

Sponsorship Opportunities

ICMA
100th

ANNUAL CONFERENCE

Charlotte
Mecklenburg County

SEPTEMBER • 14-17 • 2014



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

ICMA is the educational and professional organization for nearly 9,500 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

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: 2,500-3,000 attendees daily
Sponsorship Level: \$5,000 (Silver)

Final Conference Program

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 30th.

Preliminary Conference Program

The Annual Conference Preliminary Program is part of the June 2014 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 15th.

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: 2,500-3,000 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 and one month after the conference. This targeted communication to engaged ICMA members offers direct access to approximately 3,000 registered

participants. Sponsor's logo/advertisement with click through will appear at top of page. Sponsor to provide artwork. Sponsor also has opportunity to include article with link to content (250 word limit). Limit 2.

Audience: 2,500-3,000 attendees

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

Daily e-Newsletter

The daily E-Newsletter will be delivered to all Conference Attendees during the course of the conference. Content includes daily updates regarding the conference program schedule, articles of highlighted events, and recaps of previous day's activity. Sponsorship includes sole advertising on selected day with 3 size options and click through capabilities. Sponsor to provide artwork.

Audience: 2,500-3,000

Exclusive Sponsorship Level (3 days): \$5,000 (Silver)

Daily 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 for 1 year:

- Logo in all promotional material
- HTML banner (2,500x100 pixels)
- Welcome page recognition
- Menu button with link to sponsor's site
- Video (created by sponsor) embedded in announcements, discussion areas, or welcome page

● Resource library with sponsor's material

Promotional Audience: Approximately 30,000 local government officials

Attendee Audience: 500-1,000

Sponsorship Level: \$7,500 (Silver)

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 3,000 ICMA members and other attendees after the conference. Sponsor's logo appears on the survey.

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 2014–November 2014. Ads are sold in 30-day increments. Limit of 3 per space.

Digital Ad sizes

160x 600	\$750 for 30 days
300x250	\$750 for 30 days
728x90	\$650 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 for any aisle number.

Audience: 2,500-3,000

Sponsorship Level: \$6,000 (Silver)

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 Charlotte will be located in the center of the exhibit hall and in the concourse. 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: 2,500-3,000

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

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

Additional Sponsorship Opportunities

Recharge Lounge

Enable participants to power up their smart phones, laptops, and other wireless devices without leaving the convention center. Lounges will be placed in high-traffic areas which are sure to draw attention and appreciation from attendees as you rescue them from the dreaded "Low Battery" signal. Sponsor's logo and message appears on the top of two charging cubes within lounge. Sponsor's logo also appears on signage near station.

Audience: 2,500-3,000

Sponsorship Level: \$5,000 per lounge (Silver)

Column Wraps

A full-color column wrap banner in high traffic area near lobby. Artwork to be supplied by the sponsor at least 45 days prior to the event. Limit of 2.

Audience: 2,500-3,000

Sponsorship Level: \$3,000 (Bronze)

Conference App

The conference mobile app for the iPhone and Android platforms will be promoted to approximately 9,500 members and

available for free download approximately 4 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+

Promotional Audience: 9,500

Sponsorship Level: \$12,500 (Silver)

*The deadline to confirm is June 1st.

Conference App Rotating Banner Ad

Sponsor will receive a rotating HTML banner at the bottom of each page of the app. Limit of 2.

Audience: 2,000-2,500

Sponsorship Level: \$1,250 (Bronze)

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: 2,500-3,000

Sponsorship Level: \$10,000 (Silver)

Bathroom Clings

Bathroom advertising is a unique and creative way to promote your products and create buzz that helps drive traffic back to your booth. Your custom-designed artwork will appear on the backs of the bathroom stall doors, between the sinks, and above the urinals in bathrooms surrounding the exhibit hall and session rooms. Sponsorship includes 50-60 signs, measuring 8"x14."

Audience: 2,500-3,000

Sponsorship Level: \$5,000 (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 each time attendee connects to wifi. In addition, sponsor's name will be used as username and password to log on to network.

Audience: 2,500-3,000

Sponsorship Level: \$15,000 (Gold)



Eight Great Reasons to Join ICMA in Charlotte/Mecklenburg County!

- 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 in the Nascar Hall of Fame 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: \$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: \$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.

Audience: 200 attendees

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:

Lunch: 1,500

Breaks: 1,500

Sponsorship Levels:

Each Lunch: \$5,000 (Silver)

Each Break: \$2,500 (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 (Silver)



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 Phyllis Shocket at pshocket@icma.org.



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.

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 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, if applicable		✓		
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	✓	✓	✓	✓



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Contact Information

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