

**ENTERPRISE
TECH LEADERSHIP
SUMMIT**

AN  **REVOLUTION EVENT**

2025
**SPONSORSHIP
PROSPECTUS**

SEPTEMBER 23-25 LAS VEGAS

ITREVOLUTION.COM

ETLS 2025



IF YOU'RE LIKE ME, YOU'VE EXPERIENCED FIRSTHAND HOW GENERATIVE AI RESHAPES OUR RELATIONSHIP WITH TECHNOLOGY AND HOW MUCH WE CAN BENEFIT FROM IT.

Over the past year, I've been using it intensely in my own daily work, and I've come to conclude that its impact will dwarf even the DevOps revolution that transformed our industry over the past decade.

Every conversation I have with technology leaders conveys the same mixture of excitement and awe, along with a sense of certainty that it will impact their organizations. But we are all struggling to find good answers to these questions, often posted by our bosses: What are the best ways to use this new technology? How do we best benefit from it? How does this change how we organize? What skills do we need? How do we separate real opportunities from hype?

Last year at our conference, people loved the "Ultimate GenAI Learning Day for Leaders." This year, we will expand our GenAI programming to match the pace of breakneck innovation and disruption. We'll showcase even more

organizations who are achieving amazing outcomes through coding assistants, autonomous agents, platform teams... and in a field that is so quickly moving, I'm certain we'll learn of more emerging innovations that will surprise, shock, and delight us all.

The Enterprise Technology Leadership Summit has always been the conference where you come to learn from GenAI experts and fellow technology leaders. Fellow travelers share how they're overcoming and approaching the challenges they're facing, including what worked and didn't. By doing so, attendees learn how to address similar challenges within their own organizations — a skill that's more important than ever during this period of frenzied innovation.

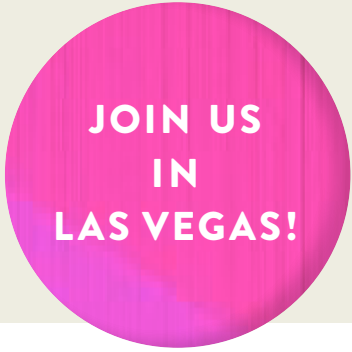
This spirit of shared learning directly supports our mission to help technology leaders succeed, and their organizations win. I hope you can join us for what will be one of the most amazing years of learning — see you there!

Gene Kim

*Author, Researcher & Founder,
IT Revolution*

Enterprise Technology Leadership Summit:

LAS VEGAS
SEPTEMBER 23-25, 2025



	PREMIER	PLATINUM	GOLD	SILVER
COST	SOLD OUT	\$60,000	\$20,000	\$10,000
BOOTH IN EXPO HALL	<i>Premium</i>	20' x 20'	10' x 10'	5' x 5' <small>exhibit stand</small>
SPEAKING SPOT	✓	✓		
HALF-DAY WORKSHOP	✓			
FULL CONFERENCE PASSES	15	10	2	1
LEAD SCAN LICENSE	2	2	1	1
VIDEO WALL AD	✓	✓		
LOGO ON ONSITE SIGNAGE & BRANDING	✓	✓	✓	✓
LOGO ON ALL PRE-CONFERENCE EMAILS	✓	✓	✓	✓

