# Advanced Technology Academic Research Center

## ATARC: Driving Collaboration between Government, Academia and Private Industry

The Advanced Technology Academic Research Center is a 501(c)(3) non-profit organization that provides a collaborative forum for Federal government (IC, DoD & Civilian), academia and industry to identify, discuss and resolve emerging technology challenges.

# Contents

## Why You Should Join ATARC

ATARC is a nonprofit dedicated to technology transformation in the federal government. We bridge the gap between government, industry and academia and provide you with the opportunity for an ongoing, year-round conversation with your government prospects and clients.
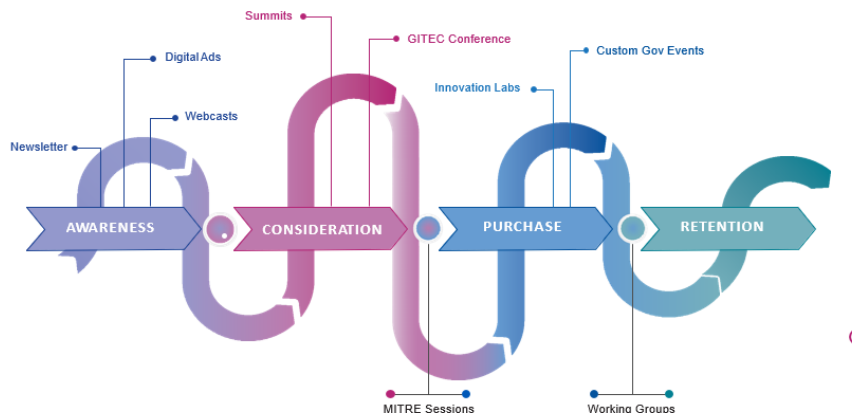
ATARC provides you with **nine** individual touches to lead the conversation.

1:1 government : industry ratio at events and the opportunity to promote you and your company as thought leaders in the Federal IT market.

Join ATARC to benefit from a more meaningful interaction with your prospects in an environment designed for collaboration and learning.

**ATARC BUYER'S JOURNEY**
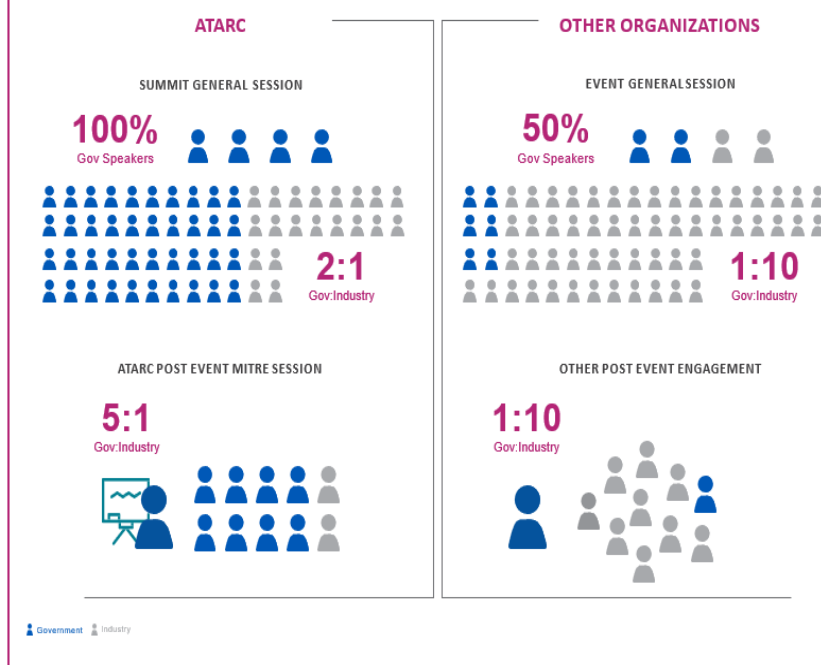
ATARC provides you with the opportunity for an ongoing, year-round conversation with your government prospects and clients.

Newsletter • Digital Ads • Webcasts • Summits • GITEC Conference • Innovation Labs • Custom Gov Events

AWARENESS | CONSIDERATION | PURCHASE | RETENTION

MITRE Sessions | Working Groups

According to Salesforce, "(it takes between 6 and 8 touches to generate a viable sales lead.)" ATARC provides you with 9.

**THE ATARC DIFFERENCE**

ATARC events are created by government for government. Our 2:1, Gov:Industry ratio provides you with more meaningful interaction with your prospects in an environment designed for collaboration and learning.

| ATARC | OTHER ORGANIZATIONS |
|---|---|
| SUMMIT GENERAL SESSION | EVENT GENERAL SESSION |
| **100%** Gov Speakers | **50%** Gov Speakers |
| **2:1** Gov:Industry | **1:10** Gov:Industry |
| ATARC POST EVENT MITRE SESSION | OTHER POST EVENT ENGAGEMENT |
| **5:1** Gov:Industry | **1:10** Gov:Industry |

Government   Industry

For information about how ATARC can help you with your government demand generation, please email us at info@atarc.org, and visit us at www.atarc.org.

## ATARC Engagement with Federal Government

ATARC is a nonprofit that facilitates collaboration between government, industry and academia in order to accelerate technology modernization initiatives. We provide ongoing opportunities for cross agency collaboration through onsite interaction, learning, and market research. ATARC gives participants the opportunity to earn learning credits, participate in the creation and publication of white papers and engage in thought leadership exchange.

