



OCTOBER 22-25

ICMA 2017

SAN ANTONIO

103RD ANNUAL CONFERENCE • BEXAR COUNTY



SPONSORSHIP OPPORTUNITIES

October 22-25, 2017
Henry B. González Convention Center | San Antonio, Texas

SPONSORSHIP OPPORTUNITIES

Through its sponsorships, ICMA offers a wealth of product-branding opportunities. By investing in one or more of the following opportunities, sponsors will increase their visibility and attract more visitors to their booths, generating more leads and ultimately more sales.



WHY SPONSOR?

As the association's premier event, ICMA's Annual Conference brings together approximately 3,000 U.S. and international local government leaders and offers a broad spectrum of educational, information-sharing, and networking opportunities. The conference provides an unparalleled opportunity for your organization to reach this influential group of local government decision makers and to have a positive impact on the way that local governments operate and conduct business.

As an ICMA Annual Conference sponsor, you will stand apart from other exhibitors, increase your visibility and exposure among key local government decision makers, and thereby give your company a competitive advantage in the local government marketplace. The ICMA Annual Conference is the best opportunity to sustain and grow your business and position yourself as a leader in the field.



About ICMA

The International City/County Management Association is the professional and educational organization for approximately 11,000 chief appointed managers, administrators, and assistants in cities, towns, counties, and regional entities throughout the world. Since 1914, ICMA has provided technical and management assistance, training, and information resources to its members and the local government community.



CONFERENCE PUBLICATIONS

Exhibitors' Program

Distributed to all attendees, this program lists all of the exhibitors at the conference and serves as a handy reference for ICMA members once they return home and consider contracting with firms and organizations. Sponsor's advertisement will appear in 4-color on the back cover of the program.

Audience: 3,000-3,500 attendees daily

Sponsorship Level: \$5,000 (Silver)

**The deadline to confirm is August 24th.*

Final Conference Program

Used by attendees, the final program is the essential tool and roadmap for navigating the conference and offers a sponsor maximum advertising exposure throughout the four-day event. Sponsor's advertisement appears in 4-color on the back cover of printed final program.

Audience: 3,000-3,500 attendees daily

Exclusive Sponsorship Level: \$10,000 (Silver)

Co-sponsorship Level: \$5,000 (Silver)

**The deadline to confirm is July 6th.*

Preliminary Conference Program

The Annual Conference Preliminary Program is part of the July 2017 issue of ICMA's professional monthly magazine *Public Management (PM)*. Sponsor's full-page, 4-color advertisement will appear in premium, high-traffic section. Limit 4.

Audience: 11,000

Sponsorship Level: \$6,500 (Silver)

**The deadline to confirm is March 24th.*

Registration Packet Flyer

A flyer (to be provided by the sponsor) will be included in each attendee's conference bag, along with the exhibitors' program, and several other key pieces of information.

Audience: 3,000-3,500 attendees

Sponsorship Level: \$5,000 (Silver)

ONLINE OFFERINGS

Conference Newsletter Updates

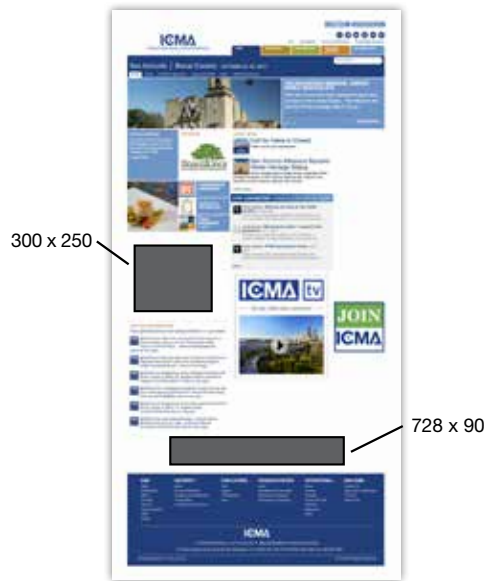
ICMA's Annual Conference registrants will receive multiple updates by email before the conference. This targeted communication offers direct access to approximately 11,000 ICMA members. Sponsor's logo/advertisement with hyperlink to sponsor's website or conference-related article will appear within newsletter. Limit 3.

Audience: 11,000

Sponsorship Level: \$2,000 exclusive per newsletter (Bronze)

Website Advertising

The ICMA Annual Conference home page (icma.org/conference) offers advertisers an opportunity to reach more than 26,000 unique visitors with over 57,000 impressions during the highest website visitor time May 2017–November 2017. Ads are sold in 30-day increments. Limit of 3 per space.



Digital Ad sizes

300x250	\$750 for 30 days
728x90	\$650 for 30 days

Online Conference Survey

A post-conference survey is sent to all conference attendees with e-mail addresses. This is an opportunity for exclusive exposure to approximately 2,500 ICMA members after the conference. Sponsor's logo appears on the survey, along with a brief message and link to the sponsor's website.

