



**CMMI<sup>®</sup> Institute**

AN ISACA ENTERPRISE

# 2019 Conference Sponsor & Exhibitor Prospectus

To Learn More About the Conference Visit: [CMMIInstitute.com/conferences](https://cmmiinstitute.com/conferences)

To Reserve Your Spot Today Contact:

**SEAN STRINGER**

Director, Sponsorship  
ISACA/CMMI Institute

**PHONE:**

847.660.5729

**EMAIL:**

[sponsorship@cmmiinstitute.com](mailto:sponsorship@cmmiinstitute.com)

**CAPABILITY  
COUNTS 2019**

30 APRIL & 1 MAY | RESTON, VA

Submission Deadline for Sponsorship:

**8 March 2019**

# Who Attends Capability Counts?

**410**

Attendees  
Came From  
All Over  
The Globe

REPRESENTING

**29**

Different  
Countries  
at the 2018  
Conference

**20%**

Increase in  
attendance  
from 2018

**CMMI® Institute's Capability Counts conference is attended by 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.**

Capability Counts attendees seek to connect with and learn best practices from leading capability experts from around the world. They are looking for ready-to-use resources, tools, services, and programs to help them build and improve the capabilities within their own organizations.

Organizations attending Capability Counts range from those just beginning their capability journey to those eager to take their organizational capability to an advanced level.

Sponsors and Exhibitors at Capability Counts have the unique opportunity to position themselves as market leaders, meet with potential customers, network with industry thought leaders, and gain competitive advantage and brand exposure at this premier two-day event.



**Capability Counts**  
Attendee Testimonial

“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**  
*Dir. of Performance Technology, Cognosante*

“Capability Counts 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*



**Capability Counts**  
Attendee Testimonial

# Conference Sponsorship Opportunities

Exhibitors at Capability Counts 2019 will have the unique opportunity to connect with 400+ attendees in the high-traffic exhibit area of the Hyatt Regency hotel in Reston.

## SUPPORTING SPONSOR BENEFITS (EXHIBITOR):

- Exhibit table space in exhibition area; included 6 foot skirted table, power, wifi
- Company logo and description in conference mobile application and listing in print program
- Post-conference attendee email list
- Logo on CMMI Institute website with recognition as sponsor
- 2 sponsor booth staff ticket (includes access to hall, meals, and social events)

Premium Sponsor Benefits including Supporting Sponsor Benefits	CALL FOR PRICING!				
	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Premium positioning of exhibit table space in sponsor hall	2	2	2	1	1
Complimentary full conference registrations	5	4	3	2	1
ADVERTISING: ½ Page ad in print program	2	2	1		
SPEAKING SESSION: Industry Trends & Insights Session – thought leadership/educational session in conference track (REVIEWED)	X	X	X		
SPEAKING SESSION: Spotlight Educational Session – thought leadership/educational session with highlight of services (REVIEWED)	X	X		X	X
Highlighted sponsor event premium services and activities	X	X	X	X	X
Logo and sponsorship level prominently displayed onsite throughout the conference venue	X	X	X	X	X
Pre-conference attendee emails & post-conference contact info* (*only opted-in attendees)	X	X	X	X	X
Logo and company description prominently displayed on CMMI Institute's website and logo in pre-event promotional materials	X	X	X	X	X
Literature distributed to attendees in event registration bag	X	X	X	X	X

## HIGHLIGHTED SPONSOR OPPORTUNITIES (Choose one of the following within your selected sponsorship level):

- **DIAMOND:** Keynote Speaker, internet WIFI, special social event and charging station
- **PLATINUM:** Mobile application, lunch, coffee station, or special social event co-sponsor
- **GOLD:** Lunch, tote bag, registration area signage, or special social event co-sponsor
- **SILVER:** Breakfast, conference track session signage, or option to distribute promotional items
- **BRONZE:** Daily refreshment break, pens or option to distribute promotional items



