

Sponsorship Opportunities

ICMA's 99th Annual Conference

September 22-25, 2013



ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND 
September 22-25, 2013

John B. Hynes Veterans Memorial Convention Center
Boston, Massachusetts

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 2,500 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 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.

ICMA

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. Sponsor's advertisement appears in 4-color on the back cover of printed final program.

Audience: 2,000–2,500 attendees daily

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

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

*The deadline to confirm is June 17th.

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 black and white on the back cover of the program.

Audience: 2,000–2,500 attendees daily

Sponsorship Level: \$5,000 (Silver)

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 (Silver)

Online Offerings

Conference Marketing Communication E-Blast

ICMA's Annual Conference Marketing Communication reaches all potential conference registrants with e-mail addresses. Multiple conference communications will be e-mailed to over 30,000 local government officials.

Sponsor's logo/advertisement with click through will appear as a 160 x 600 ad in the right column of the communication. Limit 4.

Audience: Up to 30,000 recipients

Sponsorship Level: \$3,000 exclusive per E-blast (Bronze)

Conference Newsletter Updates

ICMA's Annual Conference registrants will receive multiple updates by email the month of the conference and one month after the conference. This targeted communication to engaged ICMA members offers direct access to over 2,000 registered participants. Sponsor's logo/advertisement with click through will appear at top of page. Sponsor also has opportunity to include article with link to content (250 word limit.) Limit 2.

Audience: Over 2,000 attendees

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 to approximately 2,000 ICMA members and other attendees after the conference. Sponsor's logo appears on the survey.

Audience: 2,000

Sponsorship Level: \$2,000 (Bronze)



Conference 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 2013–November 2013. Contact Marybeth Robeson at mrobeson@ascendintegratedmedia.com or 913-344-1316 to learn more about this and other icma.org website advertising opportunities.

Digital Ad sizes

160x 600	\$1,500
300x250	\$1,500
728x90	\$1,250

Exhibit Hall

Internet Express/Café

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 Boston will be located in the center of the exhibit hall and in the course. 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 21 computer stations.

Audience: 2,000–2,500

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

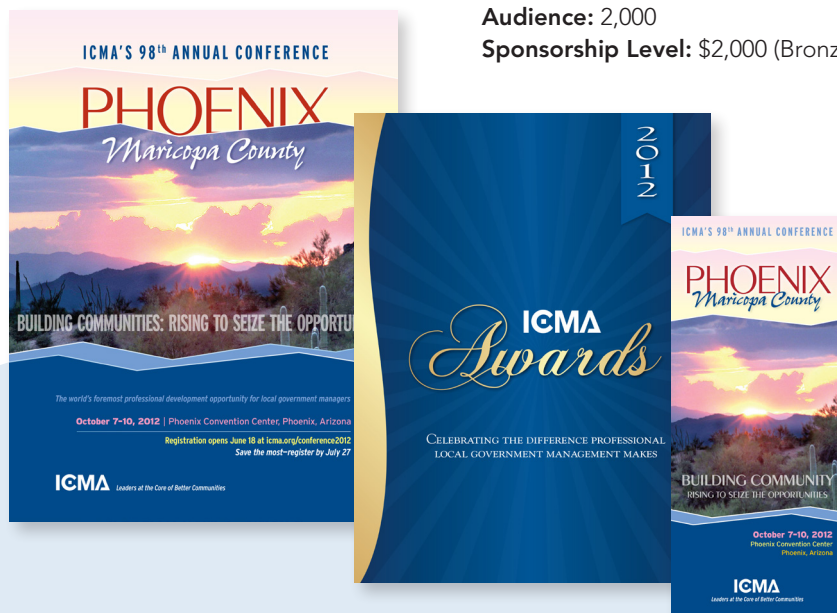
Co-sponsorship Level: \$6,000 (Silver)

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 for any aisle number.

Audience: 2,000–2,500

Sponsorship Level: \$6,000 (Silver)



Additional Sponsorship Opportunities

Conference App

The conference smartphone app for the iPhone, Android, and Blackberry platforms will be promoted to approximately 9,000 members and available for free download approximately 2 months 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 one of five rotating HTML banners at the bottom of the app. Sponsor will also have the opportunity to send one alert through the app each day. Artwork for the banner is to be provided by sponsor. In addition, sponsor's name and/or logo will appear on signage located throughout the convention center. Sponsor's name and logo will also appear in promotional material for the app via printed and online media.

