

“My Briefcase”

A Personalized Content Strategy

“My Briefcase” is the most progressive sponsorship opportunity targeting state and local government, and is poised to change the model of how IT decision-makers receive and organize their Web content.

“My Briefcase” is their personalized space, enabling the user to customize how they save, store and share information that aligns with their specific interests. Drag and drop functionality gives the user the ability to aggregate and organize their preferred content — news, presentations, videos, pre-populated “Tech Primer” content and other unique resources — in a customized view.

Tech Primer Sponsorship:

- ✓ Vendors can sponsor various folders — “tech primers” (ie. Muni-Wireless, Emergency Management, Cyber Security, IT Policy) — within the “briefcase”.
- ✓ Folders can be pre-populated with sponsor content — ie. videos & case studies.
- ✓ Fixed sponsor identification with linked logo in Tech Primer.

Price: \$5,000 net per month/per tech primer

Sole Sponsorship:

Price: Customized 12-month pricing available upon request.