# ATARC Hosted Industry – Government Touch Points

## 1. ATARC – GITEC Annual Conference
### May 17-19, 2020 at Hotel Annapolis, MD

In 2018, two complementary organizations, ATARC and GITEC joined forces to bring together their Civilian, DoD and Intelligence Community engagement with Fortune 1000, MITRE and academic participation.

ATARC continues to drive collaboration between government, academia and private industry in order to accelerate public sector adoption of emerging technologies. It is now further strengthened by GITEC's professional development forum for government and industry leaders to collaborate and innovate on mission critical solutions enabled through IT.

An annual **multi-day off site ATARC-GITEC spring conference** is focused on innovation and cyber security.



Exciting New Venue for GITEC 2020 – Graduate Annapolis!

GITEC 2019 hosted nearly 400 individuals – 52% were from government from approximately 60 federal and state agencies and sub-agencies.

**New in GITEC 2020:**

- Increased **CIO Council** participation
- More packages include an exhibitor table
- Longer exhibition touring breaks
- All exhibitors in one space (Atrium)
- Evening receptions for networking – Pusser's and Hotel Atrium
- Expanded social media campaign



Atrium – Booths all in one location!

# ATARC – GITEC Annual Conference Engagement Opportunities

| Package | Price | On-Site Branding Opportunities | Reg Included* | Table Top | Summit Program |
|---|---|---|---|---|---|
| **Premium (L)** | $20,000 | Give keynote audience address**, Nominate panel moderator** 30-second commercial video during general session*** | 8 | 10 x 10 | Full page ad |
| **Platinum (L)** | $15,000 | Introduce government keynote**, Nominate panel moderator** 30-second commercial video during general session*** | 6 | 10 x 10 | Half page ad |
| **Gold (U)** | $6,500 | 30-second commercial video during general session*** | 5 | 6' table | Quarter page ad |
| **Silver (U)** | $3,000 | | 2 | 2' kiosk | |
| **Small Business Bronze (U)** | $2,225 | | 2 | 2' kiosk | |
| **Mon. Night Reception (E)** | $12,000 | Logo on signage at reception Brief audience address on day's wrap-up | 4 | 10 x 10 | Half page ad |
| **WiFi and Charging Station (E)** | $10,000 | Two branded charging stations Logo on back of badges with WiFi code | 5 | 10 x 10 | Quarter page ad |
| **Sun. Night Reception (E)** | $8,000 | Logo on signage at reception Brief audience address in person or in pre-event email | 4 | 6' table | Quarter page ad |
| **Conference Bag (L)** | $7,500 | Logo on attendee bag Additional giveaway item in attendee bag | 4 | 6' table | |
| **Mon. Conference Lunch (E)** | $6,500 | Logo on signage at lunch Brief audience address at meal | 4 | 6' table | |
| **Conference Breakfast (L)** | $4,000 | Logo on coffee cups, napkins at breakfast Logo on signage at breakfast | 4 | 6' table | |
| **Conference Break (L)** | $3,500 | Co-branded coffee cup holders and napkins at all conference breaks | 3 | 2' kiosk | |

**(E) Exclusive, (L) Limited, (U) Unlimited**

**All Packages include standard branding: Logo on ATARC event website and printed program.  Recognition for specialty sponsorships will be noted on ATARC event website, printed program, and from the stage during the general session.   All packages include copy of attendee list with contact info, distributed post-event.**

**NOTE: To qualify for Small Business Bronze Sponsorship Package, Company must meet SB criteria as defined by SBA.**

## 2.  ATARC Federal IT Summit Series

ATARC Federal symposiums are one-day events designed to educate Federal IT practitioners about the latest developments in emerging technologies. These events combine keynote presentations, panel discussions and collaborative sessions with networking in order to encourage teamwork between government, academia and industry. Please visit the following site for up to date summit agendas and schedule: ATARC Events. Sample Federal Symposiums include:

ATARC Federal Artificial Intelligence & Data Analytics Summit (Oct 24, 2019; Oct 29, 2020)

ATARC Federal IT Modernization Summit (Dec 11, 2019; Dec 8, 2020)

ATARC Federal DevSecOps Summit (Feb 27, 2020)

ATARC RSA Federal Summit (March 30, 2020)

ATARC Federal Cloud & Infrastructure Summit (June 18, 2020)

ATARC Federal Digital & Mobile Technology Summit (Aug 20, 2020)

**Government IT Decision Makers Attend ATARC Summits because they:**
- Feature a mission-focused agenda and are chaired by government IT leaders
- Provide attendees with cutting edge information
- Allow for real-time insight into relevant mission-focused solutions

**Your Peers and Competitors Participate at ATARC Summits for:**

Access to senior government thought leaders and decision-makers, on average:
- 300+ government registrants
- 10 Federal IT Media registrants
- 5 articles by Federal IT Media

**Maximize Your Summit Experience:**

| Before | During | After |
|---|---|---|
| ▪ Receive registrant list<br>▪ Submit attendee wish list | ▪ Engage early and send reps to all sessions<br>▪ Crowd: highly engaged, technical, government centric<br>▪ Speakers stay to the end of the day. Please engage with them!<br>▪ Happy hour crowd: mostly government | ▪ Updated attendee list<br>▪ Survey<br>▪ Post-event white paper recognition |

Join this unique forum for direct technical interaction with government SMEs, and participate in the creation of an event generated, government recommendation-focused White Paper you can utilize post event for corporate marketing.