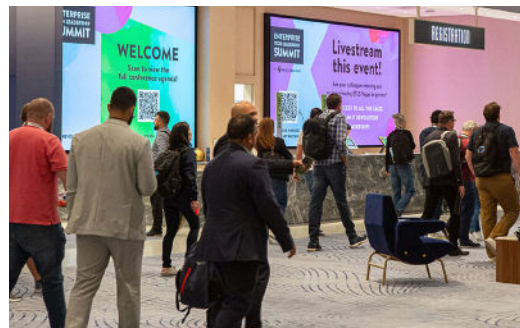
SPONSORSHIP PACKAGE: PLATINUM

PACKAGE INCLUSIONS & OPTIONS

LARGE BOOTH	<ul style="list-style-type: none">• 20' x 20' booth space in centralized location of Expo Hall
CONFERENCE PASSES	<ul style="list-style-type: none">• Includes ten conference passes• 50% off any additional conference passes
SPEAKING SESSION	<ul style="list-style-type: none">• Thirty minute speaking slot for customer case study/testimonial
AD ON DIGITAL WALL	<ul style="list-style-type: none">• Ad included on prominent digital wall - 15 seconds total (no audio)
TWO LEAD SCAN LICENSES	<ul style="list-style-type: none">• Includes two lead capture licenses to be used throughout the conference
BRANDING & LOGO	<ul style="list-style-type: none">• Logo will be included on conference signage and branding. It will also be included in all pre-conference emails and communications.

\$60,000

*includes 10
conference passes*



SPONSORSHIP PACKAGE: GOLD

PACKAGE INCLUSIONS & OPTIONS

LARGE BOOTH

- 10' x 10' booth space in centralized location of Expo Hall

CONFERENCE PASSES

- Includes two conference passes
- 50% off any additional conference passes

ONE LEAD SCAN LICENSE

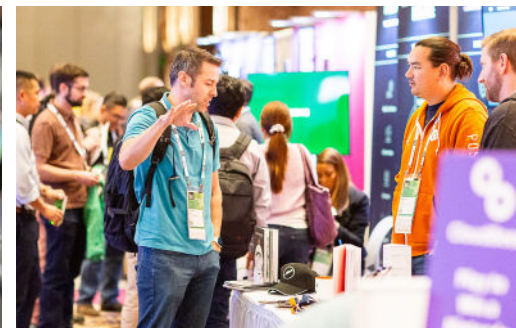
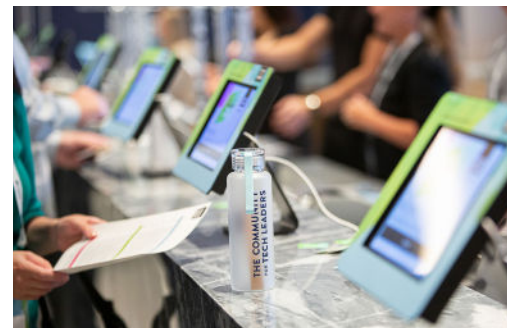
- Includes one lead capture license to be used throughout the conference

BRANDING & LOGO

- Logo will be included on conference signage and branding. It will also be included in all pre-conference emails and communications.

\$20,000

*includes 2
conference passes*



SPONSORSHIP PACKAGE: SILVER

PACKAGE INCLUSIONS & OPTIONS

EXHIBIT STAND

- 5' x 5' exhibit stand in centralized location

CONFERENCE PASSES

- Includes one conference pass
- 50% off any additional conference passes

ONE LEAD SCAN LICENSE

- Includes one lead capture license to be used throughout the conference

BRANDING & LOGO

- Logo will be included on conference signage and branding. It will also be included in all pre-conference emails and communications.

\$10,000

*includes 1
conference pass*



ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	PRICE	BENEFITS
LIGHTNING TALKS SPONSOR	\$25,000 – \$40,000	<ul style="list-style-type: none"> • One lead capture license to scan all Lightning Talk attendees • Logo on onsite signage and branding • One speaking slot in the Lightning Talk Series • One IT Revolution book signing
BOOK SIGNING SPONSOR	\$5,000 each	<ul style="list-style-type: none"> • One IT Revolution book • Logo on onsite signage and branding
WORKSHOP SESSION SPONSOR	\$50,000 each	<ul style="list-style-type: none"> • Sponsor a 90-minute workshop session where all leads will be collected by the IT Revolution Team and shared with the sponsor. The sponsorship cost may be shared with up to four of your partners.
CUSTOM COMMS	\$2,000 each	<ul style="list-style-type: none"> • One social media post (LinkedIn) and one email sent prior to the event
PASSPORT GAME SPONSOR	\$1,800 each	<ul style="list-style-type: none"> • Attendees can visit sponsor booths to collect stamps and enter a raffle, with the drawing held on the third day. The sponsor's logo will be featured on the conference badge, and the sponsor will provide a raffle prize valued at \$250 or more.
VIDEO WALL AD	\$5,000	<ul style="list-style-type: none"> • Ad length: 15 seconds total (no audio) • Ad displayed on a prominent video wall (16' x 16' video wall) • Ad displayed on a loop for the duration of the conference
WIFI SPONSOR	\$10,000 each	<ul style="list-style-type: none"> • Opportunity to select the password for the SSID (final approval from IT Revolution) • Logo included on all sponsor-related pages

ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	PRICE	BENEFITS
WATER BOTTLE LOGO + BRANDING ON ALL FILLING STATIONS	\$15,000	<ul style="list-style-type: none"> The sponsor's logo will be featured on the water bottles distributed by IT Revolution, as well as the on-site water filling stations
CONFERENCE TOTE BAG	\$15,000	<ul style="list-style-type: none"> Logo on all conference bags alongside the IT Revolution Logo
TEE SHIRT	\$20,000	<ul style="list-style-type: none"> Logo on all conference tee shirts alongside the IT Revolution Logo
COFFEE CART SPONSOR	\$15,000	<ul style="list-style-type: none"> Space for coffee cart provided by the hotel, sponsor to pay for all coffee costs
BREAK SPONSOR	\$5,000 <i>per day</i>	<ul style="list-style-type: none"> Logo on signage by all break stations
BREAKFAST SPONSOR	\$10,000 <i>per day</i>	<ul style="list-style-type: none"> Logo on signage by all buffet stations One chair drop in Expo seating area
LUNCH SPONSOR	\$10,000 <i>per day</i>	<ul style="list-style-type: none"> Logo on signage by all buffet stations One chair drop in Expo seating area
DAY ONE PLENARY CHAIR DROP	\$20,000	<ul style="list-style-type: none"> Chair drop of one collateral item

ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	PRICE	BENEFITS
GENERAL SESSION VIDEO	\$20,000 <i>each</i>	<ul style="list-style-type: none"> • Sponsors to provide a one minute video (no audio) that will be played within the pre-show loop 30-minutes before general session begins each morning and afternoon
STRATEGIC INTRODUCTIONS	\$10,000	<ul style="list-style-type: none"> • Sponsor may select up to two companies for personal introduction from IT Revolution. Company list will be provided by IT Revolution in advance of the conference.
BIRDS OF A FEATHER SPONSOR	\$5,000 <i>per day</i>	<ul style="list-style-type: none"> • Sponsor a birds of a feather table during this break out time
MEETING ROOMS	\$2,000 <i>per day</i>	<ul style="list-style-type: none"> • A private meeting room conveniently located on the conference level
PLENARY POPCORN CART SPONSOR	\$20,000 <i>per day</i>	<ul style="list-style-type: none"> • Day one and day three popcorn served in the afternoon Plenary sessions • Sponsor branded popcorn bags and napkins
ICE CREAM CART SPONSOR	\$15,000	<ul style="list-style-type: none"> • Ice cream cart and napkins branded • Sponsor covers ice cream and service costs
INDUSTRY PARTY BAR SPONSORSHIP	\$10,000 <i>per bar</i>	<ul style="list-style-type: none"> • Branding on the industry party bar
SPEAKER LOUNGE SPONSOR	\$10,000	<ul style="list-style-type: none"> • Branding in the lounge
ARCADE STATION SPONSOR	\$50,000	<ul style="list-style-type: none"> • Classic arcade games located in a high traffic location, signage with Sponsor Branding during the conference

*Have a sponsorship idea?
Let's collaborate!*

*Contact Beth at
bethb@itrevolution.com*



**DON'T MISS YOUR OPPORTUNITY
TO BE A PART OF THIS AMAZING
TECHNOLOGY COMMUNITY!**

LET'S CONNECT:

Beth Breiten

bethb@itrevolution.com



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