SIM
BOSTON

2024
Sponsorship
Prospectus

# Table of Contents

SIM is Where Technology Leaders Connect

SIM Boston is a chapter of SIM, an international association of senior Technology executives, prominent academicians, selected consultants, and other Technology thought leaders. It is the place where Technology leaders connect.

SIM Boston is the oldest continuously running and largest chapter of the Society for Information Management. We are a volunteer-led not-for-profit 501(c)(6) professional organization of IT leaders that are passionate about coming together to share experiences, lessons learned, and to give back to our community.

Our Vision: To be the organization of choice serving today's and tomorrow's IT leaders in the Eastern New England area.

The 3 Pillars of SIM Boston

1. **Networking:** To amplify our effectiveness. A strong personal network is a superpower, amplifying the knowledge and effectiveness of any individual. SIM Members use their networks to surface personal and professional opportunities, keep up on technology trends, connect with people working on similar kinds of problems, and reach out for and provide help to others.
2. **Professional Development:** For growing personal capacity. We believe that growing as an individual is critical to leaders in technology, building our individual capacity in leadership, and trends in technology helps keep us sharp, and able to deliver value to the companies we work for.
3. **Outreach:** To make sure the talent will exist when we need it. SIM Boston focuses on STEM Outreach specifically; we understand how difficult it is to fill the talent pipeline. The investments we make as a chapter guiding young people into Science and Technology careers helps to ensure that we will have the talent and future leaders our industry needs in 10-15 years.
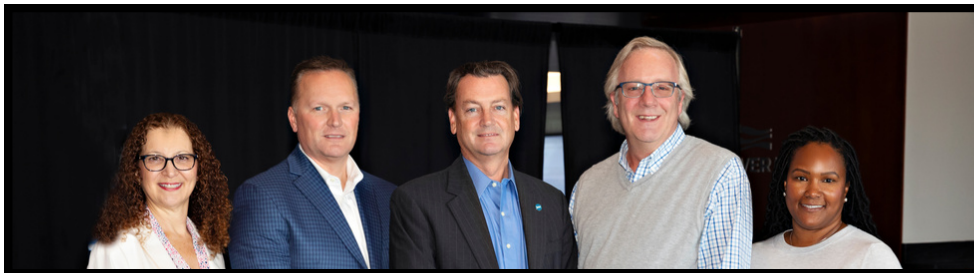
2024 Executive Committee (from left to right): Sue Bergamo, Vice President - David Vidoni, Secretary - Matt Nerney, President - Matthew Turner, Assit. Treasurer - Anesha Dennis, Treasurer

The Benefits of Becoming a SIM Sponsor

We are committed to building long-term relationships and delivering shared value to you, our sponsor, in the following ways:

Networking Events
We welcome you to join our SIM family and community of Technology leaders and key decision makers in participating in any of our 50+ high-quality networking events throughout the year. These events are wonderful for building trusted relationships, professional development, sharing experiences, and providing support for one another.

Brand Awareness and Marketing
Your affiliation with SIM Boston and your company's exposure in promotional marketing at events will help establish brand awareness and recognition for your organization as a trusted partner of SIM Boston.

Community Outreach
Your sponsorship and financial support help to fund community outreach each year. Your organization can take pride in making a positive impact on the vitality of the Information Technology profession and in inspiring the next generation of business and Technology leaders.

For more information on becoming a Sponsor, please contact our Co-Chairs at sponsorship-chairs@simboston.org.

Bernard Lee,
Sponsorship Co-Chair

Jitu Raj Bora,
Sponsorship Co-Chair

Our mission with SIM Boston's Outreach Program:

"Give back to our community by supporting programs that contribute to the vitality of the Information Technology profession"

We created our outreach program after our members—like you—rose through the ranks, assumed positions of Technology leadership, and realized how good the Technology field is to us. We decided it was essential to give back to our community by supporting programs that contribute to the vitality of the Information Technology profession.

Our Outreach Partners:

	Hack.Diversity tackles the under-representation of high-skilled minority employees in Boston's innovation economy. They recruit Black and Latino computer science and engineering students into the city's fastest-growing companies — training, coaching and mentoring both employer and employee throughout the experience. **https://hackdiversity.com**
	Resilient Coders trains people of color for high growth careers as software engineers and connects them to apprenticeship opportunities. They introduce them to a career path that is lucrative, meaningful, and intellectually rewarding. **http://www.resilientcoders.org/**
	Year Up Greater Boston and Year Up Rhode Island - Year Up's mission is to close the opportunity divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education. As our oldest partnership, SIM Boston continues program support including its annual graduation ceremony where the Don Brown Scholarship recognizes the outstanding IT graduate. **https://www.yearup.org/**
	Boston Public Schools/Hour of Code – SIM Boston funds an award to the school with the highest participation in the district-wide Hour of Code initiative every December during Computer Science Education Week.
	Latino STEM Alliance – besides serving as judges for an annual robotics competition, SIM Boston funds instructors and equipment for teams of middle-school aged students in Lawrence and Boston. These teams compete in the annual robotics competition. **https://www.latinostem.org/**

