



CMMI[®] Institute

AN ISACA ENTERPRISE

CAPABILITY COUNTS 2020

21 & 22 APRIL | CRYSTAL CITY, VA



Build Capability. Drive Performance. Deliver Results.

Sponsorship Prospectus

CAPABILITY COUNTS 2020

When organizations understand their distinctive capabilities and how to leverage them, they become better positioned to respond to events, solve problems, and implement change faster and more efficiently than their competitors.

CMMI® Institute's Capability Counts conference is the premier event for thought leaders from an array of countries, backgrounds, and industries who are improving their business performance and achieving a competitive edge by building organizational capability.

Conference Information

Program Topic Areas

- CMMI V2.0 Adoption and Transition Experiences
- Methodology Integration
- Security (Including Cyber)
- Government Contracting / Aerospace / Defense
- Performance and Quality Measurement Results

Sponsored Sessions

- Industry Trends & Insights
- Spotlight Education Session

Exhibit Times

Tuesday, 21 April • 7:00 – 18:30

Wednesday, 22 April • 7:00 – 15:00

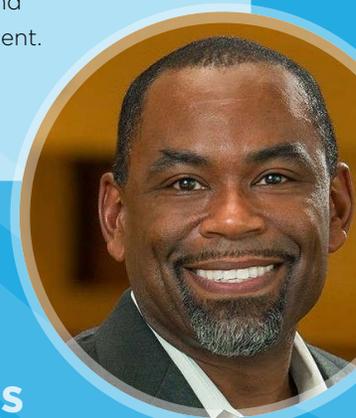
Conference information is subject to change.

Hyatt Regency Crystal City
at Reagan National Airport



The Capability Counts conference offers an unparalleled opportunity to collaborate with our community, and to **focus on our passion** for adopting, transforming and mastering agility and performance improvement.

DARIAN POINSETTA
Senior Executive, Agile CxO



Attendee Testimonials

The Capability Counts conference is a great opportunity to **connect with and learn** from other organizations that share our commitment to process improvement and quality delivery.

MATTHEW SHUSTER
Director of Performance
Technology, Cognostante



Engage With Your Target Audience

Sponsors and exhibitors at Capability Counts have the unique opportunity to connect with decision-makers and influencers looking for ready-to-use resources, tools, services, and programs to help them build and improve the capabilities within their organizations.

Sponsors position themselves as market leaders, engage with potential clients, network with industry thought leaders and gain a competitive advantage at this premier two-day event.

**Attendees from
20+ countries**



Conference attendees represent a wide variety of industries and range from practitioners just beginning their capability improvement journey to leaders ready to take organizational excellence to an advanced level.

Top Industries

- Software Development
- Aerospace / Defense
- Healthcare
- Government / Government Contractor
- Manufacturing
- Consulting / Business Services
- Information Technology
- Financial Services

Top Job Titles

- C Suite (CEO, CIO, COO, CTO)
- President / VP / Director
- Consultant
- Software Engineer
- Quality Manager
- Head of Operational Excellence
- Project / Risk Manager
- Process Improvement Lead
- Systems Analyst
- Data Strategist

Sponsorship Benefits

PREMIUM SPONSORS

DIAMOND SPONSOR

- Premium positioning of 2 (8' x 5') **EXHIBIT SPACES** in Innovation Exchange including Supporting Sponsor benefits
- 5 complimentary full conference **REGISTRATIONS**
- **SPONSORSHIP ITEM** choice of: internet WiFi, evening reception, or charging station.
- **SPEAKING SESSION:** Industry Trends & Insights Session - thought leadership/educational session in regular conference track*
- **SPEAKING SESSION:** Spotlight Educational Session - thought leadership/educational session with highlight of services*

MARKETING BENEFITS:

- 2 Exhibit Passes
- Pre-conference opt-in attendee email list and post-conference opt-in list with full contact info
- Logo and sponsorship level prominently displayed onsite throughout the conference venue
- Logo and company description prominently displayed on event website and pre-event promotional material
- Premium positioning in conference mobile application and program guide
- Access to attendee receptions and networking events
- Full page insert distributed to attendees or on display at conference

PLATINUM SPONSOR

- Premium positioning of 2 (8' x 5') **EXHIBIT SPACES** in Innovation Exchange including Supporting Sponsor benefits
- 4 complimentary full conference **REGISTRATIONS**
- **SPONSORSHIP ITEM** choice of: mobile app, lunch, coffee station, or evening reception co-sponsor
- **SPEAKING SESSION:** Industry Trends & Insights Session - thought leadership/educational session in regular conference track*
- **SPEAKING SESSION:** Spotlight Educational Session - thought leadership/educational session with highlight of services*

MARKETING BENEFITS:

- 2 Exhibit Passes
- Pre-conference opt-in attendee email list and post conference opt-in list with full contact info
- Logo and sponsorship level prominently displayed onsite throughout the conference venue
- Logo and company description prominently displayed on event website and pre-event promotional material
- Premium positioning in conference mobile application and program guide
- Access to attendee receptions and networking events
- Full page insert distributed to attendees or on display at conference

CMMI Institute Partner organizations receive a 10% discount on all packages.

