



**Corinium**  
connected thinking

# Secure your advantage

*Elevate your business with your choice  
of our sponsorship packages*

**CDAO Government**

# Why join CDAO Government?

*Now in its ninth year, CDAO Government has established itself as the premier event for senior data, analytics, and AI leaders across U.S. government agencies.*

*Each year, executives from federal, state, and local agencies gather to exchange strategies for leveraging data to enhance decision-making, improve operations, and drive meaningful public impact.*



## **Access a Targeted, Senior Government Audience**

- Meet senior executives, including CDOs, CAOs, CIOs, and Heads of Data, Analytics, and AI from federal, state, and local government agencies.
- Engage directly with decision-makers driving data transformation, operational efficiency, and responsible AI adoption across the public sector.

## **Boost Brand Visibility & Thought Leadership**

- Position your organization as a trusted partner for government data and analytics initiatives.
- Showcase your expertise through keynote sessions, panel discussions, or branded networking experiences.
- Gain visibility through pre-event marketing, onsite branding, and post-event content distribution.

## **Drive Public Sector Business Development Opportunities**

- Connect with highly qualified government leaders through one-on-one meetings, roundtables, and networking sessions.
- Build relationships with agencies actively seeking solutions in data governance, AI strategy, cybersecurity, and digital transformation.

## **Maximize ROI with Multi-Channel Exposure**

- Benefit from integrated exposure across our website, social media, email campaigns, and event materials.
- Keep your brand front and center before, during, and after the event.

## **Be Part of the Premier Data & Analytics Event for Government**

- CDAO Government brings together the nation's most influential public sector data leaders to explore strategies for innovation, efficiency, and citizen impact.
- Align your brand with an event that defines excellence in government data, analytics, and AI.



# Our offerings at a glance

*Our goal is to understand your objectives and offer a package that will deliver results. Choose from our proven packages or build a bespoke event with our add-ons.*

Package Inclusions	LEAD	PLATINUM	GOLD (Best Value)	SILVER	EXHIBITOR
	\$75,000	\$50,000	\$37,500	\$25,000	\$17,500
Keynote Speaking or Chairing	✓	✓			
Main Stage Panel or Track Session	✓		✓		
Track Panel, Discussion Group or Roundtable				✓	
1-to-1 Meetings	6	5	4		
Exhibit	Double	✓	✓	✓	✓
Premium Branded Item	✓				
Seat Drop	✓	✓	✓		
Pre-event Marketing	✓	✓	✓	✓	✓
Staff Passes	6	5	4	3	2
Pre-Event List (name, company & title)	✓	✓	✓	✓	✓
Post-Event Opt-In List	✓	✓	✓	✓	✓

## Silver + Networking Packages

Silver + Hospitality Room	\$35,000
Silver + Coffee Cart Sponsor	\$45,000
Silver + Wine Tasting Sponsor	\$45,000

## + Additional items

5 x 1-to-1 Introduction Meetings	\$7,500
Private Lunch/Dinner/Breakfast/ Drinks Reception	\$30,000
Branding: Lanyards/Lectern/ Seat Covers/ Floor Stickers	\$10,000

# Lead Sponsor

## \$75,000

*The Premier partnership package is designed to elevate your business as a true leader in the data & AI space. With prominent program positioning, high visibility branding, and private networking, you will gain greater access to the conference audience than any other sponsor.*

### Two Speaking Sessions

- 1 x Keynote or Chair Role +
- Track Panel or Breakout presentation
- Corporate logo on plenary session signage

### 1-to-1 Introduction Meetings

- 6 introduction meetings
- As a 1-to-1 introduction meetings sponsor, you will be able to invite key participants to attend a meeting with you in a dedicated meeting space. Each meeting provides yet another fantastic opportunity to target key potential and existing customers

### Conference Attendance

- 6 staff passes

### Premium Branded Item

- Lanyard Sponsorship or Welcome Bag (provided by Sponsor)

### Pre-Event List

- You will receive the names, companies and titles of those attending 2-3 weeks prior to the event.

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters/emails

### Exposure During Event

- Corporate logo on select meeting signage
- Corporate logo on the event screen shown at various times to delegates during the plenary sessions
- Acknowledgement by meeting organizers during welcome address

### Exhibition Display

- Prime exhibition space
- display position subject to availability at time of booking

### Delegate List

- Opt-In List of attendees three (3) days post event (includes name, company, title, email, phone, city, state and country).