	Jr.Tech – Jr.Tech's mission is to engage 4th to 12th grade students in Science, Technology, Engineering and Math (STEM) education. SIM Boston provides annual funding to the Girls STEM Summit held at Wentworth Institute of Technology every spring where members serve as volunteers. **https://juniortech.org/**
	Tech Apprentice - Tech Apprentice is a six-week, paid summer internship program for tech-savvy Boston Public Schools (BPS) high school students who work at local companies. These talented students are often considering IT majors for college and the internships provide valuable work-based experience while providing valuable summer staffing capacity to local organizations. **https://www.bostonpic.org/programs-initiatives/school-to-career/tech-apprentice**
	Per Scholas - By providing skills training and access to employer networks to individuals often excluded from tech careers, Per Scholas envisions a technology workforce as diverse as the customers it serves.Our mission is to advance economic equity through rigorous training for tech careers, and to connect skilled talent to leading businesses.

Our partners benefit from the expertise, experience, funds, and counsel of both the SIM Boston leadership, as well as our members. We continue to evaluate opportunities to fulfill our goals of providing a positive community impact through information technology.

Outreach partners receive funds and/or volunteers to advance their efforts. Our chapter also runs the Future Potential in IT (FPIT) program for college students, while supporting Science, Technology, Engineering, and Mathematics (STEM) education as the learning foundation needed for careers in information technology.

For more information about our Outreach Program specifically, please contact our Co-Chairs at outreach-chairs@simboston.org.

Brian Carey,
Outreach Co-Chair

Ramana Viswanathan,
Outreach Co-Chair

Sponsorship Levels

Chapter Sponsor

As a Chapter Sponsor, you are entitled to Membership in our esteemed organization which allows you the opportunity to purchase a membership and have exclusive access to SIM Boston's Events (excluding CIO Roundtable and Enclave). A Chapter sponsorship is the gateway to the benefits of becoming a SIM Boston member and it must be purchased in tandem with a tiered sponsorship for our Golf Outing or Technology Leadership Summit.

Tiered Sponsorship Opportunities

- Silver
- Gold
- Platinum
- Diamond
- Title

Tier entitlements vary per event, please review the detail pages below for more information

Sponsor Member Eligibility

As an entitlement to applicable sponsorships (please review the entitlement table below) the sponsoring Vendor is allowed a "Sponsor Member" slot within our Chapter. This individual from the Sponsoring organization can be of any profession, and is eligible for a one-year membership to SIM Boston. The cost of the one-year membership is not included in the Sponsorship fee. Persons from both public and private sectors are eligible for membership including, but not limited to:

- Leaders and managers who are the beneficiaries of information technology and/or are responsible for authorizing and controlling IT's use and/or funding.
- Leaders and managers responsible for the day-to-day functioning of IT
- Educators who are concerned with researching and teaching the theory, methodology, principles, and practices of information systems management and development, and the application of information technology for the benefit of the business.
- Consultants and vendors who provide services, tools, and/or support to IT practitioners.

An application for membership shall be submitted for approval to the Membership Chair through the **"Apply Today"** page on the SIM Boston website.

2024 Event Calendar

JANUARY
(16) SIM Women
(18) Technology Leadership Series
(18) Member Career Dev.
(18) Data Analytics SIG
(19) Board Meeting
(25) Enclave

FEBRUARY
(6) Service Desk RT
(8) Pop Up - Outreach
(14) Member Orientation
(15) SIM Women
(27) Providence Roundtable

MARCH
(6) Boston CIO RT
(21) Technology Leadership Series
(21) Member Career Dev.
(21) RLF Meet Up
(22) Board Meeting
(27) Life Sciences Roundtable

APRIL
(9) SIM Next
(11) Enclave
(23) Member Orientation
(24) Providence RT

MAY
(2) Pop Up
(21) SIM Women
(22) Service Desk Roundtable
(22) Boston CIO Roundtable
(23) Technology Leadership Series
(23) Member Career Development
(23) Data Analytics SIG

JUNE
(6) SIM Women
(7) Board Meeting
(12) Michael P. Brooks Memorial Golf Outing

JULY
(11) Enclave
(24) SIM Next - Social

AUGUST
No Events

SEPTEMBER
(11) Boston CIO Roundtable
(13) Board Meeting
(19) Technology Leadership Series
(19) Member Career Development
(19) RLF Meet Up
(24) Providence Roundtable

OCTOBER
(1) SIM Next
(3) Service Desk Roundtable
(10) Enclave
(17) Pop-Up
(23) Technology Leadership Summit

NOVEMBER
(6) Life Sciences Roundtable
(7) SIM Next
(13) Boston CIO Roundtable
(13) Providence Roundtable
(19) SIM Women

DECEMBER
(5) Technology Leadership Gala
(6) Board Meeting
(11) Service Desk Roundtable
(13) SIM Women

Dates are subject to change. Please check **simboston.org/events** for current schedule.
For more information on Membership specifically, please contact our Co-Chairs at membership-chairs@simboston.org.

