



Capability
Counts 2018

1-2 MAY 2018 | RESTON, VA

2018 Conference Sponsor & Exhibitor Prospectus

TO RESERVE YOUR SPOT
TODAY CONTACT:

Sean Stringer

Director, Sponsorship ISACA/CMMI Institute

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847.660.5729

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sponsorship@cmmiinstitute.com

TO LEARN MORE ABOUT
THE CONFERENCE VISIT:

CMMIInstitute.com/conferences

Submission Deadline for Sponsorship & Exhibitors:

16 March 2018

Capability Counts 2018

1&2 MAY 2018 | RESTON, VA

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

Who Attends Capability Counts?

341

Attendees Came From All Over The Globe In 2017, Representing

28

Different Countries & Many Organizations



Argentina
Brazil
Canada
China
Columbia
Costa Rica
Czech Republic
Egypt
France
Germany
India
Israel
Italy
Japan
Malaysia
Mexico
New Zealand
North Korea
Norway
Peru
Portugal
Singapore
South Africa
South Korea
Switzerland
Taiwan
United Kingdom
USA

Our 2017 Conference Attendees Were From All Position Levels:

21% C-Suite (CEO, President, VP)

21% Director-level

19% Manager-level

39% Other

Attendee Job Functions:

Project Management
Executive Management
Process Improvement
Continuous Improvement
Quality Management
Quality Engineering
Software Engineering
Operational Excellence
Government Administration
Research

Conference Sponsorship Opportunities

Exhibitors at Capability Counts 2018 will have the unique opportunity to connect with 350+ 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
- 1 sponsor booth staff ticket (includes access to hall, meals, and social events)
- VIP access to attendee meals, reception, and networking 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 full contact info	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, internet WIFI, special social event, or photo social wall
- **PLATINUM:** Mobile application, lunch, coffee station or special social event co-sponsor
- **GOLD:** Lunch, tote bag, program guide, registration area signage, special social event co-sponsor or option to distribute promotional items
- **SILVER:** Breakfast, conference track session signage, mobile charging station or option to distribute promotional items
- **BRONZE:** Daily refreshment break, pens or option to distribute promotional items



Program Advertisement

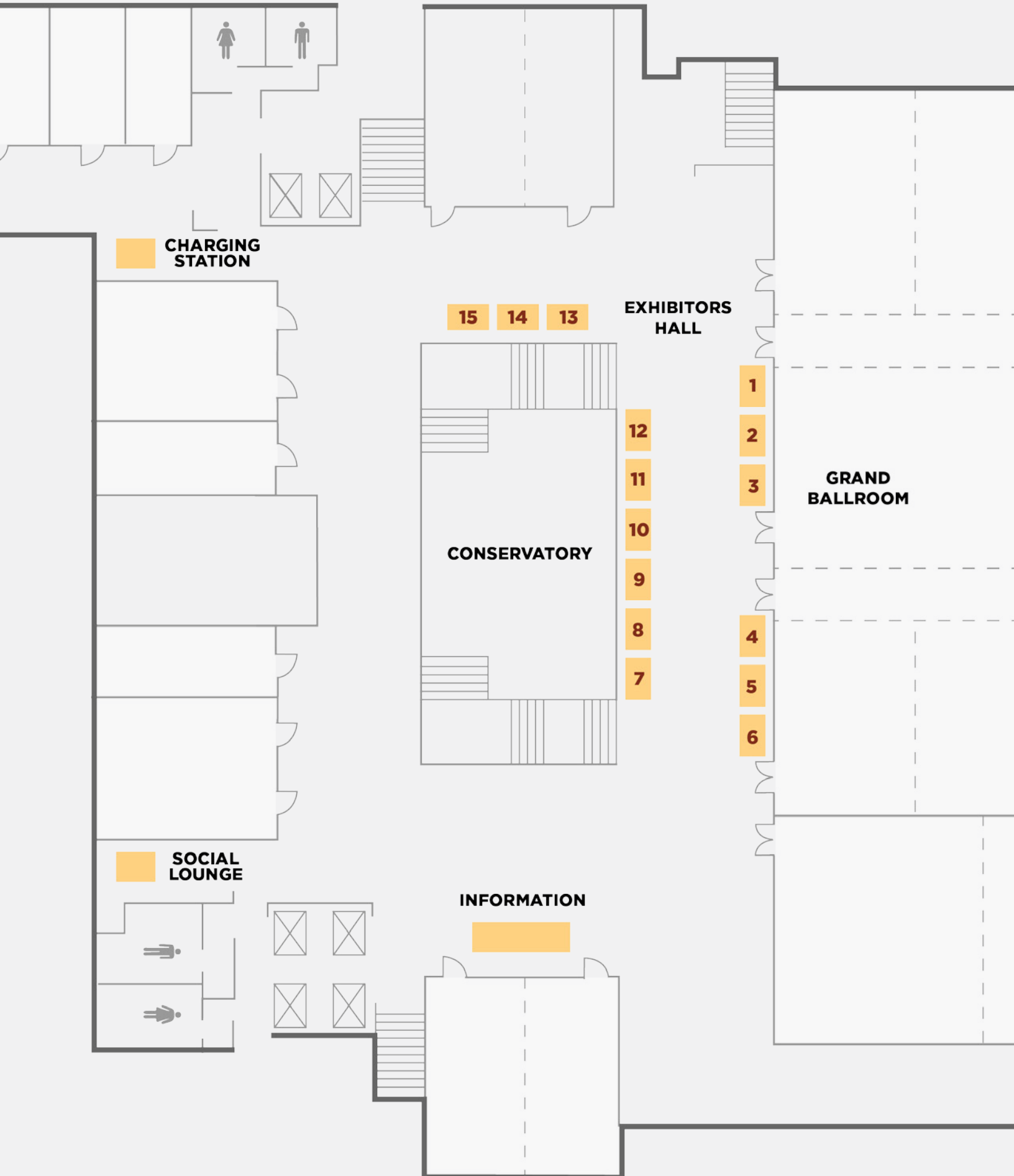
This sponsorship option allows companies to purchase ad space in the printed conference program that is provided to all Capability Counts attendees. The design for this advertisement will be created by the sponsor. Limited availability.

	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



CHARGING STATION

15 14 13

EXHIBITORS HALL

1

2

3

GRAND BALLROOM

CONSERVATORY

12

11

10

9

8

7

4

5

6

SOCIAL LOUNGE

INFORMATION



Secure Your Sponsorship Package Today!

Deadline for sponsor and exhibitor agreements: **16 March 2018**

When you find the option that makes the most sense for your organization's goals at Capability Counts 2018 or have additional questions, please contact:

sponsorship@cmmiinstitute.com

847.660.5729

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

STAY CONNECTED!

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