*To be reviewed and approved by Capability Counts program committee.

GOLD SPONSOR

- Premium positioning of 2 (8' x 5') **EXHIBIT SPACES** in Innovation Exchange including Supporting Sponsor benefits
- 3 complimentary full conference **REGISTRATIONS**
- **SPONSORSHIP ITEM** choice of: lunch, tote bag, registration area signage, or evening reception
- **SPEAKING SESSION:** Industry Trends & Insights Session - thought leadership/educational session in regular conference track*

MARKETING BENEFITS:

- 2 Exhibit Passes
- Pre-conference opt-in attendee email list and post conference opt-in list with full contact info
- Logo and sponsorship level prominently displayed onsite throughout the conference venue
- Logo and company description prominently displayed on event website and pre-event promotional material
- Premium positioning in conference mobile application and program guide
- Access to attendee receptions and networking events
- Full page insert distributed to attendees or on display at conference.

SILVER SPONSOR

- Premium positioning of 1 (8' x 5') **EXHIBIT SPACE** in Innovation Exchange including Supporting Sponsor benefits
- 2 complimentary full conference **REGISTRATIONS**
- **SPONSORSHIP ITEM** choice of: breakfast, conference track session signage, or distributed promotional items
- **SPEAKING SESSION:** Spotlight Educational Session - thought leadership/educational session with highlight of services*

MARKETING BENEFITS:

- 2 Exhibit Passes
- Pre-conference opt-in attendee email list and post conference opt-in list with full contact info
- Logo and sponsorship level prominently displayed onsite throughout the conference venue
- Logo and company description prominently displayed on event website and pre-event promotional material
- Premium positioning in conference mobile application and program guide
- Access to attendee receptions and networking events
- Full page insert distributed to attendees or on display at conference.

BRONZE SPONSOR

- Premium positioning of 1 (8' x 5') **EXHIBIT SPACE** in Innovation Exchange including Supporting Sponsor benefits
- 1 complimentary full conference **REGISTRATION**
- **SPONSORSHIP ITEM** choice of: daily refreshment break, pen, or distributed promotional items

MARKETING BENEFITS:

- 2 Exhibit Passes
- Pre-conference opt-in attendee email list and post conference opt-in list with full contact info
- Logo and sponsorship level prominently displayed onsite throughout the conference venue
- Logo and company description prominently displayed on event website and pre-event promotional material
- Premium positioning in conference mobile application and program guide
- Access to attendee receptions and networking events
- Full page insert distributed to attendees or on display at conference.

*To be reviewed and approved by Capability Counts program committee.

ADDITIONAL SPONSOR LEVELS

SUPPORTING SPONSOR

- 1 (8' x 5') **EXHIBIT SPACE** in exhibition area
- 2 Exhibit Passes
- Company logo and description in conference mobile application and listing in program guide
- Logo on event website with recognition as sponsor
- Access to attendee receptions and networking events

SPONSOR PROMOTION

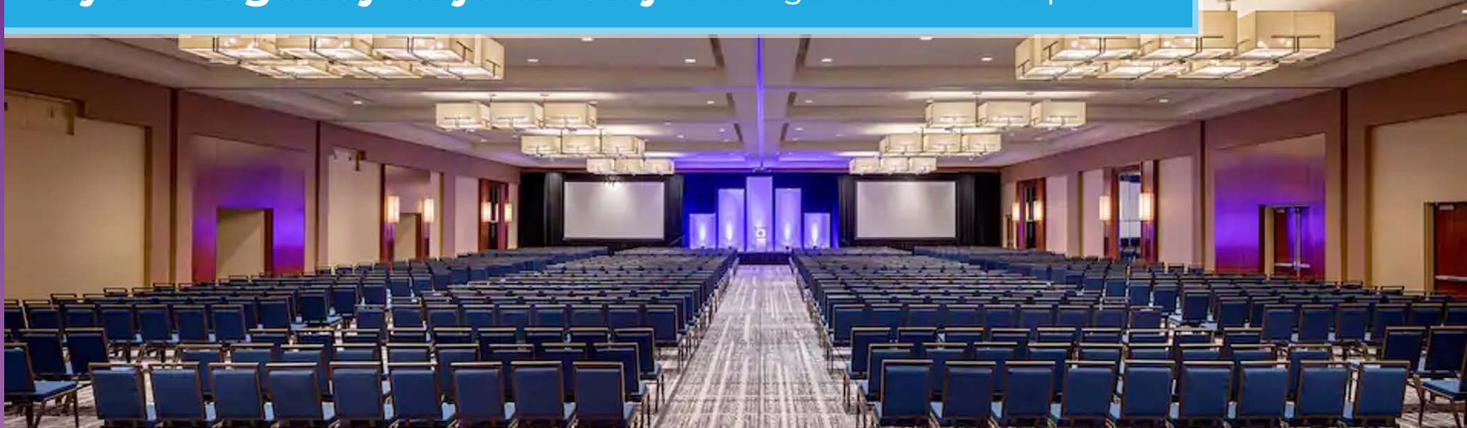
Position your organization to all attendees through a full page insert in the conference bags or on display at conference.

