

Exhibiting Opportunities

**ICMA ANNUAL CONFERENCE
SEPTEMBER 18-21, 2011**

**Frontier Airlines Center
Milwaukee, Wisconsin**



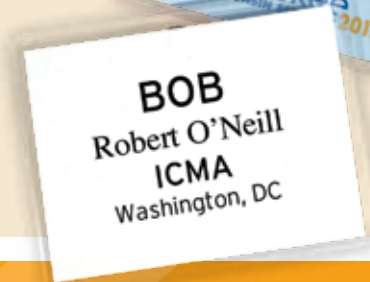


Dear Colleagues,

You're invited to participate as an exhibitor in ICMA's 97th Annual Conference and Exposition in Milwaukee, Wisconsin, September 18–21, 2011. As the premier local government leadership and management organization, ICMA is committed to delivering high-quality tools, tips, information, and resources to help local governments weather challenging times. Featuring more than 200 speakers and a wide range of professional development courses taught by experts, this year's conference will draw over 2,000 local government professionals from around the world, and our expansive exhibit hall will provide the ideal venue for you to showcase your latest products and services. In short, ICMA's 97th Annual Conference will offer you the perfect opportunity to meet the key decision makers in the local government market and share with them your newest ideas and solutions.

Sincerely,

Robert J. O'Neill Jr.
ICMA Executive Director



ABOUT ICMA

The International City/County Management Association is the professional and educational organization for over 9,000 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.

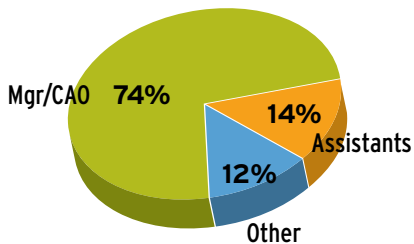




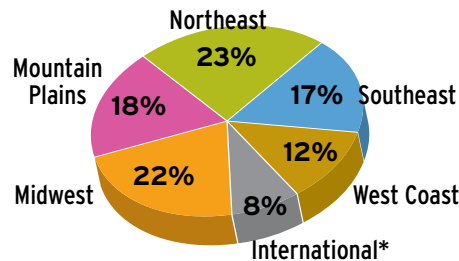
Who Attends

The top decision makers in the local government marketplace from across the United States and around the world attend the ICMA Annual Conference.

2010 ATTENDANCE BY TITLE



2010 ATTENDANCE BY REGION



Reach more Buyers and Decision-Makers

The professional city, town, and county managers who attend ICMA's annual conference are the individuals who authorize the purchase of your products and services in their communities. ICMA's exhibit hall gives you **unparalleled access to the \$300 billion municipal marketplace**.

What's more, the ICMA annual conference is where the up-and-coming local government managers come to build their networks and gather the information they will use to move up the ladder. This is your opportunity to **establish relationships with the future decision makers** in the profession.

Reasons to Exhibit at ICMA 2011

- **Local, regional, state, national, and international exposure.** ICMA members represent all 50 states and over 60 countries.
- **The lure of the exhibit hall.** The exhibit hall is the focal point for attendees, *the* place that they come to for activities and special events, including session breaks, the opening reception, Solutions Track sessions, the Internet Express, ICMA Pavilion, and passport-to-prizes drawings.
- **ICMA's year-round marketing campaign.** ICMA takes advantage of every opportunity to reach out to prospective attendees. We promote the conference through direct mail pieces, e-mail blasts, monthly e-newsletters, our own *PM Magazine*, industry trade publications, and Web advertising.
- **Exclusive networking opportunities.** All exhibitors are invited to a luncheon with the ICMA president, executive board, and executive director.
- **Industry Knowledge.** By attending educational sessions with attendees, exhibitors will have the best opportunity to gain insight into the market and find out what is most important to cities and counties.
- **The place to meet your competitors and colleagues.** Professionals consider ICMA's 97th Annual Conference to be a key industry event. Providers in the industry not only exhibit their products and services but also present case study solutions, moderate sessions, and network at social events.

ICMA CONFERENCE ATTENDEES' KEY FOCUS AREAS INCLUDE

- Active living
- Animal Control
- Communications and interoperability
- Construction codes and equipment
- Economic development
- Employment programs
- Energy management
- Environmental management
- Financial management and resource allocation
- Fire and smoke detection
- Fleet management and leasing
- Government financing
- Hospital management
- Information technology
- Insurance and benefits administration
- Law enforcement and equipment
- Parking control
- Personnel management and training
- Playground, recreation, and park equipment
- Public safety
- Solid-waste management and disposal
- Surveying and mapping
- Sustainability
- Telecommunications
- Transportation
- Water and wastewater processing

According to the Center for Exhibition Industry Research, trade shows/exhibitions are the #1 source for attendees who make the final purchase decisions.



Exhibit at ICMA's 2011 Annual Conference!