Download Audience: 1,500-2,000

Signage Audience: 2,500-3,000

Promotional Audience: 9,000

Sponsorship Level: \$15,000 (Silver)

*The deadline to confirm is May 1st.

Conference App Rotating Banner Ad

Sponsor will receive one of five rotating HTML banners at the bottom of each page of the app. In 2012, approximately 1,300 attendees clicked through the banners to reach the sponsor's website. Artwork for the banner is to be provided by sponsor.

Audience: 1,500-2,000

Sponsorship Level: \$2,000

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 branding can be seen in various areas and combinations of areas:

- Logo in all promotional material
- Logo on ICMA-branded banner at top of every page
- Welcome page message from sponsor
- Menu button with link to sponsor's site
- Daily announcement for contests or special offers
- Video embedded in announcements, discussion areas, or welcome page
- Resource library with sponsor's material

Promotional Audience: Approximately 30,000 local government officials

Attendee Audience: Up to 2,500

Sponsorship Level: \$15,000 (Gold)

WiFi

WiFi will be accessible throughout the convention center. The sponsor's logo will be displayed on signage located prominently throughout the convention center. WiFi is used extensively by attendees as more and more individuals use their mobile devices during the conference.

Audience: 2,000-2,500

Sponsorship Level: \$15,000 (Gold)

Charging Stations

Enable participants to power up their smart phones, laptops, and other wireless devices without leaving the convention center. During the recharging process, your company will be prominently featured. There will be 2 charging stations located in high-traffic areas of the convention center. This sponsorship includes a customized static ad and video.

Audience: 2,000-2,500

Sponsorship Level: \$10,000 (Silver)

Hotel Key Cards

Reach attendees staying at the ICMA hotels through hotel room key cards customized with your company's message. Cards will be given to hotel guests at check-in and used to access their rooms throughout their stay. Key cards will have the sponsor's logo and artwork in 2-color format on one side of the card.

Audience: 2,000

Sponsorship Level: \$10,000 (Silver)

Eight Great Reasons to Join ICMA in Boston!

- 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 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. 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: \$25,000 (Platinum)

Sunday Welcoming Reception: \$25,000 (Platinum)

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: \$10,000 (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.

Audience: 200 attendees

Sponsorship Level: \$3,000 (Bronze)

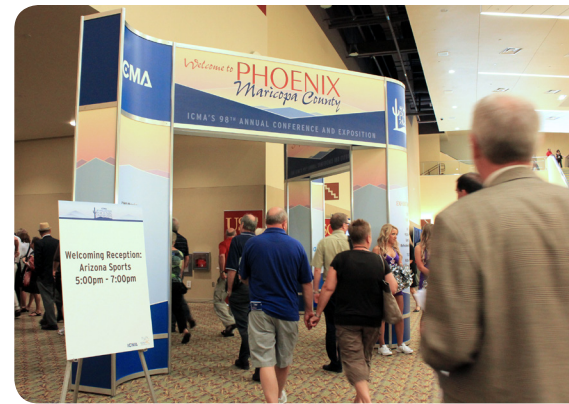


Exhibit Hall Food and Beverage Breaks

These events occur during times that do not compete with other food functions and 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. 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:

Lunch: 1,500; **Breaks:** 1,500

Sponsorship Levels:

Lunch: \$10,000 (Silver); **Breaks:** \$5,000 (Silver)

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: \$5,000

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 Marybeth Robeson at mrobeson@ascendintegratedmedia.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 Phyllis Shocket at pshocket@icma.org.

Sponsorship Benefits

	PLATINUM (\$25,000 +)	GOLD (\$15,000-\$24,999)	SILVER (\$5,000-\$14,999)	BRONZE (UP TO \$4,999)
Complimentary exhibit hall booth	✓	✓		
Up to 6 complimentary tickets to Welcome Reception	✓	✓	✓	
Up to 6 complimentary tickets to sponsored events	✓			
Logo on signage at plenary sessions	✓	✓	✓	
Listing in conference program	✓	✓	✓	✓
Logo on signage at convention center/exhibit hall	✓	✓	✓	✓
Post-Show Roster of attendees	✓	✓	✓	✓
Web site recognition	✓	✓	✓	✓

Contact Information

Conference sponsorships:

Catalina Damian
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Phyllis Shocket
202-962-3509
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PM Magazine advertising:

Marybeth Robeson
Ascend Integrated Media
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Exhibiting:

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