

# STATE OF THE NET

AMERICA'S PREMIERE INTERNET POLICY CONFERENCE SERIES

MONDAY, JANUARY 23, 2017

Thank you to  
our 2016  
Sponsors:



SOTN Wireless:



## SPONSORSHIP OPPORTUNITIES & BENEFITS

After twenty years of topical and thought provoking content, the Internet Education Foundation is proud to offer this opportunity to sponsor our largest and most comprehensive event of the year. The State of the Net Conference attracts nearly 800 attendees, which provides unparalleled opportunity for your company to demonstrate leadership, network with policymakers, and engage an influential audience on key Internet policy issues. The State of the Net Conference is the perfect setting to get acquainted with important trends emerging for 2017 and facing the 115th Congress.

This conference, the largest Internet policy conference in the U.S., enables the dialogue between public interest advocates, nonprofits, and the business community toward the goal of educating policymakers about the importance of mobile technology in promoting communications, commerce and democracy. Sponsors of the State of the Net use this opportunity to elevate their brand and visibility as leading Internet stakeholders.

### The 2017 State of the Net Conference will feature

- In-depth discussions with **leading Internet policy experts** representing all pillars of the internet policy platform with panel tracks focusing on privacy/security, telecommunications regulation, intellectual property, and innovation.
- Opportunity to interact with **Congressional Staff and Federal Policymakers** representing a broad range of government agencies.
- One stop shop for dialogue and connecting with a leaders and **advocates from across the political spectrum.**
- Special business **networking** and meeting area within the conference space.
- Influential **media** presence and C-SPAN broadcast.



## Profile of 700 Attendees



## Congressional Staff and Federal Policy Makers

More than 300 Congressional Staff and Federal Policy Makers will be speakers and attendees at the 2017 State of the Net Conference, representing agencies including:

- Federal Trade Commission
- Federal Communications Commission
- Department of Commerce/NTIA/NIST/USPTO
- Department of State
- Department of Justice
- Department of Homeland Security

## Media and Social Reach

The State of the Net Conference is often televised by C-SPAN and attracts leading media covering the technology industry and policy issues:

- [The Washington Post](#)
- [TechCrunch](#)
- [TechRepublic](#)
- [National Journal](#)
- [re/code](#)
- [Gigaom](#)
- [The Hill](#)
- [Forbes](#)



## Advocacy & Research Organizations

Attendees represent the most influential associations, advocacy organizations, and institutions of higher education in the Internet policy arena, both nationally and globally, including:

- Center for Democracy & Technology
- National Cable & Telecommunications Association
- RIAA
- Public Knowledge
- American Library Association
- CTIA-The Wireless Association
- Berkman Center at Harvard University
- Annenberg Center for Global Communication Studies at University of Pennsylvania



**Sponsorship Levels & Benefits**

|   | <i><b>\$50,000 Platinum<br/>(3 available)</b></i> | <i><b>\$25,000 Gold</b></i>  | <i><b>\$10,000 Silver</b></i> | <i><b>\$5,000 Bronze</b></i> |
|---|---|------------------------------|-------------------------------|------------------------------|
| Conference content discussion with Executive Director   | ✓   |                              |                               |                              |
| Logo on stage backdrop in main banquet halls  | ✓   |                              |                               |                              |
| Conference registrations  | Unlimited   | 10                           | 5                             | 2                            |
| Logo and link inclusion on conference website   | ✓   | ✓                            | ✓                             | ✓                            |
| Logo and link inclusion on all online and print conference promotions   | ✓   | ✓                            | ✓                             |                              |
| Logo and link on IEF website  | ✓   | ✓                            | ✓                             | ✓                            |
| Press release promoting sponsorship   | ✓   | ✓                            |                               |                              |
| Attendee list provided pre-conference   | ✓   | ✓                            |                               |                              |
| Coordination on news media interviews pre-, onsite and post-conference  | ✓   | ✓                            |                               |                              |
| Free insert or product give-away in conference tote bag   | ✓   | ✓                            |                               |                              |
| Logo on conference tote bag   | ✓   |                              |                               |                              |
| Table top tech demo space   | ✓   | ✓                            | ✓                             | ✓                            |
| Social media posts acknowledging sponsorship (Screen display of social media aggregator Zoomph at conference) | ✓   | ✓                            | ✓                             |                              |
| Logo in conference schedule app   | ✓   | ✓                            | ✓                             | ✓                            |
| Logo on event signage and screens   | ✓   | ✓                            | ✓                             | ✓                            |
| Logo and paragraph description on sponsor recognition handout   | ✓   | ✓                            | ✓                             | ✓                            |
| State of the Net Wireless sponsorship (Spring 2017)   | Included with above benefits                      | Included with above benefits |                               |                              |

We look forward to a conversation about the benefits above and are open to discussing a customized package that best meets the needs of your organization. Please note that speaking opportunities are neither assured nor precluded by a sponsorship commitment.

## Contact

Contact Pamela Strother with inquiries or to confirm your sponsorship at [pamela@neted.org](mailto:pamela@neted.org)/202-486-5990 or Tim Lordan at [tlordan@neted.org](mailto:tlordan@neted.org)/202-507-8828.

## About the Internet Education Foundation

The State of the Net is hosted by the Internet Education Foundation, a 501 (c)(3) charitable organization. The IEF is a private sector organization comprised of public interest groups, trade associations, non-profits, and industry leaders. The diversity of IEF's membership ensures that all educational events and initiatives are fair and balanced forums for Internet-related discussion.

Contributions to IEF may be tax-deductible. All funds to the Internet Education Foundation will be used for its education program. (Federal Tax ID Number: 31-1577362)

### **State of the Net/Internet Education Foundation**

740 15<sup>th</sup> Street NW #900 - Washington, DC 20005

[@SOTN](http://www.stateofthe.net)

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JANUARY 23, 2017 – THE NEWSEUM

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## SPONSORSHIP CONFIRMATION

|                        |          |
|------------------------|----------|
| _____ Platinum Sponsor | \$50,000 |
| _____ Gold Sponsor     | \$25,000 |
| _____ Silver Sponsor   | \$10,000 |
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### Payment Options:

- Invoice Me** (Payment due within 30 days of invoice)
- Credit Card Payment** – please send PayPal invoice for online payment to the following email address:  
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**Federal Tax ID Number: 31-1577362**

**Please send sponsorship confirmation to:** Pamela Strother at [pamela@neted.org](mailto:pamela@neted.org)

**Online Payment:** Please request PayPal invoice.

*For additional information or payment processing questions, please call Pamela at 202-486-5990.*

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