## ATARC Federal IT Summit Engagement Opportunities

| Participation / Sponsorship | ATARC Summit |
|---|---|
| **Technology Showcase Sponsorship**<br>■ Three summit admission passes*<br>■ Three networking reception admission passes*<br>■ Participation in MITRE-ATARC Collaboration Sessions<br>■ Company logo and website link on event website<br>■ Lunch with attending government IT decision makers<br>■ 6'x30" skirted table with power and wireless internet access<br>■ Attendee list with contact information<br>■ Summit white paper recognition (with session participation) | $4,950 |
| **\*Additional Summit & Networking Reception Admission Pass**<br>■ Individual summit and networking reception admission passes for employees of sponsoring organization | $295 |
| **Breakfast Sponsorship**<br>■ Four easel-displayed signs displayed during meal<br>■ Table tents on each bistro-style table during meal<br>■ Introduction at breakfast and opportunity for brief audience address | $5,000 |
| **Lunch Sponsorship**<br>■ Four easel-displayed signs displayed during meal<br>■ Table tents on each bistro-style table during meal<br>■ Introduction at lunch and opportunity for brief audience address | $12,000 |
| **Reception Sponsorship**<br>■ Open bar (optional – light hors d'oeuvres)<br>■ Four easel-displayed signs displayed during meal<br>■ Table tents on each bistro-style table during meal<br>■ Introduction at kick off and opportunity for brief address | $5,000<br>($7,000) |
| **Beverage Sponsorship**<br>■ Two table tents displayed with coffee<br>■ Choice of one collateral piece on registration tab | $2,500 |
| **WiFi Sponsorship**<br>■ Choice of network name and password<br>■ WIFI info printed on agendas | $5,000 |
| **Audio Visual Sponsorship**<br>■ Recognition as Audio Visual sponsorship<br>■ Two table tents on AV table | $7,000 |
| **Artificial Intelligence & Data Talk**<br>■ Introduction by ATARC president, Tom Suder<br>■ 7.5 minute IGNITE Style talk on main stage<br>■ Logo recognition in program, website and on slide deck | $5,000 |
| **Artificial Intelligence & Data Talk w/ Government Customer**<br>■ Introduction by ATARC president, Tom Suder<br>■ 15 minute discussion on main stage with option to speak with government customer (must identify gov customer upon sponsorship confirmation)<br>■ Logo recognition in program, website and on slide deck | $10,000 |

## 3. ATARC Working Groups

ATARC **Working Groups** are led by IT thought leaders within government, academia and private industry, and promote collaboration and thought leadership within Federal IT community. ATARC Working Groups promote thought leadership within the Federal government ecosystem, conducting research on emerging technology issues and providing recommendations for ways to increase efficiency and reduce cost in government using cutting-edge technology. Each Working Group includes **Project Teams** that examine emerging technology challenges in relevant niche focus areas. Current Working Groups and Project Teams include:

Artificial Intelligence & Machine Learning Working Group

Cloud Working Group

Data & Analytics Working Group

DevSecOps Working Group

Mobile Working Group

Security Working Group

**Maximize Your Working Group Experience:**

| WG Key Objectives | WG Key Activities |
|---|---|
| ▪ Form dedicated Project Teams with focus on relevant narrower topical areas<br>▪ Identify technologies and associated contract vehicles for product, service and solution procurement<br>▪ Produce project deliverables as identified by Leadership Team | ▪ Collaborate with government and industry WG members in bi-weekly Project Team calls<br>▪ Attend quarterly in person meetings<br>▪ Organize government and industry events hosted by your Project Team<br>▪ Contribute to weekly Leadership call to discuss project activities and progress |

**Working Group Participation Benefits:**

- Access to Government market intelligence and industry market research
- Branding as Thought Leader in your subject area of expertise
- Career advancement through Professional Development
- Exposure to and demand generation for emerging technologies through product demos
- Education through peer and industry collaboration and perspective
- First hand insight into Government challenges, policy and framework
- Opportunities to enhance Government and industry network
- Interaction with MITRE
- Participation in creation of case studies and White Papers
- Recognition at ATARC events and membership postings on ATARC website

