



IT TRENDS STUDY

Taking the Pulse of IT

39th Anniversary



2018

SPONSORSHIP OPPORTUNITIES



IT TRENDS

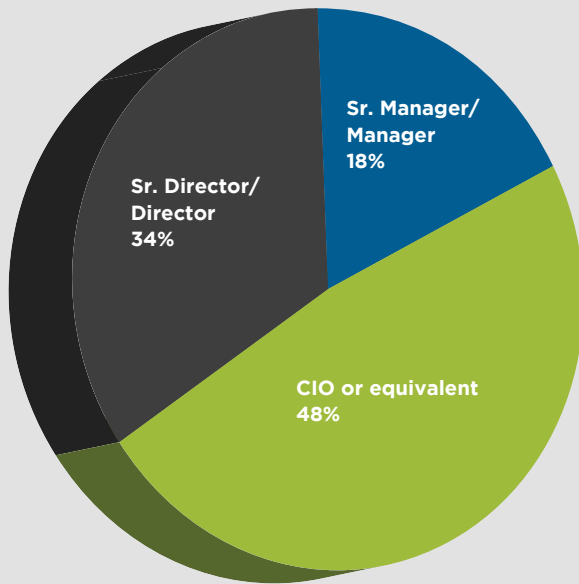
WHERE
IT
LEADERS
CONNECT

To learn more, visit www.simnet.org/IT-Trends

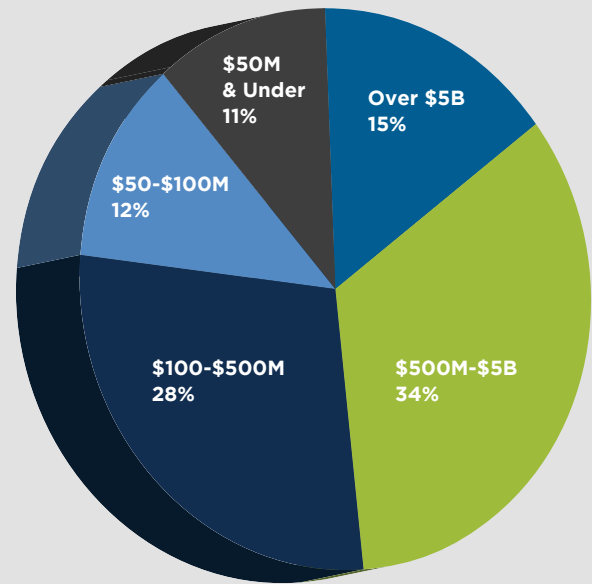
WHAT IS SIM?

Founded in 1968, the Society for Information Management (SIM) is highly regarded as the premier network for IT leadership. A community of nearly 5,000 senior IT professionals, SIM inspires the minds of IT executives through shared experiences and rich intellectual capital. SIM is the USA's oldest and largest not-for-profit professional organization for CIOs and their direct reports.

THEY ARE THE BUYERS CIOs AND THEIR DIRECT REPORTS



THEY WORK AT COMPANIES WITH ANNUAL REVENUES OF



THEY ARE ENTERPRISE

70 of the **Fortune 100** are represented within SIM Membership

248 of the **Fortune 500** are represented within SIM Membership

WHAT IS THE SIM IT TRENDS STUDY?

In 1980, SIM began collaborating with IT scholars to solicit input from its members about the most important IT management issues. The SIM IT Trends Study evolved over the years to become one of the most insightful, comprehensive, and imitated investigations of IT leadership and IT management practices.

The complete findings of the SIM IT Trends Study are provided to all SIM Members free of charge in the *Comprehensive Report*, which non-SIM Members may purchase for \$995. 2018 marks the 39th anniversary of this valuable SIM program.

WHY SPONSOR THE STUDY?

As a sponsor of the SIM IT Trends Study, your brand reaches SIM Members year-round and your organization supports research that is vital to the IT field. With the help of our sponsors, **participation in the 2017 report looked like this:**

1,213 surveys completed

490 participants were CIOs

\$4.8 Billion Average revenue of a participant's organization

\$192 Billion Total IT spend of participants

SPONSORSHIP OPPORTUNITIES

	PLATINUM \$10,000 6 Available	GOLD \$6,000 8 Available
Custom-Cover Edition of Comprehensive Report <i>Exclusive logo on cover</i>	●	
Unlimited Distribution to employees, prospects, customers, and business partners <i>\$995 value per Comprehensive Report shared</i>	●	
Two MIS Quarterly Executive article mentions <i>Widely read, practitioner-oriented academic journal</i>	●	●
Logo on Comprehensive Report, Survey Questionnaire, and IT Trends Study website	●	●
Email Recognition: SIM Membership <i>SIM News Extra (Monthly, 11x)</i> <i>SIM Connect (Monthly, 11x)</i> <i>Survey Invite Emails (10x)</i>	●	●
Survey Participants <i>Personalized Benchmark Report (compares individual responses to aggregates)</i>		
License to use graphics and quotations from Study's Comprehensive Report in marketing and training materials <i>(attribution required)</i>	●	●
Signage and Program Recognition at SIM Connect Live 2018	●	●
Discount on SIM Connect Live 2018 sponsorship package <i>Max value of \$20,000</i>	20%	15%

SIM IT TRENDS STUDY APPLICATION

PRIMARY CONTACT INFORMATION *(handles all marketing logistics)*

CONTACT NAME _____
CONTACT TITLE _____
CONTACT EMAIL _____
CONTACT OFFICE PHONE _____ CONTACT MOBILE PHONE _____

INFORMATION FOR PROGRAM GUIDE AND PROMOTIONS *(this will be used for all SIM promotions)*

COMPANY NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
MAIN PHONE _____ WEBSITE _____

SPONSORSHIP LEVEL:

- PLATINUM** \$10,000
- GOLD** \$6,000



SPONSORSHIP AND EXHIBIT APPLICATION TERMS:

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to SIM.
2. The cancellation processing fee is 10% of the total sponsorship fee.
3. Any company requesting to pay later than net 90 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
4. All cancellations must be submitted to SIM in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is cancelled on or before Friday, December 15, 2017, all monies paid minus the cancellation processing fee will be returned to the supporter.
5. Any company who cancels after Friday, December 15, 2017, will be responsible for the total cost. Absolutely NO Refunds for cancellations after Friday, December 15, 2017.

PAYMENT INFORMATION

All invoices are Net 90 or due by February 1, 2018 - Whichever comes first

TOTAL: \$ _____

- Invoice me for payment by **Check**
- Invoice me for payment by **Credit Card**
- Please charge my **Credit Card** below:
- Invoice me for payment by **Wire Transfer**
It is important to note that most banks charge a service fee for Wire Transfers. SIM charges a flat fee of \$50.00 USD for all payments being made by wire transfer to cover any bank service fees that are imposed. This additional amount will be reflected in your invoice.

NAME ON CARD _____
ACCOUNT NUMBER _____
EXP DATE _____
CARD SECURITY CODE (3-4 DIGITS) _____
SIGNATURE _____

SIM SPONSORSHIP CONTACT

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