Mary Aylward,
Membership Co-Chair

Justin Chapman,
Membership Co-Chair

Michael P. Brooks Memorial Golf Outing

Hosted June 12th at Cyprian Keyes in Boylston, MA

The Michael P. Brooks Memorial Golf Outing is the flagship summer event for SIM Boston, allowing SIM Boston Members & Sponsors to spend a day networking with peers, chatting about current technology trends, and giving back to our outreach partners. It's also an amazing chance to get some golf in at the beautiful Cyprian Keyes Golf Club.

SIM Boston's annual golf outing directly impacts the Boston Chapter's support of our Outreach Program, and is made possible through the participation of our corporate sponsors. Your representatives will have the ability to meet senior information technology executives who are interested in how your solutions can help address business and information technology challenges. This is a casual, fun-filled day where you can meet with technology executives to build relationships and market your brand.

Additional Foursomes are permitted at the expense of the sponsor, providing that they are IT practitioners and not vendor employees. Subject to review at the discretion of the Golf Committee. **For more information on the Golf Outing specifically, please contact our Co-Chairs at golf-chairs@simboston.org.**

Ray Berry,
Golf Co-Chair

Jean Tufts,
Golf Co-Chair

Michael P. Brooks Memorial Golf Outing

(Tenatative Schedule for the Day)

18-Hole Golf Outing
  9:00 am Registration & Golf Warm Up (Driving Range & Putting Green)
10:00 am Boxed Lunch
10:15 am Players to Carts & Reading of the Rules
10:20 am Shotgun Start – Proceed to holes.
10:30 am 18-Hole Outing Play (Scramble format)

SIM Boston Golf School (Instruction & 9-Hole Outing)
10:30 am Registration, Golf Warm Up (Driving Range & Putting Green) & Boxed   Lunch
12:00 pm One-hour lesson with PGA Golf Pro and 9-Hole Outing

Post-Outing Events for All
4:30 pm Cocktail Reception & Networking
5:00 pm Putting Contest Finals
5:30 pm Dinner & Awards Reception*
7:00 pm Conclusion of the Annual SIM Boston Golf Outing

 * **Each contest hole Sponsor will be provided an opportunity to present a prize to their contest hole winner during this time.***

SIM Boston offers five sponsorship tiers with unique opportunities at each level. A more detailed description of the entitlements associated with each level is provided on the following pages. **Please note, the information provided in this document is subject to change without notice.**

Golf Sponsorship Levels & Entitlements (Detail)

Michael P. Brooks Memorial Golf Outing Sponsorship Levels and Entitlements					
Michael P. Brooks Memorial Golf Outing Entitlements	CHAPTER	SILVER	GOLD	PLATINUM	TITLE

Base Price for Tiered Sponsorship Only.
• Chapter Sponsorship is included with Platinum and Title
• Eligible for ad-on purchase:
  ○ Bronze - $2500
  ○ Silver - $1500
  ○ Gold - $1500
	Tiered	$4,000	$6,000	$11,000	$20,000

Number of Sponsor membership Eligibility Applicable membership fees apply; as a Chapter Sponsor, you are entitled to Membership of our esteemed organization, which provides you the opportunity to attend all member events* *Excludes CIO Roundtable and Enclave	☑	1	1	1	2
A 24" x 36" sign will be displayed at a designated location during the golf outing.	✗	☑	☑	☑	☑
Number of complimentary registrations for Golfers and Practitioner guests who can participate in all day events for the golf outing. *Must be a mix of 50/50 between Technology Practitioner and Non-Technology Practitioner guests.	✗	2	2	4*	8*