LOCATION

Frontier Airlines Center,
Milwaukee, Wisconsin



COST

Commercial

\$20.50 per square foot
\$150 per corner

Government/Nonprofit Organizations

\$17.50 per square foot
\$150 per corner

ICMA Strategic Partners

\$14.50 per square foot
\$150 per corner

Minimum booth size 10' x 10'

"ICMA has consistently been the best national conference for City and County officials that we attend. We generate more quality leads at the ICMA conference than any other national conference."

Robert Windrow, Library Systems & Services, LLC

EXHIBIT HOURS

Saturday, September 17	Move In	8:00 a.m.-5:00 p.m.
Sunday, September 18	Move In	8:00 a.m.-3:00 p.m.
Sunday, September 18	Open	5:00 p.m.-7:00 p.m.
Monday, September 19	Open	9:30 a.m.-4:00 p.m.
Tuesday, September 20	Open	9:30 a.m.-2:00 p.m.
Tuesday, September 21	Move Out	2:00 p.m.-8:00 p.m.
Wednesday, September 22	Move Out	8:00 a.m.-12:00 p.m.

View available exhibit space online at icma.org/2011exhibits

WHAT YOU GET

1. Four conference badges per 10'x10' booth. Badges entitle you to attend all plenary sessions and non-fee educational sessions
2. Standard drapery: 8' draped booth backdrop with 3' side dividers
3. Company listing in the ICMA Exhibitor Program and the online floor plan
4. Company identification sign
5. A post-conference attendee list delivered electronically to your e-mail address
6. Exhibitor luncheon served Sunday afternoon in the hall, and an exclusive opportunity to interact with ICMA's president and board members.

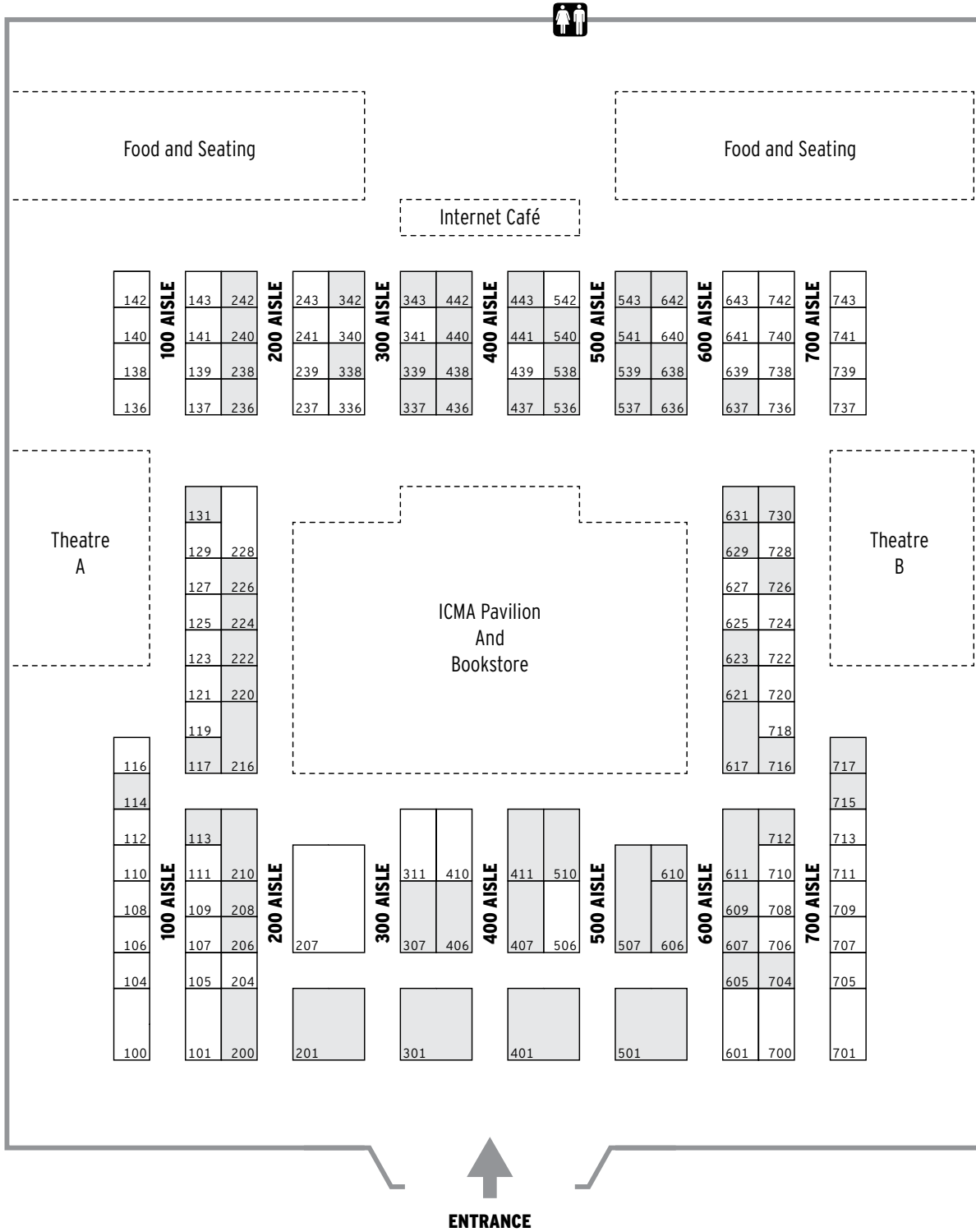
EXHIBIT INFORMATION

Barry Sacks, Exhibit Manager
Corcoran Expositions, LLC
100 W. Monroe Street, Suite 1001
Chicago, IL 60603
Phone: 312/265-9642
Fax: 312/541-0573
E-mail: barry@corcexpo.com

