



# Mission: Possible

**Tuesday, April 21, 2026**



**Falls Church Marriott Fairview Park**  
**3111 Fairview Park Drive**  
**Falls Church, Virginia, 22042**

Join us at Momentum Day to showcase how you can support the government to be Mission-Ready! As the government-sponsored Momentum User Group's flagship event, this dynamic one-day event promotes collaboration, education, and empowerment with presentations from government leaders and industry experts.



## Mission: Possible

### About the event

Momentum Day is the Momentum® User Group's (MUG) annual educational conference designed specifically for the federal government financial, acquisitions, and asset management community. This event brings representatives from all three branches of the federal government, including central offices and mission support branches. Momentum Day includes presentations from government leaders and industry experts on topics ranging from key compliance initiatives, thought leadership, and product innovations with AI and automation. The focus is on enabling Momentum customers and partners to maximize their solutions while exchanging best practices and insights within the Momentum community.

### Exhibit hall schedule\*

8:00 a.m. – 9:00 a.m.	Pre-event breakfast with exhibitors & check-in
10:15 a.m. – 10:40 a.m.	Break with exhibitors
11:40 p.m. – 12:45 p.m.	Lunch/exhibits
1:40 p.m. – 2:05 p.m.	Break with exhibitors
3:05 p.m. – 3:30 p.m.	Break with exhibitors
4:30 p.m. – 5:30 p.m.	Networking reception

## Momentum Day highlights from 2024



**800+**  
Registrants



**36**  
Government agencies in attendance



**20**  
Sessions



**17**  
Government presenters



\*Times subject to change

## Why sponsor?

Sponsoring at Momentum Day not only offers you the ability to showcase your products and services, it provides the opportunity to forge meaningful connections that establish your organization as a pivotal contributor in federal financial, acquisitions, and asset management. By sponsoring, you gain access to a targeted audience of decision-makers and influencers within the federal government, enhancing your visibility and enabling you to position your organization as thought leaders and as a trusted partner in driving efficiency.

## Sponsor Tiers & Benefits

Tier	Gold	Silver	Bronze
Price	\$8,000	\$5,000	\$2,000
<b>Conference registrations</b>			
Waived conference registration fee			
• \$3,375 value for Gold	5	3	1
• \$2,025 value for Silver			
• \$675 value for Bronze			
<b>In-person presence</b>			
Choice on booth location first come first served upon payment receipt	✓		
6-foot exhibit table and 2 chairs	✓	✓	
Monitor provided to display videos or other digital materials at the event*	✓		
<b>Virtual booth</b>			
Custom virtual booth: Logo, website link, company description, exhibitor contact info	✓	✓	✓
Video, images, and downloadable PDFs	✓	✓	
Ability to chat 1:1 with attendees during the event	✓	✓	
Analytics and reporting on booth visits and downloads	✓	✓	✓
<b>Video promotion</b>			
1-min welcome video before general session	✓		
Note – videos produced need to be received by CGI at least two weeks in advance.			
<b>Food and refreshment sponsor</b>			
Recognition as breakfast, coffee break, afternoon snack or networking reception (food only) sponsor	✓		
<b>Social media recognition</b>			
Sponsor recognition on CGI's LinkedIn channel prior to event	✓		
<b>Pre-conference recognition</b>			
Conference event page listing	✓	✓	✓
Logo and website URL included in marketing emails	✓	✓	✓
<b>Conference recognition</b>			
Special acknowledgment during the General Session introduction	✓		
Logo and website URL recognition on welcome presentation during General Session*	✓	✓	✓
Logo and recognition as a sponsor on conference event page	✓	✓	✓
<b>Post-conference recognition</b>			
Post-Conference Email to attendees	✓	✓	✓

\*New offerings for sponsors

## Ready to sponsor?

Please visit [Momentum Day](#) to register as a sponsor, select your sponsorship level and payment preferences. Deadline for sponsorships is April 7, 2026.

For questions or assistance on sponsoring, please contact  
Gwyneth Collins [Gwyneth.Collins@cgifederal.com](mailto:Gwyneth.Collins@cgifederal.com).