Michael P. Brooks Memorial Golf Outing Entitlements	CHAPTER	SILVER	GOLD	PLATINUM	TITLE
Hole-In-One Prize of a New Car on Hole #6 (Premium Par-3 Hole on the entire course).	✗	✗	✗	✗	✓
Signage and logo will be displayed on all player golf carts.	✗	✗	✗	✗	✓
Sponsor's logo and a brief description will be prominently posted on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage through the duration of the sponsorship agreement, one year.	✓	✗	✓	✓	✓
Sponsor name/logo will be displayed on signage throughout the year at certain SIM events.	✓	✗	✓	✓	✓
List of all names, titles, and companies for all registered golfers post event. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.	✗	✓	✓	✓	✓
Opportunity for Chapter wide distribution of a thought leadership paper to members of SIM Boston, content must be reviewed and approved by the Sponsorship committee.	✗	✗	✗	✓	✓
At no additional cost to Sponsor, number of representatives from Sponsor organization who may attend one (1) SIM Boston CIO Roundtable meeting during Sponsorship year as active participants. The Sponsor will be introduced and can present between 3-5 minutes about their product and services, preferably highlighting a use case in which they may have done work for a SIM client, or any relevant client use cases. Representatives can attend the entire meeting as participants including dinner, if appropriate.	✗	✗	✗	1	2

Michael P. Brooks Memorial Golf Outing Entitlements	CHAPTER	SILVER	GOLD	PLATINUM	TITLE
SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms after the golf event.	✓	✗	✓	✓	✓
Premium Hole-in-One Sponsor, Tee Box eligibility - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their premium prize at dinner, Contest prize provided by SIM Boston. **(Only 1 slot available)**	✗	✗	✗	✗	4
Hole-in-One Sponsor, Tee Box eligibility - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their prize ($10,000) at dinner, Contest prize provided by SIM Boston. **(Only 2 slots available)**	✗	✗	✗	3	4
Hole-in-One Sponsor, Tee Box eligibility - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their prize ($5,000) at dinner, Contest prize provided by SIM Boston. **(Only 1 slot available)**	✗	✗	2	3	4
Men's Longest Drive Sponsor, Tee Box eligibility - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their prize at dinner, Contest prize provided by SIM Boston. **(Only 1 slot available)**	✗	✗	2	N/A	N/A
Women's Longest Drive Sponsor eligibility, Tee Box - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their prize at dinner, Contest prize provided by SIM Boston. **(Only 1 slot available)**	✗	✗	2	N/A	N/A

Michael P. Brooks Memorial Golf Outing Entitlements	CHAPTER	SILVER	GOLD	PLATINUM	TITLE
Straightest Drive Sponsor eligibility, Tee Box - Number of representatives who can staff a table at the tee box of your Sponsored contest hole to interact with golfers and hand out your promotional giveaways. Opportunity to present the contest winner with their prize at dinner, Contest prize provided by SIM Boston. **(Only 1 slot available)**	✗	✗	2	N/A	N/A
Putting Contest Sponsor eligibility - Number of representatives who can staff a table at the putting green to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities. **(Only 1 slot available)**	✗	✗	2	N/A	N/A
Dinner Sponsor eligibility - Signage on each dinner table and recognition as dinner sponsor during opening dinner remarks. **(Only 1 slot available)**	✗	✗	✓	N/A	N/A
Tee Box Sponsor eligibility – Number of representatives who can staff a table at the tee box of your Sponsored hole to interact with golfers and hand out your promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities. **(Only 11 slots available)**	✗	2	2	3	4
Driving Range - Two (2) representatives can staff a table and hand out Driving Range Balls to golfers as well as hand out your promotional giveaways. Each golfer receives a bag of golf tees imprinted with your logo. The representatives are welcome to attend dinner and all after golf festivities. **(Only 1 slot available)**	✗	✓	✓	N/A	N/A
Golf School (9-hole)Sponsor eligibility - Two (2) representatives have the opportunity to play alongside the golf school (9-hole) participants. The representatives are welcome to attend dinner and all after golf festivities. **(Only 1 slot available)**	✗	N/A	✓	N/A	N/A
Lunch Sponsor eligibility - Two (2) representatives can staff a table in the Ballroom to interact with golfers and hand out your logoed boxed lunches and promotional giveaways. The representatives are welcome to attend dinner and all after golf festivities. **(Only 1 slot available)**	✗	✓	✓	N/A	N/A