CONFERENCE AND ICMA ACTIVITIES INFORMATION

ICMA
777 North Capitol Street, NE, Suite 500
Washington, DC 20002-4201
Website: icma.org
E-mail: customercontactcenter@icma.org

2011 Exhibit Hall Plan



KEY  Sold

Data current as of 2011-04-12

EXHIBIT HOURS

Sunday, September 18 | 5:00 - 7:00 p.m.

Monday, September 19 | 9:30 a.m. - 4:00 p.m.

Tuesday, September 20 | 9:30 a.m. - 2:00 p.m.

2010 Exhibitors

A. Y. McDonald Mfg Co
Adjusters International
Adobe Systems
Affion Public
American City & County Magazine / Penton Media
American Funding Innovators, Inc
American Legal Publishing Corp.
American Library Association
American Medical Response
American Public Works Association (APWA)
American Water
Ameristar Fence Products
Asphalt Pavement Alliance
Avolve Software Corporation
Berry, Dunn, McNeil & Parker
Big League Dreams
Billy Casper Golf
Blackboard Connect for Government
BluePrince Software and Services for Community Development
Bobcat Company
Brigham Young University - Romney Institute of Public Management
Bureau of Economic Analysis (BEA)
Buxton
CALEA - Commission on Accreditation for Law Enforcement Agencies Inc.
Canlan Ice Sports Corp.
CarteGraph Systems, Inc.
CDM
Center for Public Safety Excellence, Inc
CGI Communications, Inc.
CH2M HILL
CIGNA Insurance Corporation
Citizen Lobbyist, LLC
CivicPlus
ClerkBase / OpenGOVideo
Code For America
Comcate, Inc.
CPS Human Resource Services
CRW Systems, Inc.
CSG Consultants, Inc
DHS/NCS - GETS/WPS
Digital Map Products, LLC
DRI Energy
eCivis, Inc.
Emergency Communications Network, Inc.
ESRI
Event Management Systems (EMS)
Farragut Systems, Inc

The Ferguson Group
First Southwest Company
Ford Motor Company
General Services Administration
Global Connect
Golden Gate University
GovDeals.com
Government Software Systems, LLC
GovPartner
GovQA / WebQA
Granicus, Inc.
Harvard University
HDR, Inc
Home Fire Sprinkler Coalition
Honeywell Building Solutions
HP
ICMA Retirement Corporation
Infogroup ORC
Infomate Services
Institute for Building Technology and Safety (IBTS)
Insurance Services Office, Inc. / NFIP CRS
Intelligent Products, Inc.
International Association of Arson Investigators
International Association of Fire Chiefs (IAFC)
International Code Council ICC
International Hispanic Network IHN
International Town & Gown Association
Johnson Controls, Inc.
Keep America Beautiful, Inc.
L. W. Bristol Classics
Lagan Technologies
Library Systems & Services, LLC
LightGuard Systems, Inc.
Manhard Consulting, Ltd
Matrix Consulting Group
McCann Associates
McGrath Consulting Group, Inc.
The Mercer Group, Inc.
Mitchell Humphrey
Municibid
Municipal Code Corporation
National League of Cities
National Sign Plazas, Inc
Nationwide Retirement Solutions, Inc
NEOGOV, Inc
Parkmobile USA, Inc
Permitsoft, Inc.
PetData, Inc.

Philips Healthcare
Pictometry International Corporation
PinPoint GeoTech, LLC
Planet Footprint
Plante & Moran LLP
Populous
Public Restroom Company
PublicStuff
Ralph Andersen & Associates
Records Consultants, Inc
Responsible Hospitality Institute
Runzheimer International
Saskatchewan Trade & Export Partnership (STEP)
Senior Executive Institute - University of Virginia
Severn Trent Services
The Simon Companies
SIRE Technologies, Inc
Social Security Administration
Springbrook Software
Standard & Poor's
Sustainable City Network
Tarkett Sports / FieldTurf USA Inc.
TCPN - The Cooperative Purchasing Network
Tiersolution, Inc
TischlerBise, Inc.
TriData Division, System Planning Corporation
Tropos Networks
Turning Technologies, LLC
U.S. Department of Housing & Urban Development - Office of PD&R
U.S. DOJ / COPS Office
United Water
University of La Verne
University of North Carolina - Chapel Hill, School of Government
USAgain LLC
Veolia Water North America
Voorhees Associates, LLC
Waste Management
The Waters Consulting Group, Inc.