Limited availability

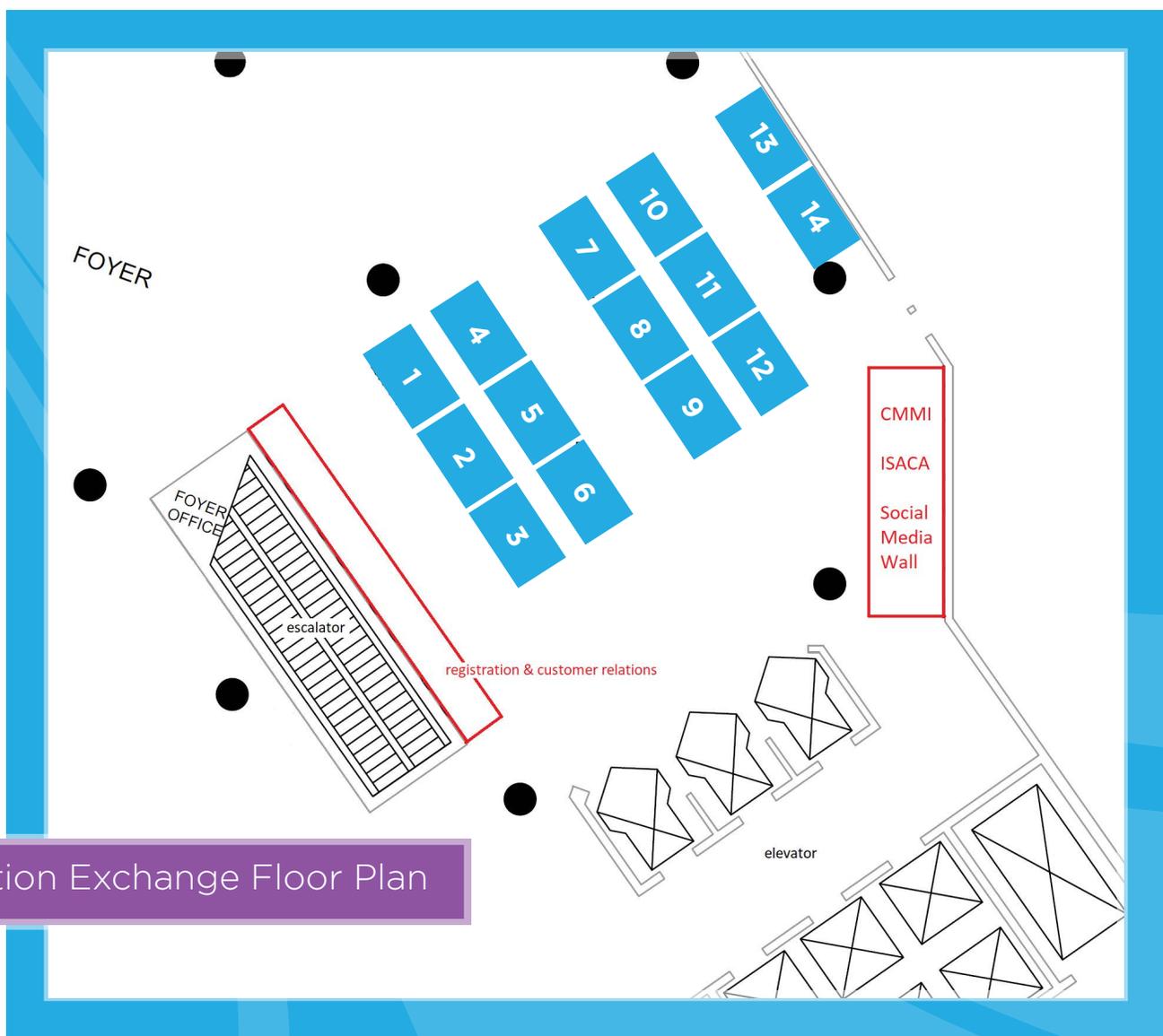
Sponsorship packages are subject to change and are based on availability



Hyatt Regency Crystal City at Reagan National Airport



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Innovation Exchange Floor Plan

*Floor Plan is subject to change



Engage With Your Target Audience

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21 & 22 APRIL | CRYSTAL CITY, VA

Contact us Today to Secure Your Sponsorship!

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