| | |
|---|---|
| **Artificial Intelligence (AI) & Machine Learning (ML) Working Group Project Teams** | **Leadership Team**<br>Michael Kanaan, USAF<br>Keith Nakasone, GSA<br>Mitchell Winans, IRS |
| Autonomous Systems | Michael Kanaan, USAF |
| Conversational Augmented Intelligence | Keith Nakasone, GSA |
| Ethics and Responsible AI | Anil Chaudhry, CBP |
| Hyper-personalization | Edward Dowgiallo, DOT |
| IOT | Joseph Ronzio, VHA |
| Predictive Analytics, Decision Support, and Patterns/Anomalies | Alexander Measure, BLS<br>Chakib Chraibi, DOC NTIS |
| Robotic Process Automation | Mitchell Winans, IRS |
| Standard Data | Dr. Steven Harrison, DOD JAIC |
| Value Proposition of AI & ML | Nevin Taylor, USAF / Harvard Nation International Security Fellow / White House Presidential Innovation Fellow |
| **Cloud Working Group Project Teams** | **Leadership Team**<br>Bill Hunt, SBA<br>Michaela Iorga, NIST |
| Application Rationalization | TBD |
| Cloud Cost Modeling | Robert Duffy, DHS |
| Cloud Migration | Shirley Dagley, US Army<br>Ceresh Perry, US Army |
| Cloud Monitoring | Charles Sun, DHS |
| Cloud Reskilling | TBD |
| Cloud Security (Agile ATO) | Laural Hargadon, US House of Reps |
| Data Center | TBD |
| Telecommunication/TIC | Gerald Caron, Dept of State |
| **Data & Analytics WG Project Teams** | **Leadership Team**<br>Chris Alvarez, USDA<br>Karl Brimmer, DHS<br>Robert DeLuca, GSA<br>Eric Ewing, GSA<br>Ted Kaouk, USDA<br>Rosemary Lanzano, GSA<br>Kris Rowley, GSA |
| Data Collection | Data Quality |
| Data Governance | Data Security |
| Data Privacy | Data Transparency |
| **DevSecOps Working Group Project Teams** | **Leadership Team**<br>Annette Mitchell, IRS |

| | |
|---|---|
| Agile Philosophy | Integrating Gov Budgets with Agile Platforms |
| Cloud Contract / Lessons Learned | Security Issues |
| **Mobile Working Group Project Teams** | **Leadership Team**<br>Jon Johnson, NASA SEWP<br>Lon Gowen, USAID<br>Sam Navarro, GSA<br>Vincent Sritapan, DHS |
| 5G | Sam Navarro, GSA |
| BYOD | Ethan Miller, DISA |
| Emerging Technology | Lon Gowen, USAID |
| Identity Management | Jordan Packham, GSA<br>Simone Reese, USDA |
| Mobile Agency Engagement | Jacqueline Lampert, NITAAC<br>Mike Vande Woude, GSA<br>Debra Zink, FAA |
| Mobile Customer Experience | Kelly Adams, GSA<br>Lance Brown, FAA<br>Jacob Parcell, GSA |
| Mobile Security | Bob Clemons, NSA<br>DJ Kachman, VA<br>Vincent Sritapan, DHS<br>Marc Wine, VA |
| Strategic Sourcing | Wendy Lazernik, NITAAC<br>Betsy Sirk, NASA SEWP PMO |
| **Security WG Project Teams** | **Leadership Team**<br>Kevin Cox, DHS<br>Christina Perez, DHS |
| Agile ATO | IoT |
| Cryptographic/ Key Management | Managing the Lifecycle of Identities and Access |
| Data Analytics and Business Intelligence | Mobile Threat Management |
| Emerging Technology | Ongoing Assessment and Authorization to Transform |
| Identity Management | Optimal Data Protection Mechanisms for High Value Data |
| Incident Detection and Response Optimization | Security Operations/ Situational Awareness |

## ATARC Working Group Engagement Opportunities

| Government Participation | WG Chair | WG Vice Chair | PT Chair | PT Vice Chair | Member |
|---|---|---|---|---|---|
| Price | Free | Free | Free | Free | Free |
| **Industry Membership Categories & Activities** | **WG Chair** | **WG Vice Chair** | **PT Chair** | **PT Vice Chair** | **Member** |
| Price | $10,000 | $8,000 | $5,500 | $4,500 | $3,000 |
| Recognition in ATARC Summit Slides | ✓ | ✓ | ✓ | ✓ | |
| Recognition in ATARC Summit Signage | ✓ | ✓ | ✓ | ✓ | |
| Recognition with ATARC Ribbon on Name Tag | ✓ | ✓ | ✓ | ✓ | ✓ |
| Introduction of one Afternoon Program at Topic Appropriate Summit | ✓ | | | | |
| Participation in Topic Appropriate ATARC Summit Planning Meetings | ✓ | | | | |
| Delivery of Project Team Briefing at Topic Appropriate Summit | ✓ | | | | |
| Participation in weekly Leadership Team call | ✓ | ✓ | ✓ | ✓ | |
| Lead for quarterly Working Group Calls | ✓ | ✓ | ✓ | | |
| Participation in quarterly Working Group Calls | ✓ | ✓ | ✓ | ✓ | ✓ |
| Participation in Twice-Monthly Project Team Calls | ✓ | ✓ | ✓ | ✓ | ✓ |
| Participation in quarterly in-person Working Group Meetings at a Gov Location | ✓ | ✓ | ✓ | ✓ | ✓ |
| Participation in all Project Team Calls/Meetings | ✓ | ✓ | ✓ | ✓ | ✓ |

**All Working Group Membership positions are priced per person on an annual basis.**

## 4.   Industry Custom Events

ATARC will create, design and deliver an end-to-end customized event experience of any size, including:

One / Half Day Private Events

Multi-Day Off Site Conferences

Expos & Tradeshows

User Conferences

"It was an excellent event. The logistics were superb this year – Red Hat came across as a very professional and competent organization."

**ANALYST ATTENDEE**

"The theme at the Summit might be the impact of the individual, but love the energy of collaboration happening here!"