[> Ask us about a customized package we can tailor to your specific objectives](#)





# Platinum Sponsor

## \$50,000

*The Platinum level partnership package delivers you to the heart of the conference program with a prominent plenary speaking position. You will enjoy premium access to the entire conference delegation.*



### Speaking Session

- 1 x keynote plenary speaking or Chair Role
- Corporate logo on plenary session signage

### Exhibition Display

- Prime exhibition space
- display position subject to availability at time of booking

### Conference Attendance

- Five (5) staff passes
- 3 VIP client passes

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo, profile, and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters/emails

### Exposure During Event

- Corporate logo on select meeting signage
- Corporate logo on the event screen shown at various times to delegates during the plenary sessions
- Acknowledgement by meeting organizers during welcome address

### Delegate List

- List of delegates attending introduction meetings
- subject to compliance with privacy legislation

### Pre-Event List

- You will receive the names, companies and titles of those attending 2-3 weeks prior to the event.

### Delegate List

- Opt-In List of attendees three (3) days post event (includes name, company, title, email, phone, city, state and country).

## Pre-set 1-to-1 Introduction Meeting Package

### 5 Introduction Meetings Included

- As a 1-to-1 meetings sponsor, you will be able to invite key participants to attend a meeting with you in a dedicated meeting space. Each meeting provides yet another fantastic opportunity to target key potential and existing customers.



*“Thank you Corinium for a well-organized event with an agenda containing topical and relevant data-related discussion. An excellent opportunity to explore new solutions to data management and for networking with peers.”*

Vice President of Marketing  
Denodo



# Gold Sponsor

## \$37,500

*The Gold level partnership package provides an exciting opportunity to host one of the focused breakout sessions.*

### Choose One: Main Stage Panel or Track Session

- Moderate a Panel on the main stage or present a case study or presentation in a track session.

### Exhibition Display

- Prime exhibition space  
– display position subject to availability at time of booking

### Conference Attendance

- Four (4) staff passes

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters/emails

### Exposure During Event

- Corporate logo on meeting signage
- Corporate logo on the event screen shown at various times to delegates during the plenary sessions
- Acknowledgement by meeting organizers during welcome address

### Pre-Event List

- You will receive the names, companies and titles of those attending 2-3 weeks prior to the event.

### Delegate List

- Opt-In List of attendees three (3) days post event (includes name, company, title, email, phone, city, state and country).



*“Corinium puts on great, intimate events with relevant decision-makers in the data and analytics industry! Highly recommend”*

Director, Business Development  
Dataiku

## Pre-set 1-to-1 Introduction Meeting Package 4 Introduction Meetings Included

- As a 1-to-1 meetings sponsor, you will be able to invite key participants to attend a meeting with you in a dedicated meeting space. Each meeting provides yet another fantastic opportunity to target key potential and existing customers.



# Silver Sponsor

## \$25,000

*This is the opportunity to showcase your products and services with an exclusive booth in the heart of the exhibition hall, where all the interactive networking sessions will take place.*

### Choose One: Discussion Group, Track Panel, or Roundtable (as available)

- Join the speaker faculty for one of our interactive sessions listed above and position your company alongside data and analytics leaders.

### Exhibition Display

- Prime exhibition space  
– display position subject to availability at time of booking

### Conference Attendance

- Three (3) staff passes

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters/emails

### Exposure During Event

- Corporate logo on select meeting signage
- Corporate logo on the event screen shown at various times to delegates during the plenary sessions
- Acknowledgement by meeting organizers during the welcome address

### Pre-Event List

- You will receive the names, companies and titles of those attending 2-3 weeks prior to the event.

### Delegate List

- Opt-In List of attendees three (3) days post event (includes name, company, title, email, phone, city, state and country).

*“The CDAO event was very well run with an impressive speaker list and an opportunity to connect and collaborate with them at the breakout session that took place at the end of the conference.”*

Director, Business Development  
**BigR.io**





# Private Function

## Starting at \$30,000

*Private functions in the form of an exclusive executive dinner, lunch, breakfast, or drinks.*

### Private Lunch, Breakfast, or Dinner

- 10-12 attendees
- 1 hour

### OR VIP Cocktail Functions

- 10-15 attendees
- 1 hour

### Additional function options

- Drinks Reception
- Wine tasting

### Conference Attendance

- 2 staff passes
- 1 VIP client pass

### Exposure Prior to Event

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters/emails

### Exposure During Event

- Corporate logo on select signage
- Corporate logo on the event screen shown at various times to delegates during the plenary sessions
- Acknowledgement by meeting organizers during welcome address

### Delegate Profiles

- You will receive a report based on all delegate profiles prior to the event to assist with networking and follow-up



*“The CDAO conference delivered extreme organization. The Corinium staff did an excellent work in assuring that all attendees and sponsors were given excellent value for the conference.”*

Account Manager  
Informatica

# Networking Packages

Available as an upgrade to Silver sponsorship.

