IT modernization tops the list of priorities under the Biden administration. Not only do modern systems and software play an invaluable role in delivering the services Americans most depend on, but they also put the nation in a better position to protect against evolving cyberattacks that threaten its most vital institutions.

Join this weeklong annual technology festival hosted by FedScoop. This technology festival will feature dozens of local community events attended by thousands of decision makers and influencers from the fed tech community.

**IT MOD WEEK BY THE NUMBERS**

10,000
ATTENDEES

100+
COMMUNITY EVENTS

150
VIP SPEAKERS

**IT MOD WEEK HAS PARTICIPATION FROM THE NATION'S TOP EXECUTIVES**

59%
EXECUTIVES

41%
MID-LEVEL MANAGERS

**AUDIENCE BREAKDOWN BY TYPE**

60%
GOVERNMENT

25%
INDUSTRY EXECUTIVES

15%
EDUCATION
SPONSORSHIP LEVELS

UNDERWRITER

PIPELINE AND DEMAND GEN
- 10,000 Leads of Event Attendees & Registrants

BRAND AWARENESS
- Branding included in 2-month citywide metro campaign, including king-size metrobus. Results: 50,000,000 impressions
- Logo featured in event promotion and virtual event platform for livestream participants
- Logo featured in IT Mod Week onsite signage and ITModTalks event materials

SPEAKING ENGAGEMENTS
- Keynote or fireside discussion at ITModTalks, IT Mod Week’s marquee event
- Two thought leadership executive videos promoted post-event to extend messaging and reach

CONTENT DEVELOPMENT
- Video recordings of speaking engagement at ITModTalks and executive video interviews to repurpose for marketing efforts

DIAMOND SPONSORSHIP
- 5,000 qualified leads
- Speaking opportunity at ITModTalks
- 2 thought leadership video interviews of your executives
- Tabletop exhibit in ITModTalks Virtual partner pavilion
- Diamond Sponsorship of ITModTalks
- Logo on IT Mod Week site, promotion, and social media
- Branding on ITModTalks event materials

PLATINUM SPONSORSHIP
- 3,000 qualified leads
- Tabletop exhibit in ITModTalks Virtual partner pavilion
- 1 thought leadership video interview of your executive
- Platinum Sponsorship of ITModTalks
- Logo on IT Mod Week site, promotion, and social media
- Branding on ITModTalks event materials