

REBOOT  
REFACTOR  
RECONNECT  
CMGIMPACT24

IMPACT

FEB  
6 & 7

ATLANTA TECH  
VILLAGE  
ATLANTA, GEORGIA USA

[CMGIMPACT.COM](https://cmgimpact.com)

# CMGIMPACT24 FEB 6 & 7 ATLANTA

IMPACT is your source for education and peer-to-peer exchange of all things digital transformation, enterprise IT, and infrastructure.

The 2024 conference will feature more than 25 unique sessions over 2 days. There will be keynote presentations, breakouts, tech demonstrations, networking, exhibitors, and more.

## Priority Topics

- Cloud
- Platform Engineering / Containers
- Risk Management
- AIOps
- Performance and Capacity
- Engineering/DevOps/CICD
- Modernization
- AI/ML
- Security and Observability
- Edge Computing

CMG primarily attracts director-level and higher, decision-makers and influencers within enterprise IT organizations. We are targeting 80-100 attendees at IMPACT24.

## Conference Agenda

### February 6

### February 7

9:00 AM ET

Keynote

Keynote

10:10 AM ET

Breakout Sessions and Tech  
Demos

Breakout Sessions and Tech  
Demos

11:00 AM ET

Breakout Sessions and Tech  
Demos

Breakout Sessions and Tech  
Demos

11:50 AM ET

Keynote

Keynote

12:30 PM ET

Lunch and Exhibition

Lunch and Exhibition

1:30 PM ET

Breakout Sessions and Tech  
Demos

Breakout Sessions and Tech  
Demos

2:20 PM ET

Breakout Sessions and Tech  
Demosessions

Breakout Sessions and Tech  
Demos

3:10 PM ET

Breakout Sessions and Tech  
Demos

Breakout Sessions and Tech  
Demos

4:30 PM ET

Happy Hour Meetup

The IMPACT24 session agenda features keynote presentations, breakout sessions, and tech demonstrations. Each day, we will host a buffet lunch with our exhibitors.

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## Location and Venue

Atlanta Tech Village  
3423 Piedmont Rd NE  
Atlanta, GA 30305



**IMPACT24** will be held in Atlanta's premier business district, Buckhead,

home to a growing number of innovative technology companies, and a hub for commercial real estate and finance.

Located in the geographic heart of metro Atlanta, Buckhead is an address of both distinction and convenience. It is easily accessible by train cab, or Uber from Atlanta's Hartsfield-Jackson International Airport. Hartsfield-Jackson serves 150 U.S. destinations and more than 75 international destinations in 50 countries.

Atlanta Tech Village is a technology incubator complex founded by David Cummings in 2012 as a small business incubator. The Village is now the fourth largest tech hub in the US, housing more than 300 companies, and partners with larger corporations like Turner, Google, Amazon, Microsoft and Coca-Cola to form relationships between startups and larger establishments. Past companies have included Yik Yak, BitPay, and IO Education. The village has about 1000



entrepreneurs working in the complex, which are connected to angel investors and funding sources, in addition to business mentors. The Village also has a pre-accelerator program that works with minorities and women in the early stages of their business development.

Accommodations within walking distance of ATV start at \$108 nightly. More can be found on [CMGIMPACT.com](http://CMGIMPACT.com).

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# CMGIMPACT24 FEB 6 & 7 ATLANTA

## Attend IMPACT

The IMPACT24 session agenda features keynote presentations, breakout sessions, and tech demonstrations. Each day, we will host a buffet lunch with our exhibitors and on the evening of February 6, we will host a meetup reception for all conference attendees.

[REGISTER](#)

### Member Registration

Early: \$449 *Until 12/1*

Regular: \$499

### General Registration

Early: \$499

Regular: \$549

### Single Day Registration

\$299



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## Speak at IMPACT

For over 45 years, CMG has been, and continues to be, the source for vendor-agnostic expert advice and information for IT professionals dedicated to managing the enterprise's hardware, software, infrastructure, and computing systems across the enterprise.

CMG is now accepting session proposals for our 2024 IMPACT conference, an in-person conference opportunity. We're looking for 30 to 40-minute sessions on these key topics to be submitted by November 10th.



### Key Topics:

Priority Topics	Performance and Capacity
Cloud	Engineering/DevOps/CICD
Platform	Modernization
Engineering /	AI/ML
Containers	Security and Observability
Risk Management	Edge Computing
AIOps	

The submission deadline is **November 10, 2023**. For additional information, speaker benefits, and to submit, please visit [CMGIMPACT.COM](https://CMGIMPACT.COM)



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## Platinum Conference Partnership

Platinum Sponsor (\$10,000; 2 Available)

- Opportunity to make opening remarks (<5 Minutes) one morning
- Company logo, and link on the conference website
- Company logo on event signage on-site.
- Acknowledgment in all PR and media campaigns where possible
- Company Logo on Name Badge
- Keynote Session
- Tech Demo
- Lunch exhibit a booth on both days.
- 1 Attendee Pass + 2 Exhibitor Passes

Contact [Amanda@CMG.org](mailto:Amanda@CMG.org) to secure your spot and discuss custom sponsorship options.



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## Gold Conference Partnership

Gold Sponsor (\$5,000; 4 Available)

- Company logo, and link on the conference website
- Company logo on event signage on-site.
- Breakout Session
- Lunch exhibit a booth on both days.
- 1 Attendee Pass + 2 Exhibitor Passes



Contact [Amanda@CMG.org](mailto:Amanda@CMG.org) to secure your spot and discuss custom sponsorship options.

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## Silver Conference Partnership

Silver Sponsor (\$2,500; 4 Available)

- Company logo, and link on the conference website
- Company logo on event signage on-site
- Tech Demo Session
- Lunch exhibit a booth on both days
- 1 Attendee Pass + 1 Exhibitor Pass

Contact [Amanda@CMG.org](mailto:Amanda@CMG.org) to secure your spot and discuss custom sponsorship options.



## Coffee Partnership

Coffee Sponsor (\$3,500; 1 Available)

- Company logo, and link on the conference website
- Company logo on event signage on-site
- Special Signage at Coffee Shop
- Panelist Spot
- Lunch exhibit a booth on both days
- 1 Exhibitor Pass

Contact [Amanda@CMG.org](mailto:Amanda@CMG.org) to secure your spot and discuss custom sponsorship options.





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## Meetup Sponsor Partnership



### Meetup Sponsor (\$5,000; 1 Available)

- Company logo, and link on the conference website
- Company logo on event signage on-site
- Special Signage at Meetup Event
- Panelist Spot
- Lunch exhibit a booth on both days
- 1 Attendee Pass + 1 Exhibitor Pass

Contact [Amanda@CMG.org](mailto:Amanda@CMG.org) to secure your spot and discuss custom sponsorship options.

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