Michael P. Brooks Memorial Golf Outing Entitlements	CHAPTER	SILVER	GOLD	PLATINUM	TITLE
Cocktail Reception Sponsor eligibility - Two (2) representatives can staff a table at the cocktail reception to interact with golfers and hand out your promotional giveaways. Each golfer receives one (1) drink coupon imprinted with your logo. The representatives are welcome to attend dinner and all after golf festivities. **(Only 1 slot available).**	✗	✗	2	N/A	N/A
Golf Ball Sponsor eligibility - Each golfer receives one sleeve of Titleist golf balls imprinted with your logo. **(Only 3 slots available).**	✗	✓	✓	N/A	N/A
Putting String Sponsor eligibility - Each cart gets an envelope with one putting string of unknown length. Your logo will appear on each envelope. **(Only 1 slot available).**	✗	✓	✓	N/A	N/A
Mulligans Sponsor eligibility - Each golfer will be given mulligan tickets in an envelope. Each ticket can be used to reshoot any shot during the round. Your logo will appear on the tickets and on the envelope. **(Only 1 slot available).**	✗	✓	✓	N/A	N/A
Technology Leadership Series Non-Member Attendance Two (2) non-member representatives from Sponsor's organization may attend, free of charge, all Technology Leadership Series meetings (5 meetings) during the Sponsorship year.	✗	✗	✓	✓	✓
Technology Leadership Series Sponsorship - Gold only. *Can be passed to Platinum or Title if no Gold Sponsors are available* As part of a TLS meeting sponsorship a pre-nominated member of the sponsor organization will be introduced and have the opportunity to take 3-5 minutes to talk about their organization and its services. The sponsor can also include a few slides that would be presented on a screen.	✗	✗	✓	✗	✗
Events at a Glance Eligibility to be included in a weekly "Events at a Glance" distribution, which is sent to all current SIM Boston members; content must be reviewed and approved by the Sponsorship committee. Content may include a sponsor event, webinars, podcasts, promotions, etc. Sponsor may not send direct mailings to SIM members.	✗	✗	✓	✓	✓

SIM Boston Technology Leadership Summit

The SIM Boston Technology Leadership Summit is our flagship program.

Hosted annually at Gillette Stadium with over 600 attendees, the Technology Leadership Summit is the region's premier single-day event designed exclusively for the Technology executive community.

As technology continues to redefine business, geographic regions, and create borderless digital environments, Technology executives must continually learn about new strategies and tools that can improve their operations. The Technology Leadership Summit provides the region's Technology executives an opportunity to gather for a day of networking, collaboration, and knowledge-transfer through peer-led keynotes, breakouts, panels, and networking sessions.

For more information about the Technology Leadership Summit specifically, please contact us at partners-chairs@simboston.org.

Brian Blackman,
Summit Co-Chair

Lucy Negron,
Summit Co-Chair

Tentative Schedule for the Day

Morning Session

7:30 am Registration begins but remains open throughout the day.
8:00 am – 9:00 am Complimentary Continental Breakfast begins.
8:30 am Opening Remarks
9:00 am – 10:00 am Morning Keynote
10:00 am – 10:30 am Open Networking
10:30 am – 11:45 am Breakout Sessions

Noontime Session

11:45 am – 1:00 pm Complimentary Lunch begins.
12:00 pm – 12:45 pm Lunchtime Keynote

Afternoon Session

1:00 pm – 2:30 pm Breakout Sessions
2:30 pm – 3:00 pm Open Networking
3:00 pm– 4:00 pm Breakout Sessions
4:00 pm – 4:45 pm Closing Keynote on the main stage
4:45 pm – 5:00 pm Awards and Prize Giveaways

Post Summit Event for All

5:00 pm
Cocktail Reception & Networking

Summit Sponsorship Levels & Entitlements (Detail)

Technology Leadership Summit Sponsorship Levels											
Technology Leadership Summit Entitlements	CHAPTER	ASSOCIATE	CONFERENCE	REGISTRATION	EXEC-TRACK	HUDDLE	SILVER	GOLD	PLATINUM	DIAMOND	TITLE
Base Price Chapter Sponsor is included with Platinum and above	$2,500	$6,000	$9,000	$10,000	$12,000	$12,500	$13,000	$15,500	$18,000	$20,500	$30,000
Discount Price Chapter Sponsor is included with Platinum and above	$2,500	$5,500	$8,000	$9,000	$11,000	$12,000	N/A	N/A	N/A	N/A	N/A
Number of Sponsor membership eligibility, (Applicable membership fees apply; as a Chapter Sponsor, you are entitled to Membership in our esteemed organization, which provides you the opportunity to attend all member events*, including the Technology Leadership Series meetings during the Sponsorship year. *Excludes CIO Roundtables, unless the sponsor member qualifies as a CIO.	✓	✗	✗	✗	✗	✗	✗		1	1	1	2

Technology Leadership Summit Sponsorship Levels

Technology Leadership Summit Entitlements	CHAPTER	ASSOCIATE	CONFERENCE	REGISTRATION	EXEC-TRACK	HUDDLE	SILVER	GOLD	PLATINUM	DIAMOND	TITLE
Sponsor's logo and a brief description will be prominently posted on the SIM Boston Sponsor webpage with a link to the Sponsor's webpage through the duration of the sponsorship agreement, one year.	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
3-5 Minute time slot for Sponsor Promotion on the main stage	✗	✗	✗	✗	✗	✗	✗	✗	✗	PM	AM
Sponsor level that will be acknowledged on signage throughout the year at certain SIM events.	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Number of sponsor attendees that may attend at no additional charge.	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor recognition level on all conference materials, printed and/or electronic	✓	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓
SIM Boston will announce and thank the Sponsor on the SIM Boston social media platforms.	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓

Technology Leadership Summit Sponsorship Levels

Technology Leadership Summit Entitlements	CHAPTER	ASSOCIATE	CONFERENCE	REGISTRATION	EXEC-TRACK	HUDDLE	SILVER	GOLD	PLATINUM	DIAMOND	TITLE
Table/Booth to present and share marking material and network with conference attendees	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
Presentation during a breakout session on Best Practices	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓
List of all names, titles, and companies for all registered attendees. Sponsor agrees to abide by the SIM Boston Code of Conduct and respect the vendor/member relationship.	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo and a brief company description (50-word max) will be prominently placed on SIM Boston Sponsor's webpage.	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓
Events at a Glance Eligible to be featured in one of our weekly "Events at a Glance" distributions, which is sent to all current SIM Boston members, content must be reviewed and approved by the Sponsorship committee. Content may include a sponsor event, webinars, podcasts, promotions, etc. Sponsor may not send direct mailings to SIM members.	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓

Aside from our flagship events like the Golf Outing and our Technology Leadership Summit, SIM Boston offers several more opportunities to sponsor singular events throughout the year!

- **Technology Leadership Series**
- **Pop-Ups**
- **Enclave**
- **Boston CIO Roundtable**
- **Providence Roundtable**

The following pages will detail the aforementioned annual programs. If you're interested in sponsoring any of the following, please reach out directly to the listed Co-Chairs for each specific event.

Technology Leadership Series (TLS)

The Technology Leadership Series is typically held 5 times a year including a year-end Gala in December. Attendance is typically 40-60 members and guests for these meetings with the Gala attracting 60-80.

Our Technology Leadership Series events feature industry leaders and speakers, covering a variety of topics from new technologies and business opportunities to best practices as demonstrated by leading companies. Attendees can expect to gain perspective from real-life successes and failures and understand how companies strategically respond to business challenges. Additionally, they will expand their own skills and knowledge, as well as their professional network.

2024 TLS Calendar:

January 18th
March 21st
May 23rd
September 19th
December 5th (year-end Gala)

Eric Bloom,
TLS Co-Chair

Peter White,
TLS Co-Chair

For more information about the Technology Leadership Series specifically, please contact our Co-Chairs at tlseries-chairs@simboston.org.

Pop-Ups

Pop-ups are a more intimate gathering for our members and guests, typically 15-25 attendees. Pop-Ups are hosted at various geographic locations throughout the year, typically quarterly. No speakers, no agenda, only drink, food, and a fun time reacquainting with old friends and making new ones.

Mary Aylward,
Membership Co-Chair

Justin Chapman,
Membership Co-Chair

For more information on our Pop Up Program specifically, please contact our Membership Co-Chairs at membership-chairs@simboston.org.

Enclaves

SIM Enclave® is a small, select community of Executive Technology Leaders (CIO/CTO/CISO or equivalent) who support one another's leadership and professional growth by meeting in person on a consistent basis. These social networks are hyper-local and limited in size to foster a genuine, connected community based on high-level trust and a deep sense of belonging. While enjoying dinner at a carefully chosen, fine-dining restaurant, attendees will discover peers with similar challenges, knowledge, and solutions.

SIM Enclave® is designed to boost membership retention and growth while adding to the financial health of your chapter. It is implemented at the chapter level with support from SIM National and underwritten by sponsors at the national and local levels.

For more information on our Enclave Program specifically, please contact our Enclave Lead at bos-enclave@simboston.org.

Boston CIO Roundtable

Discover a unique sponsorship opportunity with our CIO Roundtable Program, an exclusive quarterly event that has been a pillar of our organization since 1985. This program provides IT leaders with a collaborative platform to share insights, address technology challenges, and build invaluable connections.

Our CIO Roundtables convene a cross section of Boston area CIOs and senior technology executives in a relaxed and informal setting, either in person or with a remote option. The focus is on sharing innovative ideas, best practices, challenges, and solutions, allowing participants to build connections, expand their professional network, and grow their skills and knowledge.

Sponsorship of this program aligns your brand with innovation, leadership, and knowledge-sharing. Benefits include recognition in communications, logo placement on materials, and the opportunity to address the audience during the event. The program structure includes welcome presentations, speaker sessions, networking breaks, roundtable discussions, and refreshments with dinner.

Rick Farquharson,
Boston CIO Roundtable Co-Chair

Kevin Stokes,
Boston CIO Roundtable Co-Chair

For more information on our Boston CIO Roundtable Program specifically, please contact our Co-Chairs at bosciort-chairs@simboston.org.

