric; gas and pipeline; water; telecommunications; and transportation architecture, engineering, and construction (AEC) industries for a cross-over event on infrastructure management and GIS. This event provides a unique chance to see how GIS is interconnecting all infrastructure management, with more content and greater networking opportunities.

We hope you join us on this new journey! We have a number of opportunities to reach this new record attendee event to highlight your organization’s services and products.
Who Attends

Application Developer  
CEO  
Director  
Engineer  
Geospatial Analyst  
Geospatial Developer  
GIS Analyst  

GIS Coordinator  
GIS Data Analyst  
GIS Developer  
GIS Manager GIS  
Programmer GIS  
Specialist Manager  

President  
Program Analyst Research  
Associate Senior Consultant  
Senior Developer  
Senior GIS Analyst  
Senior Software Developer  

Software Developer  
Software Engineer  
Solutions Architect  
Solutions Engineer  
Student

What's New

We have redesigned the way we do packages to provide more value to our partners. Build your organization’s idea package using Esri’s new A La Carte Menu! Your recognition level will be determined by the total value of the items you select.

Process to Apply

1. Get Connected: Make sure that your MyEsri account is connected to your organization.
2. Start Your Application: Once connected you can now access the portal to submit your application.
3. Provide Organization Details: Add your organization details to help attendees learn more about your organization.
4. Select the required Virtual Listing: For this conference, all participants are required to purchase a virtual listing.
5. Select a Spending Path: Remember, your participation level is solely determined by how much you spend. Your spending path will determine the offerings available to you.
6. Customize with the A La Carte menu: Enhance your presence by selecting items available on the spending path you selected.
7. Make your Payment: Esri requires payment in full at the time of the application's submission.

Participation Levels

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Minimum Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor</td>
<td>$10,000+</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$6,500+</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$1,500+</td>
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</tbody>
</table>
**Virtual Listing**

**$1,500**

The standard virtual listing is the entry point to engaging with conference attendees as an exhibitor. Position your organization with up to five pre-selected meta tags, provide rich content for your target audience, and interact live with attendees through chats and meetings.

**Content Links (6 qty)**

*Link to your marketing materials, PDF, white pages or any other links you want to share to attendees.*

**Social Media Links**

*Provide links to Facebook, Twitter, YouTube, LinkedIn, and Instagram.*

**Video(1)**

*Share your highlight video or sizzle reel that will be front and center when attendees visit your page.*

**Company Description, Logo, Location, ContactAlias**

*Tell attendees about your organization and who to contact with questions.*

**Meta Tags (5 qty)**

*Get your listing page discovered easier by assigning categories to your organization from our pre-approved list.*

**Digital Marketing Resources**

*Let your followers know that you are participating with our graphics and templates.*

**Live Activity**

*Engage with attendees by networking through the Talk With Our Experts listing feature or Join Us On Zoom via your meeting space (optional), listing features.*

**Engagement Metrics Dashboard/Reports**

*See how many attendees visited your page and how they engaged with your listing with a comprehensive report.*

**Drop Your Business Card Feature & Contact List of opt-in Listing Visitors**

*Through your metrics dashboard, you’ll see a list of opt-in attendees who visited your listing, as well as those who activated the Drop Your Business Card feature. You may download this list and reach out to these attendees to continue the conversation or add them to your marketing list.*

**Event Website Acknowledgment**

*Your organization name and description will be featured on the Esri hosted event website.*
Optional Items
Available at any participation level

**Partner Spotlight**
This 15 minute pre-recorded spotlight will play within the event platform during a scheduled break and offers the opportunity capture the attention of new or targeted attendees, showcase your latest products or services, and highlight your recent contributions to the GIS community. $2,000

**Unlimited Metatags (exhibitors)**
Show your audience what your organization is all about. Select from over 100 categories, and get matched with attendees who indicate interest in your areas of expertise. $1,000

**Exhibitor logo feature in Attendee Guide (exhibitors)**
Every registered participant receives the attendee guide ahead of the event, which will include your logo hyperlinked to a URL of your choosing. The guide provides essential information on accessing and navigating the event, plus tips for getting the most out of the conference experience. $500

Silver Sponsor Upgrade

Required to be a Silver Sponsor (minimum spending total of $6,500)

**Sponsor Digital Media Resources**
Tell everyone you are participating at the first IMGIS event with special graphics and templates.

**ArcUser 25% Discount**
Reach thousands of subscribers with an ad in an issue of ArcUser.

**Logo Feature: Attendee Guide, Listing Page, Thank You Email**
Your logo will be included in communications to all registered attendees.

**Shared Recognition Social Media Post (LinkedIn, Facebook, Twitter)**
Posts on our popular social media accounts thank you for joining and supporting our event.

