

Sponsorship Opportunities

ICMA'S 97TH ANNUAL CONFERENCE



The Premier Local
Government Conference!

SEPTEMBER 18-21, 2011

Frontier Airlines Center
Milwaukee, Wisconsin

ICMA

Leaders at the Core of Better Communities

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 more than 2,000 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.



**INCREASE
YOUR RETURN ON
INVESTMENT.**

Join us as a sponsor to increase your organization's exposure to key local government decision makers!

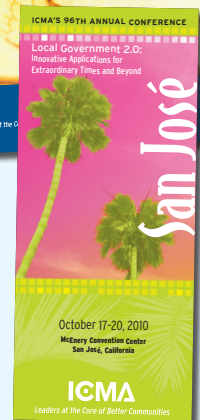
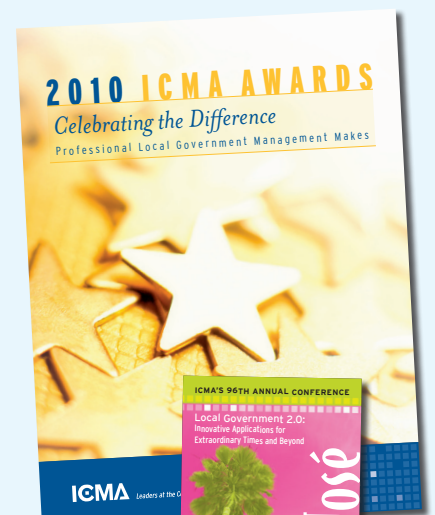
About ICMA

ICMA is the educational and professional organization for nearly 9,000 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. For more information, visit icma.org.

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.



Leaders at the Core of Better Communities



Product Branding

Conference Publications

Final Conference Program

Used by all 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.

Audience: 2,000-2,500 attendees daily

Sponsorship Level: \$10,000

*The deadline to confirm is July 15th.

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.

Audience: 2,000-2,500 attendees daily

Sponsorship Level: \$5,000

Registration Packet Flyer

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

Audience: 2,000-2,500 attendees

Sponsorship Level: \$5,000

ICMA Annual Awards Program Commemorative Booklet

In a fall issue of *Public Management (PM)* magazine, which is mailed to the association's full membership and other subscribers, ICMA publishes a special booklet highlighting its Annual Award recipients.

Audience: 20,000 PM magazine readers (for the insert) 10,000 PM+ readers

Sponsorship Level: \$10,000

Online Offerings

Conference Scheduler

The scheduler allows conference attendees to electronically plan and customize their conference agendas beginning two months before the conference opens. In addition to high visibility at the conference, sponsorship of the scheduler offers exposure on ICMA's website several months in advance of the conference.

Audience:

Approximately 2,000 user sessions per week

Sponsorship Level: \$5,000

Online Conference Newsletter

ICMA's Annual Conference Online E-Newsletter reaches all potential conference registrants with e-mail addresses. Multiple conference updates will be mailed to nearly 30,000 local government officials.

Audience: Approximately 30,000

government officials

Sponsorship Level: \$2,000 per newsletter

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 2,000-2,500 ICMA members and other attendees after the conference.

Audience: 2,000-2,500 attendees

Sponsorship Level: \$2,000

Exhibit Hall

Internet Express

Internet and e-mail stations are available to ICMA Annual Conference attendees. The Internet Express in Milwaukee will be located in a prime location between the ICMA Pavilion and Bookstore and in the concourse.

Audience: 2,000-2,500

Exclusive Internet Express Sponsorship Level: \$12,000

Cosponsorship Level: \$6,000

Marketplace of Ideas & Solutions

These roundtable discussions are located in the exhibit hall and offer attendees an opportunity to share ideas, opinions, and solutions face-to-face on a variety of issues. This sponsorship includes all discussions.

Audience: 500-1,000

Sponsorship Level: \$4,000

Miscellaneous

ICMA tv

ICMA tv will feature news, views and interviews from the local government community on video program which will be aired during the 2011 annual conference on plasma screens around the convention center and in selected conference hotels. The half hour news program, which debuted at the 2006 Annual Conference, will highlight local communities, best practices, interviews with attendees and key figures in local government, the latest innovations in technology, and cover conference events. You can find out more about sponsorships by connecting directly to icmatv.com.



Events

Saturday and Sunday Receptions

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

Audiences:

Saturday Reception: 800

Sunday Welcoming Reception: 2,000

Sponsorship Levels:

Saturday Reception: \$25,000

Sunday Welcoming Reception: \$25,000

International Reception

ICMA's Executive Board and other association leaders host a welcoming event for all international conference attendees from 15 to 20 countries.

Audience: 450 attendees

Sponsorship Level: \$15,000

Celebration of Service Reception

This annual reception, which takes place on Monday, honors recipients of ICMA's annual, distinguished service, honorary, and longevity awards.

Audience: 100 attendees

Sponsorship Level: \$3,000

Exhibit Hall Food and Beverage Breaks

Occurring during times that do not compete with other conference events, food functions are a major draw for conference attendees. These 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.

Audience:

Lunch: 1,500; Breaks: 1,500

Sponsorship Levels:

Lunch: \$10,000; Breaks: \$5,000

Networking Mixer

Join ICMA in hosting tomorrow's managers as they mingle with and meet today's. Next Generation attendees include Local Government Management Fellows, conference scholarship recipients, students, and aspiring managers from across the country. The event is part of ICMA's strategy to bring the best and brightest of tomorrow's managers and leaders into careers in local government, and will be a great opportunity to begin an early relationship with these rising stars.

Audience: 200 attendees

Sponsorship Level: \$4,000

Advertising

Looking for an opportunity to get your message out to key local government decision makers? Consider advertising in one of the conference publications and in ICMA's professional monthly magazine, *Public Management (PM)*. For more information, contact Phyllis Shocket at pshocket@icma.org.

Eight Great Reasons to Join ICMA in Milwaukee!

- 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



Sponsorship Benefits

Note: Most opportunities are available as cosponsorships. ICMA also welcomes general conference contributions in addition to the individual sponsorships of events or publications.

	Final Conference Program	Exhibitors' Program	Registration Packet Flyer	ICMA Annual Awards Booklet	Conference Scheduler	Online Conference Newsletter	Webcasts	Online Conference Survey	Internet Express	Marketplace of Ideas & Solutions	Saturday and Sunday Receptions	International Reception	Celebration of Service Reception	Food and Beverage Breaks	Networking Mixer
VERBAL ACKNOWLEDGMENT															
Opportunity to deliver brief comments												★	★		★
Verbal acknowledgment during sponsored session										★	★	★	★	★	★
Verbal acknowledgment at opening session	★										★		★		
Acknowledgment during closing ceremony				★									★		
WRITTEN ACKNOWLEDGMENT															
Acknowledgment on ICMA's website, icma.org	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Acknowledgment in final conference program	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★
Prominent signage at sponsored session(s)									★	★	★	★	★	★	★
BRANDING															
Entire back cover of awards program commemorative booklet				★											
Entire back cover or other prominent space in program	★	★													
COMPLIMENTARY ITEMS															
Registrations and opening reception tickets	4	2	1	4	2	1	2	1	3/4	2	4/6	5	3	2/5	2
Booth (10' x 10') in exhibit hall											★	★			
Conference attendee list	★	★	★	★	★	★	★	★	★	★	★	★	★	★	★

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 Phyllis Shocket at pshocket@icma.org.

Contact Information

Conference sponsorships:

Phyllis Shocket
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PM Magazine advertising:

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Exhibiting:

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