Providence Roundtable

The Providence Roundtable is a dynamic program designed exclusively for IT executives seeking to expand their horizons and excel in the ever-evolving tech landscape. By sponsoring this unique initiative, you align your brand with a forum that empowers IT leaders to learn from one another's experiences. Engaging with fellow senior managers, participants not only enrich their professional network but also cultivate comprehensive IT skills. The program, hosted by accomplished IT executives, provides a platform to collaboratively address pressing technology issues in the Rhode Island Market.

Eligible chapter members are cordially invited to attend these insightful programs, covering a diverse range of topics. With four roundtables held in the vibrant Providence area, your sponsorship ensures a prominent presence in an influential community dedicated to fostering growth and innovation in IT leadership. Don't miss the opportunity to be a catalyst for success in this thriving hub of technological excellence. Join us in shaping the future of IT leadership in Providence.

Tyler Falcone,
Providence Co-Chair

Kathleen Malin,
Providence Co-Chair

For more information on our Providence Roundtable Program specifically, please contact our Co-Chairs at provprac-chairs@simboston.org.

SIM Boston Code of Conduct

SIM Boston is a not-for-profit professional association of key information technology leaders dedicated to:

1. Ensuring the alignment of IT and business as a valued partnership
2. Encouraging the creation and sharing of best practices
3. Fostering the innovative business use of IT
4. Championing IT management and leadership skills development
5. Attracting future generations of IT professionals and leaders and promoting programs of education directed at them
6. Collaborating with the IT industry to shape its direction
7. Supporting policies and legislation that stimulate innovation, economic development and IT job creation
8. Serving the community and our industries through giving, volunteering and outreach

The professional network our members have established over the years is a result of relationships based upon trust, openness, and mutual respect. Ever since its founding in 1977, SIM Boston has taken great pride in maintaining decorum for knowledge sharing and participation that is unencumbered by commercial bias.

SIM Boston believes that IT leadership comes from many disciplines, including practitioners, academics, consultants, and vendors. As such, the SIM membership criteria allows for both senior level consumers as well as providers of IT products and services. Membership acceptance is based upon the candidate's impact upon and contribution to professional practices that advance the business value of Information Technology in the organizations we serve. This open door to a diverse set of IT leaders requires a quid pro quo on the part of all participants to preserve the decorum mentioned above, rather than serving as a platform for individual or organizational commercial gain.

SIM Boston understands the value of networking to build professional and personal relationships. We expect our members, affiliates and committee members to be proud of their personal and company's accomplishments and to share valuable experiences and insight. Incidental promotion of products and services, in the IT marketplace, is a natural occurrence in established personal relationships among professional colleagues. This Code of Conduct is intended to clarify when behaviors cross the line of what is in the best interest of the membership of our Society as a whole.

SIM Boston Code of Conduct

The Code serves as a guideline for members, affiliates and committee members subject to broad and responsible interpretation by elected SIM Boston officers. It is supplemented by SIM Boston policies and practices that are written to be more specific in certain areas. Failure to abide by these codes of conduct will normally result in a warning and could lead to dismissal from participation in SIM Boston in accordance with Chapter by-laws.

This Code of Conduct will be reviewed annually by the SIM Boston Leadership to evaluate relevance to actual experiences and to highlight areas needing further clarification.

General Expectations:

Lists of SIM Boston members, chapter meeting attendees, conference attendees, or other similar documents published by SIM Boston may not be used for the purposes of broadcast or cold call solicitation without the written consent of SIM Boston. Sales and marketing brochures may not be distributed at any SIM Boston event without the written permission from the SIM Boston leaders in charge of that event. Such promotional materials can discreetly be given to individuals attending the event upon request of the receiver.

No one, belonging to or affiliated with SIM Boston may use the SIM Boston logo, or other means of identifying the SIM Boston brand, in any documentation without the written consent of SIM Boston.

No one except those who were past or current SIM Boston members in good standing may reference their past or current SIM Boston membership in documents such as resumes, biographies, or company profiles.

SIM Boston actively promotes the sharing of ideas and intellectual capital among its membership. We encourage this exchange by publishing papers and reports submitted by members and partners; forming working and special interest groups to exchange information and best practices.

When such activities are contemplated, the following principles must be observed:

- The focus of such activities must be primarily intellectual and not commercial. Any reference to products and services offered by the author or participant must be incidental to the focus of the document or activity. All activities are expected to be highly professional and objective in tone and content.
- Initial availability of the offering should be made through SIM Boston who will only communicate offerings that meet these guidelines. Once a member has opted to receive a document or participate in an activity, future communications with that member regarding the document or activity are appropriate.

SIM Boston Code of Conduct

Constituency Expectations:

The following outlines the expected behavior of the various constituencies involved in or associated with SIM Boston:

Members:

Members are expected to participate in SIM Boston activities for the purpose of knowledge sharing and networking, rather than for selling. SIM Boston members who feel they have been sold without their consent have the right to request the seller to stop and can report such behaviors to the appropriate Chapter Board members.