Audience: 2,500-3,000

Sponsorship Level: \$2,000 (Bronze)

Virtual Conference

The Virtual Conference is included as an added attendee benefit to all onsite attendees. It is also available for purchase by members and nonmembers who are unable to come to the onsite event. The sponsor's messaging opportunities are available in various areas or combinations of areas during the live event and archival sales:

- Banner on conference page
- Sponsorship text on conference page
- Menu button with link to sponsor's site
- Tab set linking to sponsor's site in webcast player
- Sponsor logo included on the webcast player
- Video (created by sponsor) embedded on welcome page
- Page specific to sponsor created and linked on the conference page
- Specialized rotating sponsor images on the header of the conference page

Promotional Audience: Approximately 30,000 local government officials

Attendee Audience: 250-350

Sponsorship Level: \$7,500 (Silver)

EXHIBIT HALL

Exhibit Hall Aisle Signs

Increase awareness of your company by exclusively displaying your company logo on all hanging aisle signs throughout the show floor. Attendees will see your logo each time they pass by your booth number.

Audience: 3,000-3,500

Sponsorship Level: \$6,000 (Silver)

Internet Express

The Internet and e-mail stations are where ICMA attendees converge to check e-mail, confirm flights, and stay connected with their office and home throughout the conference. The Internet stations in San Antonio will be located in the exhibit hall and other high-traffic areas of the convention center. Sponsorship includes logo recognition on signage at stations and ICMA conference-branded screen savers on every computer monitor as well as opportunity to provide mouse pads for all computer stations. There will be approximately 16 computer stations.

Audience: 3,000-3,500

Exclusive Internet Express Sponsorship Level: \$12,000 (Silver)

Co-sponsorship Level: \$6,000 (Silver)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Charging Station

Enable participants to power up their smart phones, laptops, and other wireless devices without leaving the convention center. Stations will be placed in high-traffic areas and are sure to draw attention and appreciation from attendees as you rescue them from the dreaded "Low Battery" signal. Sponsor's artwork appears prominently on the station. Artwork provided by sponsor. Limit 2.

Audience: 3,000-3,500

Sponsorship Level: \$7,500 (Silver)

Conference App

The conference mobile app for the iPhone and Android platforms will be promoted to approximately 11,000 members and available for free download approximately 6 weeks before the start of the conference.

Sponsor's logo appears on the splash page every time the app is opened. In addition, the sponsor will receive an HTML banner at the bottom of the app. Artwork for the banner is to be provided by sponsor. Sponsor's name and/or logo will also appear on signage located throughout the convention center and will also appear in promotional material for the app via printed and online media.

Download Audience: 2,000-2,500

Signage Audience: 3,000-3,500

Promotional Audience: 11,000

Sponsorship Level: \$12,500 (Silver)

**The deadline to confirm is May 26th.*

Conference App Rotating Banner Ad

Sponsor will receive a rotating HTML banner at the bottom of each page of the app. Limit of 3.

Audience: 2,000-2,500

Sponsorship Level: \$1,300 (Bronze)

Column Wraps

This eye-catching opportunity puts your brand in the middle of the most traversed area of the conference. Located on the meeting room level, the wraps span the height of the column. Sponsor's artwork must include the Annual Conference logo and be approved by ICMA. Limit 3.

Audience: 3,000-3,500

Sponsorship Level: \$6,000 (Silver)

Escalator Runner

Place your company message along the side of the escalators that attendees will use every day to attend sessions. This unique layout gives your company the opportunity to create eye-catching artwork that will capture the attention of attendees. Sponsorship includes 1 set of escalator runners. Sponsor's artwork must include ICMA Annual Conference logo and must be approved by ICMA. Limit 2.

Audience: 3,000-3,500

Sponsorship Level: \$6,000-\$7,500 depending on location (Silver)

Floor Decal

With a prime location at the entrance to registration and the exhibit hall, the floor decal is a great way to grab attendees' attention, promote a new product or service and drive traffic to your company's booth. Floor decal measures 5' x 7'. Sponsor's artwork must include ICMA Annual Conference logo and

must be approved by ICMA. Limit 2.

Audience: 3,000-3,500

Sponsorship Level: \$3,500 (Bronze)

Hanging Banner Advertising

Get noticed in a BIG way. Display your company message on a large, double-sided banner hanging in a well-traveled hallway or lobby, ensuring thousands of impressions as attendees make their way around the conference. Sponsorship includes 1 banner. Sponsor's artwork must include ICMA Annual Conference logo and must be approved by ICMA. Limit 4.

Audience: 3,000-3,500

Sponsorship Level: \$10,000-\$12,000 depending on location (Silver)

WiFi

WiFi will be accessible throughout the convention center. It is used extensively by attendees as more and more individuals use their mobile devices during the conference. Sponsor's logo will appear on splash page when attendee connects to WiFi. Sponsor's name can be used as password to log on to the network.

Audience: 3,000-3,500

Sponsorship Level: \$15,000 (Gold)

Window Clings

Designed to highlight your organization's presence, these customizable stickers are a great way to feature a new product or service. Include your booth number and use the clings as a way to drive traffic to your booth. Multiple locations are available. They are a great way to get your message across to attendees as they move through the convention center.