**Listing Upgrade**
Includes the option to feature a 3D booth or link to a special event landing page, your organization’s sponsor banner, and more videos on your listing page.

**Unlimited Listing Meta Tags**
Let attendees find you with ease by adding more of our pre-approved meta tags to your listing.
Gold Sponsor Upgrade

Required to be a Gold Sponsor (minimum spending total of $10,000)

$3,000

Sponsor Digital Media Resources
Tell everyone you are participating at the first IMGIS event with special graphics and templates.

ArcUser or ArcNews 50% Discount
Reach thousands of subscribers with an ad in an issue of ArcUser or ArcNews.

Logo Feature: Attendee Guide, Listing Page, Thank You Email
Your logo will be included in communication to all registered attendees.

Shared Recognition Social Media Post (LinkedIn, Twitter, Facebook)
Posts on our popular social media accounts thank you for joining and supporting our event.

Listing Upgrade
Includes the option to feature a 3D booth or link to a special event landing page, your organization’s sponsor banner, and more videos on your listing page.

Unlimited Listing Metatags
Let attendees find you with ease by adding more of our pre-approved meta tags to your listing.

Hierarchal Placement and Large Logo on Expo Page
Your large logo will be the first thing attendees see on the exhibitors and sponsors page, driving more attention and traffic to your listing.
Industry Bundles

**AEC Bundle**
- $1,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

**Electric Utilities Bundle**
- $3,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

**Gas Utilities/Pipelines Bundle**
- $2,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

**Telecommunications Bundle**
- $3,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

**Transportation Bundle**
- $1,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

**Water Utilities Bundle**
- $3,000
- Shared recognition event E-mail blast
- Influencer Social Media (reshare/retweet)
- Industry Newsletter feature/highlight
- Industry event Flier feature/highlight

*Note: Some bundles are sold out.*
### A La Carte Items

**Available to all Sponsor levels**

<table>
<thead>
<tr>
<th></th>
<th>Fee</th>
<th>Limits &amp; Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Simulive Session</strong></td>
<td>$2,500</td>
<td>Limit 1 per organization</td>
</tr>
<tr>
<td>Reserve a spot on our agenda! Position your organization as an industry thought leader: share your expertise with an hour-long agenda slot for a 45-minute pre-recorded simulive session plus a live Q&amp;A. Slido is available during the scheduled session time for moderated Q&amp;A with up-voting, and the ability to conduct polls, and an Esri staff member will assist with moderating your session.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Event is Live Daily Email Sponsor Highlight</strong></td>
<td>$2,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Put a spotlight on your organization with a logo feature in an email to event attendees. We’ll include your logo with a linked URL in an event email promoting attendee engagement with the Expo or networking opportunities. (exclusive, 1 per email)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Expo Page Sub-hero Banner Ad</strong></td>
<td>$2,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Display your custom ad front and center on the landing page for sponsors and exhibitors. (subject to Esri approval)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session Tower Ad</strong></td>
<td>$2,000</td>
<td>Limited Availability</td>
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<tr>
<td>We’ll drive additional traffic to your listing through a custom ad. (subject to Esri approval)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Homepage Horizontal Banner Ad</strong></td>
<td>$1,500</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>See your custom ad featured on the highly-trafficked event home page. (subject to Esri approval)</td>
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<tr>
<td><strong>3D Booth Promotion</strong></td>
<td>$1,000</td>
<td>Limited Availability</td>
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<tr>
<td>Have you created an interactive 3D booth? We’ll send attendees your way with additional promotion of your booth in an email to attendees on opening day.</td>
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<td><strong>A La Carte Items</strong></td>
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<tr>
<td><strong>Available to GOLD sponsors only</strong></td>
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### Video Feature on Esri Website
Submit a 30 second video to be showcased on our Esri event website and keep your presence after the event has ended. (subject to Esri approval)

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<tr>
<td>$7,500</td>
<td>Limited Availability</td>
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### Live Session
By popular demand, you can now reserve a highly coveted spot on our agenda! Present live to our audience during a dedicated hour on the agenda. Share your subject matter expertise, organize a special interest group meeting, or host a round table discussion. Make the session all your own with complete creative control. An Esri staff member will be available to open your session, welcome our attendees, and assist with moderating. (subject to Esri approval)

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<td>Limited Availability</td>
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### Joint Webinar
Want to grab event attendees’ attention after the conference? Host a joint webinar with your Esri industry team and collaborate with our marketing experts to develop a value-added presentation targeting your community.

**Industries include:**
- AEC
- Electric Utilities
- Gas Utilities & Pipeline
- Telecommunications
- Transportation
- Water Utilities & Resources

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<tr>
<td>$3,000</td>
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