SIM Boston encourages members to invite guests to selected events. It is a valuable recruiting and promotional method. Prospective members, those in a position to promote SIM Boston, such as the press or dignitaries, and social guests are normally welcome and must be approved by committee chairs. Guests typically must meet the attendance criteria for the event to attend. Guests should not be invited for the purpose of selling to other Boston SIM members.

SIM Boston Members in Transition are encouraged to use the network they have established with their fellow members to help them in career counseling and job search. SIM Boston and SIM National have specific programs to help members in transition and may assist with broadcast emails on their behalf.

Members in doubt about how to handle a specific situation should seek advice by reaching out to officers@simboston.org, rather than taking matters into their own hands.

SIM Boston Leaders:

SIM Boston leaders, either elected or appointed, have the additional responsibility to manage SIM Boston activities for the good of the Society as a whole, rather than any individual or organizational gain. This should be the foremost criteria when conducting SIM Boston business such as event planning, topic and speaker selection, communications to members, and selection of vendor partners/sponsors.

SIM Boston Committee Chairs and Members:

While practitioners and vendors/sponsors may hold chair positions and be on committees, expected behavior should follow that of members and sponsors. Participation at any level on a committee does not provide added leverage to market to practitioners. For the most part, SIM Boston establishes a sponsorship model that is based upon non-intrusive marketing allowing practitioners to solicit information voluntarily from each other and sponsors/vendors.

SIM Boston Code of Conduct

SIM Boston Sponsors:

From time to time, SIM Boston will seek sponsors of programs and events to help defer costs. SIM Boston is appreciative of the sponsor's willingness to devote resources and understands its obligation to give the sponsor appropriate exposure to the membership in accordance with established agreements. SIM Boston members are encouraged to show their appreciation to SIM Boston sponsors by taking an active interest in products and services that may be of use to them. For the most part, SIM Boston establishes a sponsorship model that is based upon non-intrusive marketing. This gives the SIM Boston member the choice to visit booths, pick up promotional materials, and interface with sponsors in a way that best suits their needs. All signage, advertising, and formal promotions are expected to be in good professional taste and subject to SIM Boston approval.

SIM Boston Partners:

SIM Boston sponsorship offers distinct value to the sponsor organizations. Sponsorship enables organizations to become part of the information technology leadership community in greater Boston and across New England. SIM Boston offers many sponsorship levels with unique opportunities at each level. Sponsorships are renewed every 12 months and provide sponsors with significant opportunities to participate in the SIM community.

SIM Boston limits participation in this program and is careful to select reputable partners that provide intellectual value on topics of interest to our membership and show they can cooperate in the demeanor expected in this Code of Conduct. They are afforded special privileges because of this unique partnership and do have access to our members by publishing papers on our website and providing speakers for our local events. SIM Boston values these partnerships not just because of their financial contributions to our Mission, but more importantly due to their intellectual contribution.

Speakers:

Effective speakers are critical to the success of SIM Boston's program offerings. SIM Boston genuinely appreciates the willingness of experts to share their insights and experiences in a positive, open way. Speakers are expected to provide content of primary value to the audience rather than the presenter's organization. This applies to all speakers who volunteer their time or are paid a fee or honorarium.

SIM Boston Code of Conduct

Speakers are welcome to proudly discuss accomplishments of themselves and their organizations, if it is part of a learning message. Direct sales pitches or marketing presentations that include one-sided promotion and/or competition bashing are not appropriate, regardless of the stature of the speaker. This same demeanor and professional courtesy is expected of the SIM Boston audience members that participate in commentary or question and answer sessions.

Copies of speaker's slides at the speaker's discretion, can be shared with the participants who have requested them through the SIM Admin staff. The slides should contain contact information for the attendees to contact any sponsors directly.

Academic and Affiliations:

SIM Boston is glad to support reputable academic and not-for-profit organizations in our field, and from time to time will sponsor workshops, working groups and discussion forums in conjunction with them. SIM Boston does not support using these organizations as a front for personal commercial interests. SIM Boston members wishing to promote activities of academic or not-for-profit organizations should do so through the approval of the SIM Boston Board officers.

Professional Alliances:

SIM Boston has and will continue to reach out to other professional organizations where we mutually gain strength and synergy. This applies to vertical alliances with other IT-based professional organizations, as well as horizontal alliances with groups similar to SIM Boston representing other key functional activities within a company.

While SIM Boston respects the rights of these professional organizations to operate under their own codes of conduct, it is expected that members and affiliates of those organizations will operate under the SIM Boston Code of Conduct when participating in jointly held events or in informal networking with SIM Boston members as a result of the alliance.