Audience: 3,000-3,500

Sponsorship Level: \$7,500-\$10,000 depending on location (Silver)

8 GREAT REASONS

to Join ICMA in
SAN ANTONIO/
Bexar County, Texas!

- 1 Heighten your organization's name and brand recognition within the local -government community.
- 2 Penetrate the local government market.
- 3 Maximize your marketing efforts through unparalleled exposure.
- 4 Strategically position your organization before key local government decision makers and primary purchasers.
- 5 Drive buyers to your booth and boost your overall conference success.
- 6 Make valuable personal contacts.
- 7 Strengthen existing customer relationships.
- 8 Generate leads that result in sales during and after the conference.

Saturday and Sunday Receptions

At the conference, ICMA and its local host committee coordinate two receptions for attendees. A special evening reception at the Witte Museum will be held for those who arrive on Saturday before the conference, and a Welcoming Reception is held on Sunday evening in the exhibit hall following the opening session. Sponsor's logo appears on all signage at the event as well as in printed and online promotional materials. Sponsor would also have the opportunity to provide napkins with the sponsor's logo.

Audiences:

Saturday Reception: 800-1,000

Sunday Welcoming Reception: 2,000

Sponsorship Levels:

Saturday Reception Sponsorship:

\$25,000 (Platinum)

Sunday Welcoming Reception

Co-sponsorship: \$15,000 (Gold)

International Reception

ICMA's Executive Board and other association leaders host a welcoming event for all international conference attendees from 15 to 20 countries. Sponsor's name/logo would be on signage at the event. Sponsor would also have the opportunity to provide napkins with the sponsor's logo. In addition, sponsor would receive 10 invitations to this exclusive event.

Audience: 350 attendees

Sponsorship Level: \$5,000 (Silver)

Celebration of Service Reception

This annual reception, which takes place on Monday, honors recipients of ICMA's annual, distinguished service, honorary, and longevity awards. Sponsor's name/logo would be on signage at the event. Sponsor would also have the opportunity to provide napkins with the sponsor's logo.

Audience: 200

Sponsorship Level: \$3,000 (Bronze)

Exhibit Hall Food and Beverage Breaks

Occurring during times that do not compete with other complimentary food functions, these functions are a major draw for conference attendees. Breaks provide sponsors with prime opportunities to have direct contact with key local government decision-makers, generate traffic to the sponsor's booth, and increase their overall exposure within the exhibit hall. Sponsor's name/logo would appear on signage during the event, table tents, and in the Final Program. Sponsor would also have the opportunity to provide napkins with the sponsor's logo.

Audience:

2 Lunches: 1,500 each

2 Breaks: 1,500 each

Sponsorship Levels:

Lunches: \$10,000 each (Silver)

Breaks: \$5,000 each (Silver)

Breakfast or Lunch for ICMA Member Donors

Mark your company as a true supporter of professional management by sponsoring a breakfast or lunch to honor our donors—nearly 300 of our most active and engaged members. In addition to signage at the event, your company will be mentioned in the conference program, invited to emcee the lunch or breakfast, have your logo placed on all conference emails for donors (Minimum of 3 to all 3,000 ICMA member donors), and a sign in the exhibit hall thanking you for your support. Learn more about this opportunity to very publicly support the profession by contacting Erin Carr at ecarr@icma.org or 202-962-3697.

Audience: 200-300 Member Donors

Sponsorship Level: \$15,000 (Gold)

ADVERTISING

Looking for an opportunity to get your message out to key local government decision makers? Consider advertising year round in ICMA's professional monthly magazine, *Public Management (PM)*.

For more information, contact Ben Harmon at bharmon@townsend-group.com.



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ICMA STRATEGIC PARTNER PROGRAM

ICMA's Strategic Partner Program offers organizations additional opportunities to gain exposure and interact directly with local government senior executives at the conference, as well as at other ICMA events throughout the year. For more information, contact Erin Carr at ecarr@icma.org.

ADDITIONAL BENEFITS BASED ON SPONSORSHIP LEVEL

	PLATINUM (\$25,000 +)	GOLD (\$15,000-\$24,999)	SILVER (\$5,000-\$14,999)	BRONZE (UP TO \$4,999)
Complimentary 10x20 exhibit hall booth	✓			
Complimentary 10x10 exhibit hall booth		✓		
6 complimentary registrations and tickets to Welcome Reception	✓			
4 complimentary registrations and tickets to Welcome Reception		✓		
6 complimentary tickets to sponsored event, if applicable	✓			
4 complimentary tickets to sponsored event		✓		
2 complimentary registrations and tickets to Welcome Reception			✓	
Listing in conference program	✓	✓	✓	✓
Logo on signage at convention center	✓	✓	✓	✓
Post-Show roster of attendees	✓	✓	✓	✓
Web site recognition	✓	✓	✓	✓
Conference mobile app recognition	✓	✓	✓	✓

CONTACTS

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PM Magazine advertising:

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Exhibiting:

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