PARTNERSHIP OPPORTUNITIES

THOUGHT LEADERSHIP | BRANDING | ENGAGEMENT
SIGNATURE EVENTS

- Performance and Capacity Hackathon – Winter, Seattle
  - At this hackathon event, participants will be challenged to utilize datasets, development technologies, and performance testing tools to solve real world problems. Sponsors may host challenges and offer their technology for use by participants.

- Virtual Conference – Spring, Online Only
  - CMG will host its first – entirely online- virtual conference. Subject matter will pertain to performance and capacity, big data and analytics, and cloud and distributed systems. Partners may provide keynote presentations as well as tech demos.

- Women in Tech Event– Summer, Boston
  - At this event, content will focus on connecting and educating female technology leaders. Topics will be relevant from both a technology industry- and professional development- perspective.

- imPACt Conference – Winter, Seattle
  - At CMG’s cornerstone conference, technology professionals gather for sessions on performance, capacity, mainframe, cloud, security, and more.
OTHER CMG ACTIVITIES AND PROGRAMS

- Regions
  - CMG has multiple regions in North America and internationally. Most regions are hosting 2-3 events annually and sponsor support is always appreciated. Each has their own board, events schedule, and pricing, but CMH HQ can make the appropriate recommendations and introductions to group leadership.

- YouTube Video Project
  - As a part of our goal to expose a greater audience to CMG, we are embarking on a video project where we will produce a series of videos to drive exposure to the performance and capacity industry. Most likely, these videos will introduce P&C in terms that a typical consumer or entry-level technologist can grasp.

- Publications
  - CMG exposes its members (and network) to content and ideas through the use of several publication outlets: Webinars, Blogs, and Email communications.

- Membership
  - At CMG’s cornerstone conference, technology professionals gather for sessions on performance, capacity, mainframe, cloud, security, and more.
For CMG supporters who contribute at a higher level annually, we are pleased to offer the following benefits in addition to the benefits with your individual sponsorships.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Contributor</th>
<th>Collaborator</th>
<th>Innovator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and Link Inclusion in Newsletter for 12 Months</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsored Newsletter Message</td>
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<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Sponsored Blog Post</td>
<td>3</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Logo and Link on CMG Home Page</td>
<td>12 Months</td>
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<table>
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<tr>
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<th>$10,000 Annual Contribution</th>
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<th>$25,000 Annual Contribution</th>
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Since 1974, Computer Measurement Group, Inc. has been a resource for technology professionals in keeping on top of their field. The organization has more than 20 domestic and international chapters and a reach of more than 10,000 technology professionals charged with the management and measurement of systems and networks.

Corporate Memberships are a great value to companies who have multiple people within their organization who would benefit from CMG membership and those companies who wish to take advantage of special benefits reserved for corporate members.

All CMG Members benefit from:
- Access to over 1,000 research papers, presentations, and white papers
- Webinars featuring industry experts and technology demos
- Free newsletters that feature the latest informative CMG news for regular updates
- A video library including select videos from the conference and regional events
- Discounted registration for CMG’s international annual imPACt conference and other events.
- Make more connections in your local market with CMG chapters, or reach out using our international Member Directory

In addition to every listed individual having access to CMG Member Benefits, special reserved benefits include:
- Free Job Board Postings
- Special Conference Group Rates
- Opportunity to Record a Webinar available for On-Demand on CMG.org
- Press release announcing membership and support
- Ability to manage corporate member list (corporate members must use company email address)

Levels and Pricing
- Small Company (Up to 15 Individuals) - $1900 New or Lapsed Member; $1600 On-Time Renewal
- Large Company (Up to 35 Individuals) - $3500 New or Lapsed Member; $2900 On-Time Renewal
- Unlimited Company (Unlimited) - $9,950 New or Lapsed Member - $7,950 On-Time Renewal
MEASURE IT SPONSORSHIP

- Feature your business in MeasureIT, our bimonthly publication distributed to over 10,000 performance and capacity experts.
- Subject to availability and on a first come first serve basis per issue.

**MeasureIT Sponsorship ($250 per issue)**
- Banner placement in MeasureIT Issue linked to the company page of your choice.
- 10% discount on the purchase of 3 or more
CMG is launching a new video content program in 2018 and we are looking for partners!

Throughout the year, CMG will work with key resources to produce a series of videos that examines all the sides of performance – including the consumer perspective.

Videos will be shared on CMG’s YouTube channel, through email marketing, and embedded on the website.

In addition to logo placement and on-camera acknowledgement, the partner will have the opportunity to work with CMG on the production of the video.

Partnership Investment

- This is a new program for CMG. We are currently looking for partners for $7,500 per video.
CMG is pleased to present Amplify, a blog offering frequent updates of crafted content, as well as dynamic elements that will make readers want to keep the site open all day.