*Position your brand at the heart of networking interactions to take your sponsorship to the next level.*

## Hospitality Room Sponsor

### \$25,000

Our event hospitality area is a key hub attracting attendees throughout the day. Offering delegates the perfect spot for making spontaneous connections and scheduling meet-ups, exclusive sponsorship of this area will give your brand a distinct presence where critical conversations are happening. This package offers the following:

#### Branded Lounge Area

- Signage displaying your logo
- Exclusive to only one partner throughout the entire event.

## Coffee Cart Sponsor

### \$25,000

Our Coffee sponsor package includes the Silver Partner as well as the Coffee Cart. As the exclusive sponsor of the coffee cart, you will have a dedicated barista on-site to make 'café style' coffees for the delegates throughout the forum breaks. This is an excellent lead generation and networking activity, with delegates queuing up at your meeting area. You may use this as an opportunity to enhance your brand positioning with options for branded coffee cups, signage, or handing out marketing collateral, all while creating and building relationships in a unique social setting.

#### Branded Coffee Cart

- Prime exhibition space
- Displaying your logo on or around the coffee cart area
- Exclusive to only one partner for the entire event

#### Branded Coffee Cups

- Enhance your company's visibility at the conference by incorporating your logo onto coffee cups, amplifying awareness of your brand.



# Blind Wine Tasting Sponsor

## \$30,000

*Boost your conference presence by sponsoring our Blind Wine Tasting Competition. This exclusive opportunity gives you all the benefits of Silver sponsorship, while also providing your brand with a strategic platform for heightened delegate engagement.*

### **Prominent Brand Exposure on Day 1**

The exclusive branded banner as the Blind Wine Tasting Partner ensures that your company stands out, creating a strong visual presence at the event.

### **Sommelier**

The inclusion of a professional sommelier elevates the tasting experience, providing a touch of sophistication and luxury that reflects positively on your brand.

### **Engagement Opportunity**

The 5-minute Drinks Address on Day 1 gives you a dedicated platform to engage with the audience, allowing you to share your company's story, offerings, and unique value proposition.

### **Incentive for Participation**

The \$300 prize for the winner adds an exciting element to the tasting, encouraging active participation and creating a memorable experience associated with your brand. All participants will be driven to your booth to submit their branded entry forms, securing further direct interaction.

### **Strategic Wine Placement**

Positioning the wine tasting close to your booth at the end of Day 1 ensures continued visibility and foot traffic, maximizing the impact of your sponsorship throughout the event.



*“Great set of thought leaders helping move the needle on data strategies across industries. I learned a lot and expect the connections I made to endure.”*

Senior Director, Accounts  
Primer.ai



# Tailor Your Experience

*Our goal is to understand your objectives and build a package that will deliver results. The above packages provide a starting point; however, there are many additional activities we can add on to create something completely bespoke.*

Here are some examples:

## Customized Package examples

- Private breakfast roundtable
- Plenary presentation
- Meeting space
- 5 x 1-to-1 introduction meetings

## Registration Sponsor

The registration sponsor provides a high-profile opportunity to be the first company to welcome all participants to the event. Providing guaranteed exposure and networking with all delegates, speakers, and VIPs registering at the event. You will also have the opportunity to give a welcome gift to each delegate at the event in person to further brand awareness and build relationships.



## Event Chair

Chairing the event is an exclusive and stand-out thought leadership opportunity. As the 'host of the show', you will kick off the event with your opening remarks, introduce all of the speakers, moderate panels, and facilitate the interactive Q&A sessions with the audience. This is a highly visible role and suitable for those wanting to firmly position themselves as a leading expert in their industry.

## Panel Moderator (Main Stage)

Moderate an interactive panel discussion on the main stage in front of the entire delegate audience. The chairperson will demonstrate industry thought leadership as they steer the panelist Q&A, facilitate questions from the audience, and add commentary to the discussion. Align your solution and expertise to the panel topic and position yourself as the expert in this space. The panel chair will have a preparatory call with the panelists before the event to share their thoughts and approach. In addition to onsite thought leadership, this is a great opportunity to meet some of the primary market delegates and build a relationship before the event.

## Breakout Session

Breakout sessions allow you to steer a deep and insightful discussion with your industry peers. These sessions allow the sponsor to get into a dialogue with the audience, gain insight into common industry challenges, and facilitate a rich, value-added session for your target market.

## Private Breakfast/Lunch/Cocktail

Hosting a private function at the event allows you to choose a select group of delegates from the delegate list to entertain and engage in a private room. As the exclusive vendor host, you can shape the experience for your target market, brand the room with your corporate signage, and create strong relationships for follow-up post-event. We offer a limited number of private functions at each event, and given their exclusivity, they are a great way to differentiate yourselves onsite.

## Premium Branded Items

For organizations looking for elevated brand positioning in front of the conference delegation, we have various premium branded items, including lectern sponsorship, lanyards, conference bags, or back-of-seat sponsorship. These branding activities are highly visible and create instant impact with the attendees.