# Program Advertisement

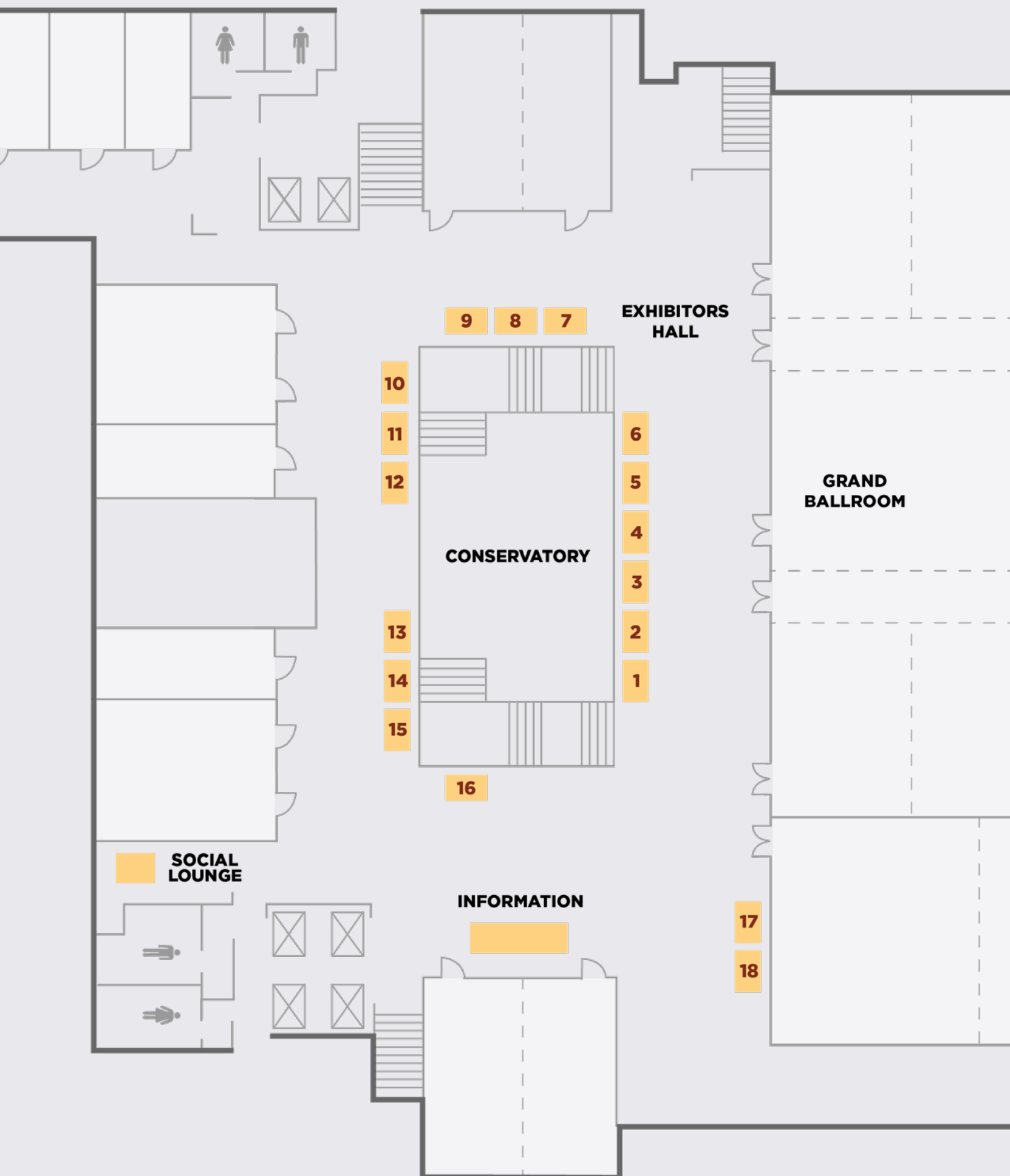
This sponsorship option allows companies to purchase ad space in the printed conference program that is provided to all Capability Counts attendees. The design for this advertisement will be created by the sponsor. Limited availability.

	PRICE*
Full Page Ad	\$3,000
Half Page Ad	\$2,000

\*CMMI Institute Partner organizations receive a 10% discount on Sponsorship & Exhibitor packages.

\*\*Included in Diamond, Platinum and Gold exhibitor packages. Pricing above reflects a-la-cart purchase.

# Exhibitors Map







## Secure Your Sponsorship Package Today!

Deadline for sponsor and exhibitor agreements: **8 March 2019**

When you find the option that makes the most sense for your organization's goals at Capability Counts 2019 or have additional questions, please contact:

[sponsorship@cmmiinstitute.com](mailto:sponsorship@cmmiinstitute.com)

(847) 660-5729

For additional updates, visit: <http://cmmiinstitute.com/conferences>

### STAY CONNECTED!

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