**ATTENDEE POST ON FACEBOOK**

ATARC now offers a new level of custom events by combining its trusted reputation and leading federal engagement with ITA Group's record of setting industry standards to drive audience engagement for 55+ years:

- 2,700 events in 450+ programs annually
- 15–15K attendance range
- 37 clients with 10+ years partnership

**Maximize Your Custom Event Experience with ATARC:**

| Strategy | Design | Production | Analysis |
|---|---|---|---|
| ▪ Event architecture<br>▪ Theme & messaging<br>▪ Content strategy & mgmt<br>▪ Audience acquisition<br>▪ Financial modeling | ▪ Creative design solutions<br>▪ Strategic comm's<br>▪ Event technology<br>▪ Social media mgmt<br>▪ Video development | ▪ Venue sourcing<br>▪ Supplier management<br>▪ Registration & sponsorship mgmt<br>▪ Security & risk mgmt | ▪ Post-event reporting<br>▪ ROI assessment |

## ATARC Custom Event Engagement Opportunities

| Custom Event | Price |
|---|---|
| One Day Private Event (Full Service)<br>  ▪ Program content/agenda/speaker attainment<br>  ▪ Audience acquisition through personal, marketing, social media outreach<br>  ▪ Event logistics coordination and management<br>  ▪ Participant registration management | $25,000 |
| One Day Private Event (Select Service)<br>  ▪ Program content/agenda/speaker attainment<br>  ▪ Audience acquisition through personal, marketing, social media outreach | $15,000 |
| Other (One-day/Multi-day 1,000+ Participant Events) | Custom |

# 5. ATARC Webinars



**In Partnership with Federal News Network**

- 1-Hour Video Panel and Webinar production at FNN studios, delivered via the FNN Webinar Network

- Webinar panel to include 3 Federal Government SMEs and moderated by FNN

- Vendor nomination for 1 (of 3) industry seats on panel, and 2 guests in audience

- Use of FNN Think Tank Studio for up to 3 hours with Videographer/Audio Technician

- Custom Microsite on Federalnewsnetwork.com (including video archive)

- Marketing by ATARC and FNN, including radio commercials, digital banners on website



## ATARC Webinar Engagement Opportunities

| Webinar Recording | Price |
|---|---|
| Webinar<br><br>   ▪ 1-Hour Video Panel production at FNN studios<br>   ▪ Webinar delivery the FNN Webinar Network<br>   ▪ Panel of 3 Federal Government SMEs, moderated by FNN<br>   ▪ Vendor nomination for one (of three) industry seat on panel<br>   ▪ Vendor invitation to 2 guests in audience*<br>   ▪ Use of FNN Think Tank Studio for up to 3 hours with Videographer/Audio Technician<br>   ▪ Custom Microsite on Federalnewsnetwork.com (including video archive)<br>   ▪ Marketing by ATARC and FNN, including radio commercials, digital banners on website | $10,000 |
| *Additional Audience Guest (max 2) | $1,500/pp |

## 6. Thought Leadership Program

**Market Connections®**
Research you can act on.

### In Partnership with Market Connections

**Why conduct thought leadership research?**

- Positions your company as a market leader around a particular issue, topic or program through custom, primary market research

- Demonstrates subject matter expertise and builds credibility regarding technologies and challenges affecting your market

- Gathers insights into forces affecting the market, key technologies, and market needs and perceptions

- Provides valuable data that augments and validates your messaging across (product, services and solutions) content marketing assets, including, but not limited to: white papers, blogs/articles, sales materials, infographics, webinars and live event presentations

- Delivers actionable insights that drive demand and media coverage

> "To get meaningful results, the questions need to be well thought out. And to do that, I have learned, you must have your subject matter experts — both from the sales side and the technical side — involved in writing the questions. And of course you need the experience of a research firm like Market Connections to guide you in the survey design. It is critical to have different perspectives and to make sure you are asking the right questions to get good results."
>
> GINGER KESSLER
> FORMER MARKETING DIRECTOR
> BROCADE FEDERAL

### PulsePoll+™

A joint, multi-client PulsePoll+™ with ATARC and Market Connections provides the insights and direction normally reserved to custom research studies ($40,000+ value) for a fraction of the cost.

Findings can be used to fill SME presentations, enhance proposals, build white papers or gain press from trade publications.

**The PulsePoll+™ Includes**

- 6-8 common questions developed by Market Connections and ATARC to benefit all participating clients focused on issues and/or concerns in the federal market

- 2-3 Unique questions focused on specific partner needs

- 20-slide ATARC/Market Connections/client co-branded PowerPoint report with charts and graphs for each participant ready for use in internal and external efforts