# Sponsor Loyalty Program

Loyalty programs are designed for our top tier sponsors who engage with us on multiple events and activities across North America & Europe. All engagements must be on the same contract (or contracted at the same time) to be eligible for the promotions below and must be signed off by January 31, 2026. Reach out to your Sponsorship Representative for a formal proposal.

## Corinium Premier Partner

### \$200,000+

- Sponsors who sponsor \$200,000 or more across Corinium Events and activities will receive top-tier branding as a Premier Partner at each event, regardless of investment level.
- Sponsors will have their logo present on all North American and European events in the relevant Corinium portfolio as a "Corinium Premium Partner" on signage (regardless of sponsorship).
- Two extra passes per event for your staff
- Upgraded Speaking opportunities (as available)
- A 20-minute Podcast Interview
- 20% discount on all future Corinium Digital Products & Services (Survey Reports, Webinars, Editorial Reports, Podcasts, etc.)
- 15% discount on all future sponsorships until December 31, 2026
- Submission for the "Corinium Partner of the Year" award

## Corinium Partner

### \$100,000- \$199,999

- Sponsors who invest \$100,000 or more across Corinium events and activities will receive upgraded branding at each event and be listed as a Corinium Partner
- Sponsors will have their logo present on all events in the relevant Corinium portfolio as a "Corinium Partner" on signage (regardless of sponsorship).
- Two extra passes per event for your staff
- 15% discount on all future Corinium Digital Products & Services (Survey Reports, Webinars, Editorial Reports, Podcasts, etc.)
- 10% discount on all future sponsorships until December 31, 2026
- Submission for the "Corinium Partner of the Year" award

## Corinium Associate Partner

### \$50,000- \$99,999

- Sponsors who invest \$50,000 or more across 2+ events and activities will receive branding as a "Corinium Associate Partner" at each event at which you sponsor
- Sponsors will have their logo present on all events in the relevant Corinium portfolio as a "Corinium Associate Partner" on signage (regardless of sponsorship).
- One extra pass per event for your staff
- 10% discount on all future Corinium Digital Products & Services (Survey Reports, Webinars, Editorial Reports, Podcasts, etc.)
- 5% discount on all future sponsorships until December 31, 2026
- Submission for the "Corinium Partner of the Year" award



## Custom events

*We offer custom event services such as building stand-alone events based on your exact requirements, ranging from two-hour breakfast briefings, two-day conferences, right through to year-long roadshows. Whether you're looking for assistance with your project or to outsource absolutely everything, we can put together a solution that makes sense for you.*

## Some of our Regular North American sponsors



*Get in touch today and see how we can help you achieve your business development goals.*

# Why join our CDAO Public Sector event series?

*Corinium has been bringing together public sector data and analytics leaders for over a decade through its CDAO Public Sector event series — part of our global portfolio of research-led events and market intelligence.*

*We create an environment that fosters collaboration, innovation, and real-world impact across government agencies, while positioning our sponsors as trusted partners driving the future of data and AI in the public sector.*



## Our 2026 Public Sector Event Calendar

**CDAO Defence UK**  
January 27-28 | London

**SLED Ready Summit**  
May 7 | Sacramento

**CDAO Defense & Security**  
Sept. 23-24 | Washington DC

**CDAO Fed Ready Summit**  
February 4 | Washington DC

**CDAO Fed Ready Summit**  
June 10 | Washington DC

**ED Ready Summit**  
November 11 | Austin

**Autonomy in Defense**  
March 24-25 | Washington DC

**CDAO Government**  
Sept. 23-24 | Washington DC

Dates are provisional pending final venue confirmation. \*Please see separate prospectus.



## Partner with Business of Data by Corinium

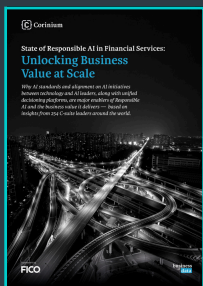
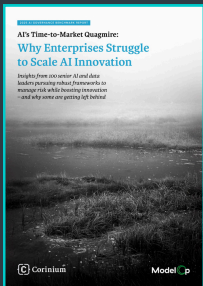
We'll develop industry benchmarking research, special reports, editorial content, online events and virtual summits to establish your brand as an industry thought leader.

Survey Report: \$35,000  
Editorial Report: \$25,000  
Webinars: \$20,000

### Additional Options:

- Virtual Events/ Summits
- Virtual Roundtables
- Executive Interviews

**FIND OUT MORE HERE**



## Discover Corinium Intelligence

Corinium is the world's largest business community of more than 700,000 data, analytics, customer experience and digital transformation leaders. We're excited by the incredible pace of inn That's why we produce quality content, webinars and events to connect our audience with what's next and help them lead their organizations into this new paradigm.

Find out more: [www.coriniumintelligence.com](http://www.coriniumintelligence.com)

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