



## Discounted SIM IT Trends Study Sponsorship Opportunities Available

Sponsoring SIM's 38<sup>th</sup> Anniversary IT Trends Study supports great research and regularly **puts your company name in front of over 4,000 senior IT executives in North America**. The 801 organizations responding to last year's study spent nearly \$200 billion on IT in 2016 and yet represented less than 25% of all SIM members. **For only a limited time, 2017 sponsorships are available at 25% off!** For details contact Porter Rice ([price@simnet.org](mailto:price@simnet.org)) or [Leon.Kappelman@unt.edu](mailto:Leon.Kappelman@unt.edu). Information about SIM's IT Trends Study is @ <http://www.simnet.org/IT-Trends>.

Data collection for the 2017 study in the U.S. has ended and we are pleased to announce that 28.64% of all SIM members participated – the highest response rate ever! The research team is now at work analyzing the data to provide (1) all SIM members with a *Comprehensive Report* by year end, (2) all of the 1177 SIM members who participated this year with their *Personal Reports* around October 1<sup>st</sup>, and (3) interesting and important findings each month in SIM's e-newsletters: *SIM News Extra* and *SIM Connect*. Findings like this one:

**More CIOs Hired from Other Organizations in 2017:** Out of 463 CIOs participating in the 2017 SIM IT Trends Study, only 21% assumed their role from within their current organization. This represents a 20% decrease from last year and nearly a 29% decrease from 2015, which saw 26.3% and 29.4% of organizations respectively promoting their CIOs from within. Furthermore, of the 33 CIOs that have been in their position for less than one year, only four were promoted from within (12.1%).

**By sponsoring the 38<sup>th</sup> Anniversary SIM IT Trends Study, your company name (usually with logo and URL too) will be featured in all future reports and communications, be recognized at the 2018 SIM Connect Live conference, and receive a discount on a 2018 SIM Connect Live sponsorship package.** Don't miss out on this amazing opportunity to get exposure to today's top IT leaders. For more information and to submit a sponsorship application, please contact Porter Rice at [price@simnet.org](mailto:price@simnet.org) or 856-437-4750.