Reach: Amplify continues to grow and currently has between 175 and 250 readers per month who spend more than 2 minutes on the site. Moreover, blog traffic is generated in many ways, including through the Measure IT newsletter. Sponsors will be included in the newsletter with logo placement and link.

CMG is pleased to offer one sponsored blog post opportunity per week and to offer a 15% discount on the purchase of 3 or more blog post sponsorships.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Post Sponsor $500</th>
<th>Post Contributor $1000</th>
<th>Blog Engager $1500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to sponsor single blog post through the inclusion of your company name, link, and description in a single blog post. Blog posts will be headlined with “This post sponsored by YOURCOMPANY”</td>
<td>X</td>
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<tr>
<td>Opportunity to contribute Blog post content Blog posts will be headlined with “This post contributed by YOURCOMPANY”</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo Placement and Link on Amplify Homepage at CMG.org</td>
<td>1 Month</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo and link Inclusion in weekly Amplify promotional email</td>
<td>1 Email</td>
<td>4 Emails</td>
<td>4 Emails</td>
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<tr>
<td>Opportunity to capture reader information through giveaway opportunity or feedback survey on-site.</td>
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<td>X</td>
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</tbody>
</table>
Are you hiring? Would your company benefit from being in front of job seekers? Sponsoring our job board may be a fit.

https://jobs.cmg.org/

Job Board Partnership - $1500
- 300x300 Banner ad inclusion on Job Board Website for 12 months
- Inclusion in press release announcing the new job board partnership
- Inclusion as a partner in all job board emails for 12 months
- Inclusion in MeasureIT newsletter as job board partner min 1x per month for 12 months
WEBINAR SPONSORSHIP

- CMG’s webinar series is designed to educate and inform CMG’s performance and capacity professional members with 45 minute content-rich webinars.
- Sponsorship of this unique opportunity allows your business to educate the CMG audience on research, or expertise that demonstrates value and thought leadership.
- Webinar content should be, first and foremost, educational in nature and sales and marketing of a product or service should be limited to the last slide, or less than 3 minutes, of the session.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Webinar Session $1000</th>
<th>Webinar Contributor $1500</th>
<th>Enhanced Webinar Contributor $2000</th>
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<tbody>
<tr>
<td>Logo Placement and Link on Webinar Homepage at CMG.org</td>
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<td>X</td>
</tr>
<tr>
<td>Logo and link Inclusion in webinar promotion email</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Verbal Recognition by Moderator at Beginning of Webinar</td>
<td>X</td>
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<tr>
<td>Opportunity to provide company commercial at conclusion of webinar</td>
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<tr>
<td>Opportunity to provide or recommend qualified webinar speaker</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Attendee Fees Covered by Sponsorship (Free to All to Participate)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Edited webinar is posted on CMG YouTube Channel</td>
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<tr>
<td>Receives Attendee List</td>
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<tr>
<td>Post-Webinar Blog Post with Q&amp;A</td>
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</table>
In April/May 2018, CMG will host its first entirely online virtual conference. This event is all about Cloud and will cover performance and capacity, big data and analytics, and cloud and distributed systems.

This unique event will be held entirely online. Participants will pre-register for updates and “inside access” but anyone can attend the conference from any computer or mobile device with internet access. Viewing parties are highly encouraged!

CMG will host a chat channel during and after the event for registered participants to make connections and interact with speakers and sponsors.

Why Virtual?
- Less travel time means more time for you at work or with your family
- Access all conference materials and audio online after the event
- Connect with a larger and more global audience, many of whom may have not attended due to cost and travel constraints
- Access the whole event from the comfort of your own home or office
- Consider the efficient the transfer of information and how that will translate directly to your bottom line
We are seeking sponsor partners for this first ever CMG virtual conference. A virtual platform means that your audience possibilities are significantly greater than at an in-person event.

Some levels of sponsorship include Speaking/ Moderating Opportunities; Video Ad and logo placement; Material inclusion in attendee emails; and lead generation.

All sponsorship packages include:
- Featured as show sponsor/exhibitor on promotional materials, registration page and show agenda
- A “Promotional Package” you can use to promote show involvement
- Networking opportunities: Chat with attendees and prospects in the chat channel
- The ability to upload one item into the attendee resource center. (online portal to download ppts and other materials.)
VIRTUAL CONFERENCE SPONSORSHIP

Diamond Co-Host ($10,000)
- Keynote Presentation Opportunity – 45-minute time slot (with content restrictions)
- Two 20 Minute Tech Demo Presentation with Q&A – must be different topics and scheduled at different times.
- Company Material shared with event attendees prior to the conference.
- Opportunity to supply 30 second video ad
- Unlimited Content in Attendee Resource Center
- CMG 365 Sponsorship
- Co-host logo placement on all Break and Transition Slides
- Company Banner and Logo on Conference Landing Page
- Company or Product Specific Opt-in during registration.