- Strategic discussion of release of findings highlighting key points of interest, press hooks and findings
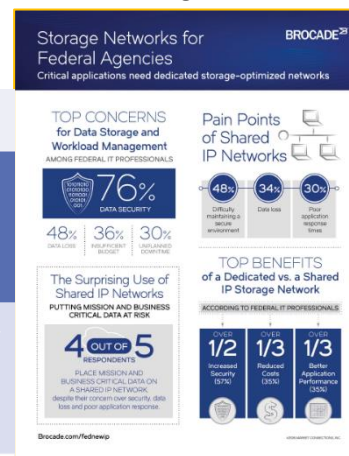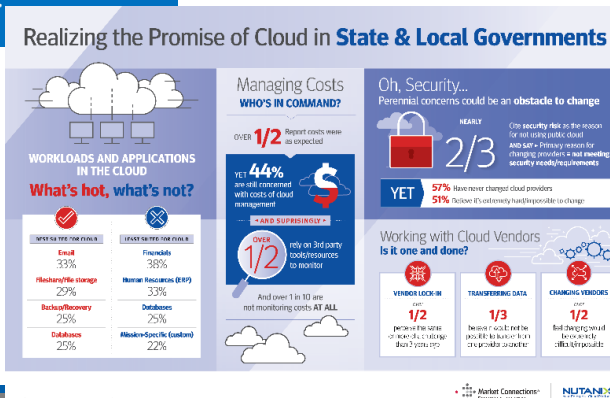
## ATARC Thought Leadership Program Engagement Opportunities

| Research Investment | |
| --- | --- |
| Audience | Federal IT decision-makers at civilian & defense agencies |
| Completed Surveys | 200 |
| Cost | $7,500 per client |
| Schedule | 11 weeks (approx.) |

# 7. ATARC TIC 3.0 Test Lab

The Office of Management and Budget (OMB) has finalized its update to the Trusted Internet Connections (TIC) initiative in a memo dated Sept 12, 2019.

This is a much-needed revision to a policy last updated in 2008, when we were still largely operating in a fixed asset and desktop environment. Today's significant increase in mobile, cloud, wide area network, remote user and remote office scenarios requires new approaches to ensure network security.

With this shift towards remote and mobile use cases, Government agencies have the seemingly impossible task of protecting the personal data of U.S. citizens as well as sensitive or classified information.  This can certainly not be accomplished with understaffed IT personnel responsible for both daily security monitoring and major incident resolutions. Highest vigilance can only be maintained by having organized and automated security policies managed through integrated tools.

TIC 3.0 does exactly that by removing cloud barriers, consolidating the number of external internet connections and accelerating federal cloud transformation. TIC 3.0 provides government agencies with the needed guidance to adopt public cloud in a secure way that minimizes exposure to risks, data breaches, and data leakage. It enforces a variety of security policies and best practices, such as IT modernization and zero-trust models, as well as increased flexibility and choice between low, medium, and high trust zones.

**The ATARC Trusted Internet Connection (TIC 3.0) Test Lab** is a state-of-the-art physical test environment that will provide Federal agencies the opportunity to test and evaluate emerging technologies, shared services, and their ability to meet the expectations of a federal workforce that wants simple, seamless access to applications and data.
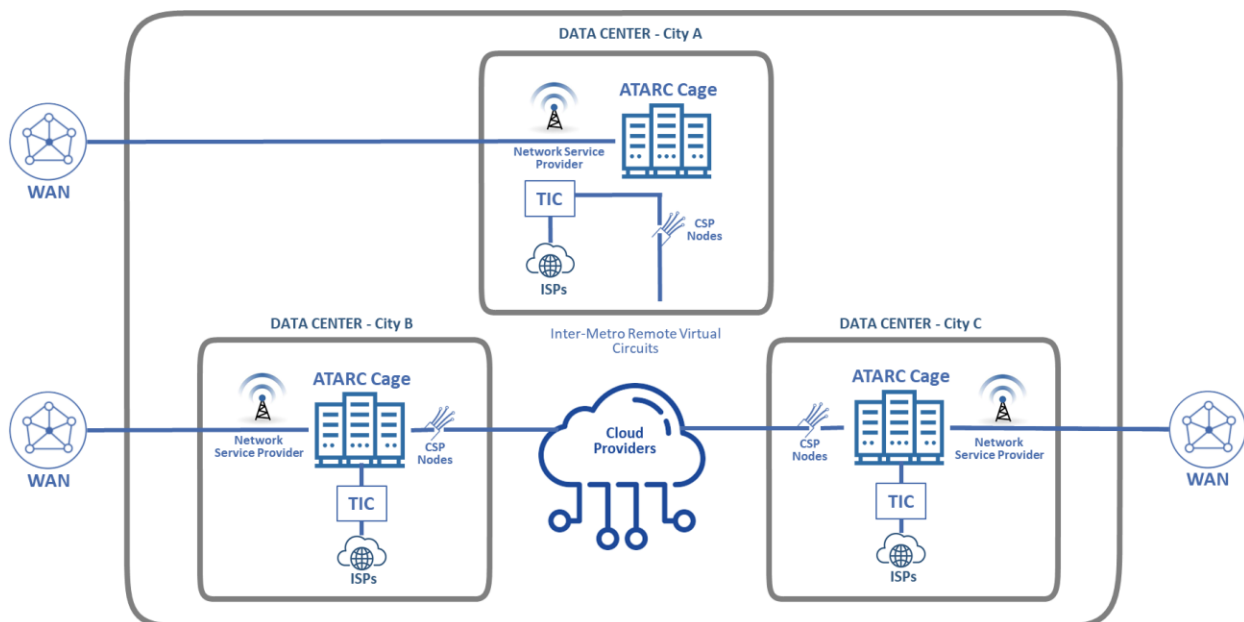
At ATARC's TIC 3.0 Test Lab, agencies can:

- **Minimize Risk and Maximize ROI** for new data center deployments
- Analyze, test and validate new cloud and infrastructure technologies, including
  - o Infrastructure as a Service (IaaS)
  - o Software as a Service (SaaS)
  - o Email as a Service (EaaS)
- Test network designs and proofs of concepts for Software-Defined Wide Area Network (SD-WAN) technologies, for use in agency branch office scenarios
- Perform testing on government furnished equipment (GFE) to simulate a remote user connection to the agency's traditional network, cloud, and the Internet
- Evaluate and optimize traditional TIC use cases
- Access TIC use cases to review results for environments with security requirements similar to their own
- Share and compare various TIC 3.0 solutions across agencies
- Utilize Multi-Cloud access to providers such as AWS, Microsoft Azure and Google
- Leverage multi-site test environment with 9 test locations in United States

## ATARC TIC 3.0 Test Lab Engagement Opportunities

| Engagement Details | Price |
|---|---|
| ATARC TIC 3.0 Test Lab Pilot Package<br><br>• A month-long engagement with ATARC to facilitate communication and coordination of a use case pilot project with identified Government agency<br>• Support for pilot project architectural design and concept of operations<br>• ATARC facilitated Memorandum of Understanding with Government Agency<br>• Two-week period to showcase vendor equipment in physical TIC 3.0 Test Lab environment<br>• ATARC facilitate no-cost agreement for Government Agency to view Vendor demo(s), and test Vendor equipment at the TIC 3.0 Test Lab<br>• Documentation of pilot project results and lessons learned<br>• Platform to share knowledge and pilot project success/lessons with industry thought leaders<br>• A Member seat on ATARC's TIC 3.0 Project Team, under the umbrella Cloud Working Group<br>  o Access to Government market intelligence and industry market research<br>  o Participation in all Project Team and umbrella Working Group calls and in-person meetings<br>  o Branding as Thought Leader in your subject area of expertise<br>  o Interaction with MITRE<br>  o Participation in creation of case studies and White Papers | $10,000 |

# 8.  Digital Marketing

ATARC has partnered with MultiView to produce its digital publications and offer industry suppliers opportunities to advertise in front of a highly targeted and professional audience. MultiView is the association world's largest B2B publisher and can help promote your product, service or company within the following means:

## ATARC FedBrief

Be seen by **over 25,000 federal government IT professionals!** Our weekly digital newsbrief is designed to provide Federal IT decision makers with the industry news they need to make the best decisions about their Federal IT investments.
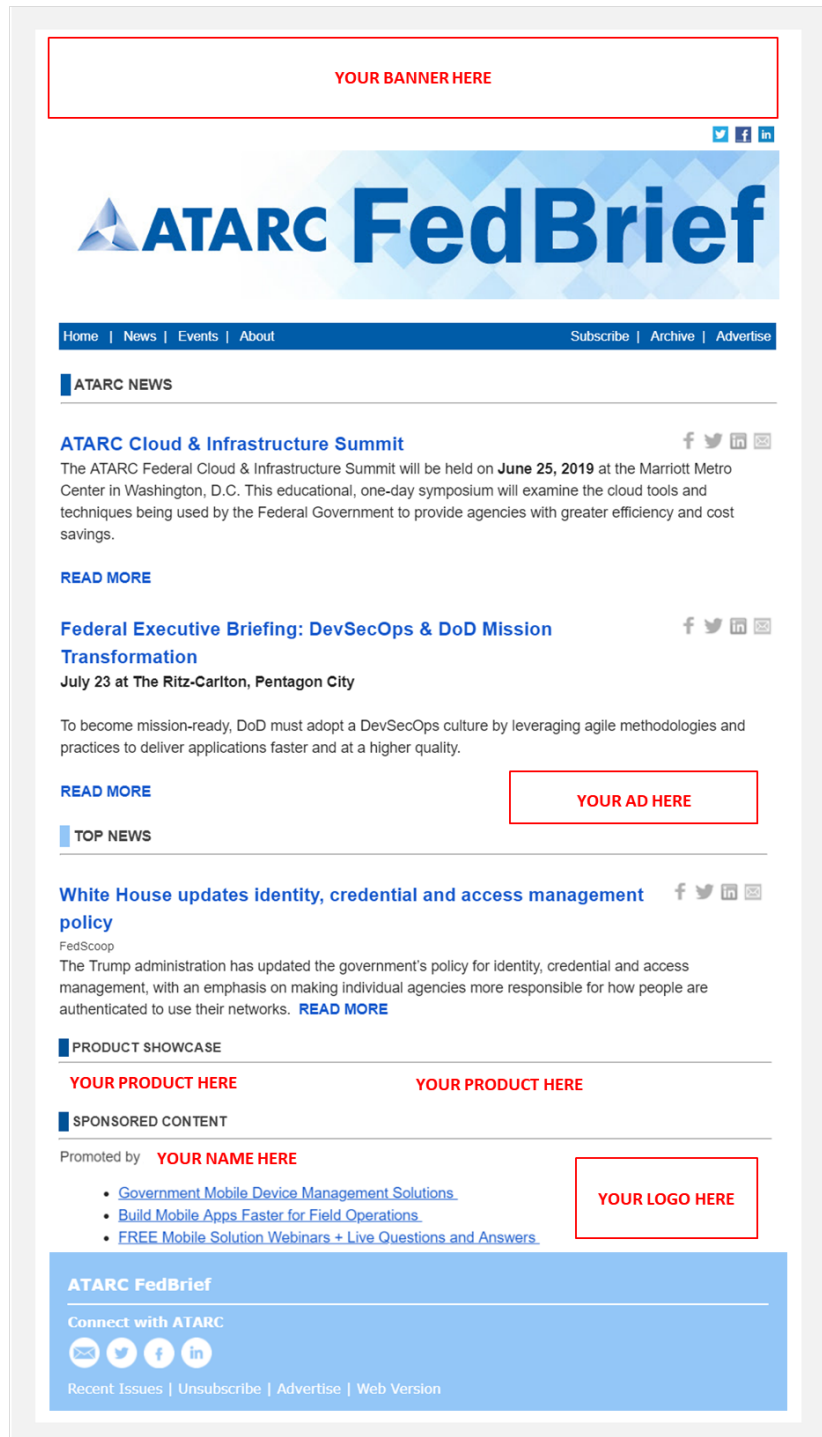
- Credible source
- Industry-leading open rates
- Mobile-responsive design
- Relevant custom content (articles, videos, podcasts, infographics, etc.)
- Direct connection with niche audiences
- Targeted distribution
- Metrics & reporting

