

# SPONSORSHIP OPPORTUNITIES

SEPTEMBER 23-26, 2018

Baltimore Convention Center | Baltimore, Maryland



**ICMA**  
conference

**BALTIMORE**  
104th Annual Conference  
SEPTEMBER 23-26 **2018**

## SPONSORSHIP OPPORTUNITIES

Through its sponsorships, ICMA offers a wealth of product-branding options. 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 more than 3,500 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

ICMA is the educational and professional organization for over 11,000 appointed administrators and assistant administrators serving cities, counties, regional councils, and other local governments throughout the world. Since 1914, ICMA has worked to create excellence in local governance through professional management.

ICMA has a unique position in the local government marketplace. It is the only organization that focuses on the needs of appointed local government managers and their staffs. For more information, visit [icma.org](http://icma.org).

## 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 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 6th.*

### 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 16th.*

### 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)

*\*The deadline to confirm is August 31st.*

## 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 10,000 ICMA members. Sponsor's 480 x 100 advertisement with hyperlink to sponsor's website or conference-related article will appear within newsletter. Limit 3.

**Audience:** Approximately 11,000 local government professionals

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

### Online Conference Survey

A post-conference survey is sent to all conference attendees with e-mail addresses. This is an opportunity for exclusive exposure

## Virtual Conference

ICMA's Virtual Conference is bigger and better than ever. A year-long branding opportunity, the Virtual Conference offers sponsors increased exposure among the ICMA audience over the course of a year. The Virtual Conference is streamed live from the Annual Conference and archives are available as an added benefit to all onsite attendees and promoted for sale year-round. This exclusive sponsorship includes the following benefits:

- 250 x 60 landing page ad
- Logo on banner for each session with link to sponsor's site
- Rotating banner ad (250 x 50) at bottom of every main page
- Logo included on all articles and icma.org pages pertaining to the Virtual Conference
- Virtual exhibit booth with customizable branding, ability to upload collateral such as videos and documents, links to website and social media

**Promotional Audience:** Approximately 30,000 local government officials

**Attendee Audience:** 125-150

**Year-long Audience:** 400-600

**Sponsorship Level:** \$7,500 (Silver)

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.

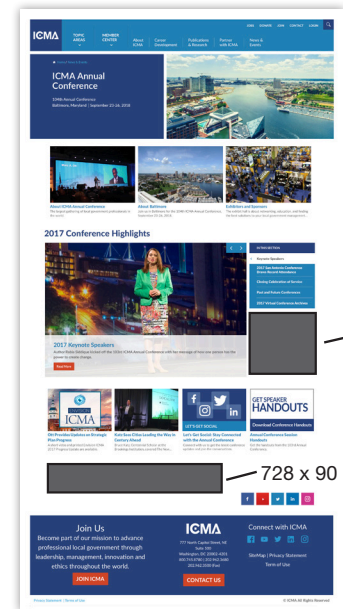
**Audience:** 2,500-3,000

**Sponsorship Level:** \$2,000 (Bronze)

## 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

2018–October 2018. Ads are sold in 30-day increments. Limit of 3 per space.



300 x 250

728 x 90

### Digital Ad sizes

300x250 \$850 for 30 days

728x90 \$750 for 30 days

## 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 look at any aisle 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 Baltimore will be located in the exhibit hall and another high-traffic area of the convention center. Sponsorship includes logo recognition on signage at stations and on ICMA conference-branded screensavers 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 4-6

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 banners to be provided by sponsor. Sponsor's name and/or logo will also appear in 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)

## Conference App Rotating Banner Ad

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

**Audience:** 2,000-2,500

**Sponsorship Level:** \$1,750 (Bronze)

## Conference App Push Notification

Sponsor will receive one push notification on the ICMA app on the day of their choice. Message subject to approval by ICMA. Limit 3.

**Audience:** 2,000-2,500

**Sponsorship Level:** \$1,250 (Bronze)

## Digital Branding Package

Bundle and save! Drive engagement and build brand awareness with a digital sponsorship package that includes the following:

- App Banner Ad (\$1,750)
- App Push Notification (\$1,250)
- Website ad (\$750)
- Conference Newsletter banner ad (\$2,000)

**Sponsorship Level:** \$5,000 (Silver)

## Escalator Runner

Place your company message along the side of the escalators that attendees will use every day of the conference. 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.

**Audience:** 3,000-3,500

**Sponsorship Level:** \$6,000 (Silver)

## Floor Decal

With a prime location near registration or the entrance to 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:** \$2,500 (Bronze)

## Hanging Banner Advertising

Get noticed in a BIG way. Display your company message on a large, single-sided banner hanging above the Pratt St. entrance, ensuring thousands of impressions as attendees make their way into the conference. Sponsor's artwork must include ICMA Annual Conference logo and must be approved by ICMA.

**Audience:** 3,000-3,500

**Sponsorship Level:** \$7,500 (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 be appear on splash page when attendee connects to WiFi. In addition, 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. 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:** \$4,000 (Bronze)

# 8 GREAT REASONS

to Join ICMA in  
Baltimore, Maryland!

- 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.

## EVENTS

### Saturday and Sunday Receptions

At the conference, ICMA and its local host committee coordinate two receptions for attendees. A special evening reception at the Maryland Science Center 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

**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 more than 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 longev-

ity awards. Sponsor's name/logo would be on signage at the event.

**Audience:** 200

**Sponsorship Level:** \$3,000 (Bronze)

### Assistants' Luncheon

A popular annual event, the Assistants' Luncheon takes place on Monday. This is an opportunity for assistant local government managers to network and hear from their peers on issues directly affecting those in a similar position. Sponsor's name/logo would be on signage at the event.

**Audience:** 200-250

**Sponsorship Level:** \$5,000 (Silver)

### Exhibit Hall Food and Beverage Breaks

Occurring during non-compete times, 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 would be thanked at the start of the break over PA system and their 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 of 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 Austin Falley at [afalley@icma.org](mailto:afalley@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](mailto:bharmon@townsend-group.com).





## 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 Austin Falley at [afalley@icma.org](mailto:afalley@icma.org).

**Are you interested in sponsoring an item that you don't see listed?** Contact us to discuss. ICMA is committed to working with you to find a sponsorship that best fits your marketing needs at the conference.

### ADDITIONAL BENEFITS BASED ON SPONSORSHIP LEVEL

|  | PLATINUM<br>(\$25,000 +) | GOLD<br>(\$15,000-\$24,999) | SILVER<br>(\$5,000-\$14,999) | BRONZE<br>(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

### Conference sponsorships:

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**Julie Butler**  
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### PM Magazine advertising:

**Chris Riordan**  
[criordon@townsend-group.com](mailto:criordon@townsend-group.com)

### Exhibiting:

**Lara Fitts Gamache**  
312-265-9639  
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