

CIO Insights: Branding + Connections

Apparo's ***CIO Insights*** offers corporate sponsorship opportunities and provides a great way to elevate your company's visibility within the technology community by connecting with IT decision makers, increasing your exposure via our website, and raising awareness of your company's expertise.

Apparo's FY21 ***CIO Insights***, a series of five forums, gives local CIOs and other IT professionals exclusive opportunities during the year to hear from leaders in the technology industry around hot topics, business challenges, and solutions and best practices, as well as to network with business partners and peers.

FY21 *CIO Insights* Schedule:

- September 2020 – 9/16/20
- November 2020 – 11/18/20
- January 2021 – 1/20/21
- March 2021 – 3/24/21
- May 2020 – 5/29/21

Location: Based on current conditions, these will be held either online or at the Coca-Cola Bottling Company Consolidated; 4100 Coca-Cola Plaza, Charlotte, NC

- 5:30 – 6:00 PM Networking, Refreshments Provided
- 6:00 - 7:30 PM Presentation and Q&A
- Attendance: 60-75 IT Professionals if in person (unlimited if online)

Special thanks to our CIO Insights Host: Darrell Thompson, CIO of Coca-Cola Consolidated

Start making connections!

For more information, please contact Adrienne Craighead, Director of Financial Development
acraighead@apparo.org



CIO Insights Sponsorship Benefits

	Series Presenting Sponsor <i>1 available</i> (\$25,000)	Forum Sponsor with Dinner <i>5 available</i> (\$7,500)
For every Forum: Your logo on promotional materials, website, and emails to the CIO/business community (approx. 1,500 contacts) identifying you as the Presenting Sponsor	✓	
Opportunity for a Presenting Sponsor representative to make a brief, community-focused (non-sales-pitch) thank you and welcome the audience at each of five Forums	✓	
Opportunity to participate on the topic committee for each Forum comprised of local IT leaders and CIOs	✓	
2 tickets to each of the five Forums in the series (\$500 - \$1,000 value)	✓	
Opportunity to host a dinner with available CIOs after your Forum. The Apparo CEO and Director of Financial Development must be included. Three (3) CIOs/direct reports are guaranteed. Location and expenses are the responsibility of the sponsoring company.		✓
Individual invitations for the dinner – recognizing your sponsorship – sent from Apparo to its entire CIO Host list		✓
2 tickets to your sponsored Forum (\$100 - 200 value)		✓
<ul style="list-style-type: none"> • Host one CIO Insights Forum • Opportunity to provide a panelist or facilitator for your sponsored Forum • Opportunity to participate on the topic committee for your sponsored Forum • Pre-Forum networking • Your logo on promotional materials, website, and emails to the CIO/business community promoting your Forum (approx. 1,500 contacts) 		✓