## ATARC.org

The ATARC website has a long history of being an informational authority for the Federal Government IT industry. It's the place where industry professionals go for news, technical information, educational opportunities and services. With banner ad placements throughout the site, your company can gain great exposure in front of a very targeted audience.

## Programmatic Advertising

Retargeting solutions leverages programmatic technology to show your company's ads to potential buyers after those buyers have left the ATARC website.  Imagine getting your message in front of these customers as they're surfing their favorite news, entertainment, lifestyle and business websites.

# Digital Marketing Opportunities

| Ad Type | Ad Specs | Price |
|---|---|---|
| **Leaderboard** <br> This premier position provides your company with top exposure and quality traffic. | Dimensions: 728x90 <br> File format: GIF,JPG <br> File size: 40k | $3,100 |
| **Lower Leaderboard** <br> The lower leaderboard gives your company a prominent position right under the association's masthead. | Dimensions: 580x70 <br> File format: GIF,JPG <br> File size: 40k | $2,800 |
| **Box Ad** <br> This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website. | Dimensions: 300x250 <br> File format: GIF,JPG <br> File size: 40k | $1,700 |
| **Top Banner** <br> Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers. | Dimensions: 468x60 <br> File format: GIF,JPG <br> File size: 40k | $2,500 |
| **Horizontal Product Showcase** <br> Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site. | Dimensions: 275x175 <br> File format: GIF,JPG <br> File size: 40k | $2,500 |
| **Callout Text** <br> Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description. | Dimensions: 125x100 <br> File format: GIF,JPG <br> File size: 40k | $1,200 |
| **Vertical Product Showcase** <br> Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site. | Dimensions: 300x125 <br> File format: GIF,JPG <br> File size: 40k | $1,550 |
| **Social Text Ad** <br> Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels. | Dimensions: <br> 35x35 (social media icon) <br> 215x85 (main image) <br> File format: GIF,JPG <br> File size: 10k, 40k | $900 |
| **Sponsored Content** <br> 5 unique headlines, logo with max width of 150px. | Dimensions: 150x100 <br> File format: GIF,JPG <br> File size: 40k | $2,800 |
| **Featured Article** <br> Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice. | Dimensions: N/A <br> File format: GIF,JPG <br> File size: 10k, 40k | $2,800 |

**To learn more about any of these advertising opportunities, please see** http://mk.multibriefs.com/MediaKit/Pricing/ATARC; **contact MultiView at 972-402-7000, or send an email to salesinquires@multiview.com.**

# 9.  Publications

As a non-profit organization that provides a collaborative forum for Federal government, academia and industry to identify, discuss and resolve emerging technology challenges, it is a natural extension for ATARC to collect, publish and share the ideas explored and studied by its collaborators.

Typical publications may include:

MITRE collaboration white papers
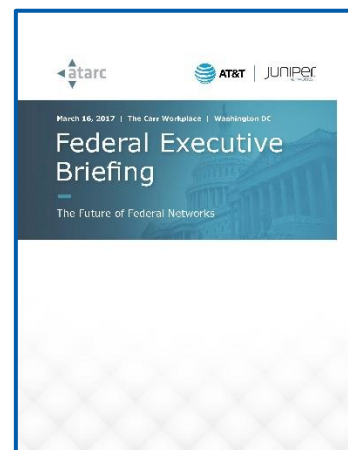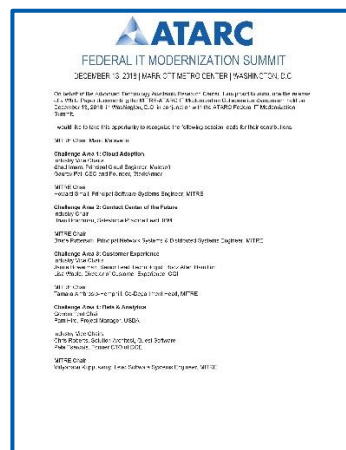
Working Group publications

Federal Government reports

Executive briefings

Policy documents

Strategy roadmaps

Emerging technology toolkits



For a complete and current listing of ATARC publications, please visit the ATARC Resource Library.

**All ATARC publications are accessible and complimentary to ATARC members.**