Gold Partner ($4,500)
- Q&A Presentation During Conference Break
- 20 Minute Tech Demo Presentation with Q&A
- Company Material shared with event attendees prior to the conference.
- 5 pieces in Attendee Resource Center
- Logo placement on all Break and Transition Slides
- Logo and Rotating Banner Inclusion on Video Landing Page.

Silver Partner ($1,500)
- Q&A Presentation During Conference Break
- Company Material shared with event attendees prior to the conference.
- 3 pieces in Attendee Resource Center
- Logo placement on all Break and Transition Slides
- Logo and Rotating Banner Inclusion on Video Landing Page

Bronze Partner ($850)
- Pre-recorded 1-2 minute Commercial to be shown during Conference
- Logo placement on all Break and Transition Slides
- Logo and Rotating Banner Inclusion on Video Landing Page
HACKATHON SPONSORSHIP

- The CMG Hackathon will bring together talented performance and capacity professionals, developers, engineers, data scientists, project managers, and DevOps technologists to compete over 24 hours to develop creative solutions to tough problems related to focusing on performance.
- The Hackathon is designed to spark innovation, attract and educate new talent, and create new channels for collaboration between performance and capacity professionals.
- Theme: Inspire developers to focus on performance, not just functionality, around topics including:
  - Data visualization
  - Performance testing
  - Design for performance
  - Blockchain performance
  - IoT data management
  - Capacity planning
  - Security
  - Data intelligence
- Why Sponsor?
  - Market your brand and technology to developers and engineers (including AngelHack's global community)
  - Rapid innovation for ideas, business development, platform growth
  - Showcase your technology to the brightest minds in tech
  - Recruit talent
- Other Details:
  - Up to 5 sponsoring companies will have the opportunity to present a challenge to participants at the CMG Hackathon.
  - Your challenge could be asking developers to leverage your API, SDK or other developer platform, or perhaps to present a problem statement or puzzle that relates to your business or technology.
  - Not sure what your challenge should be? No worries! CMG and AngelHack are here to help!
# Hackathon Sponsorship

<table>
<thead>
<tr>
<th>Exclusive to 5 sponsors! Present your challenge and prize for the competition. Challenge and prize will be posted online, shared onsite and in a pre-event webinar.</th>
<th>Keynote $12,000</th>
<th>Standard $6,000</th>
<th>Light $3,000</th>
<th>Community Partner $3,000 in-kind contribution</th>
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<tbody>
<tr>
<td>On Stage Opportunity during Opening Ceremony</td>
<td>5 Minutes</td>
<td>3 Minutes</td>
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<tr>
<td>Host a Deep-dive breakout session at hackathon</td>
<td>1 Hour</td>
<td>30 minutes</td>
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<tr>
<td>Opportunity to select a winning team for your challenge and offer a prize valued at $2500</td>
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<td>Passes to the CMG Hackathon for evangelists, staff, etc.</td>
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<td>Onsite branding and signage during the CMG Hackathon, including table to display swag and meet with hackers</td>
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<td>Inclusion in CMG pre-event and onsite marketing and advertising initiatives, including via email, web and social media as well as other promotional materials, logo on t-shirts</td>
<td>X</td>
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</table>
Capacity and Performance impacts every aspect of technology, both old and new. As technology changes, the demand and responsibilities of capacity and performance professionals grow. The imPACt 2018 conference will provide the professional development, networking and access to help you succeed in your profession. Find the insight you need on internet, mobile, performance & capacity, cloud, and technology, all in one place.

- 75% of conference attendees are decision makers or influencers within their companies.
- Attendees say that the ability to learn real, actionable skills are one of the best things about imPACt.
- Sponsor Partners may engage in all conference activities and sessions.
## IMPACT CONFERENCE

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<tr>
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<th>$3,000</th>
<th>$5,000</th>
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<td>Platinum</td>
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<tr>
<td><strong>Sponsor logo with link on the CMG Conference web page</strong></td>
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<tr>
<td><strong>Logo placement on website and signage with designated sponsor level</strong></td>
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<td><strong>Conference Passes Included</strong></td>
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<td><strong>Company announced in conference press release</strong></td>
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<td><strong>Exhibitor table</strong></td>
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<td><strong>Registration kit insert</strong></td>
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<td><strong>CMG Cocktail Reception Sponsorship Inclusion</strong></td>
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<tr>
<td><strong>Pre-Conference assistance from CMG to coordinate specific MeetUp opportunity onsite with attendees</strong></td>
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<td><strong>Dedicated Post-Conference Email</strong></td>
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<td><strong>CMG Webinar Pre Conference</strong></td>
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<td><strong>Logo on Conference Bags</strong></td>
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<tr>
<td><strong>Opportunity to make introductory remarks (4 minutes) to conference attendees</strong></td>
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</tbody>
</table>
OTHER PROGRAMS

- Have a great idea for a partnership with CMG? Let's talk!
- Contact:
  - Amanda Hendley
  - Managing Director
  - 856.401.1700 Ext. 3