

SPONSORSHIP Opportunities



ICMA's 101st Annual Conference • September 27-30, 2015
Washington State Convention Center • Seattle/King County, Washington

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 9,000 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

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 on the back cover of the program.

Audience: 2,500–3,000 attendees daily

Sponsorship Level: \$5,000 (Silver)

**The deadline to confirm is August 19th.*

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 26th.*

Preliminary Conference Program

The Annual Conference Preliminary Program is part of the June 2015 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 27th.*

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 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)

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 2015–November 2015. Ads are sold in 30-day increments. Limit of 3 per space.



Digital Ad sizes

160x600	\$750 for 30 days
300x250	\$750 for 30 days
728x90	\$650 for 30 days

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)

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
- 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)

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 Seattle will be located in 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 26 computer stations.

Audience: 2,500–3,000

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. Station will be placed in high-traffic area where it will be 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: 2,500–3,000

Sponsorship Level: \$7,500 (Silver)

Conference App

The conference mobile app for the iPhone and Android platforms will be promoted to approximately 9,000 members and available for free download approximately 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 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: 9,000
Sponsorship Level: \$12,500 (Silver)

**The deadline to confirm is May 29th.*

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)

Session Room Escalator Advertising

Place your company message along the side of the escalators attendees will use every day to attend sessions. This unique layout gives your company the opportunity to create eye-catching artwork that will capture the attention of attendees. Sponsorship includes 12 large, single-sided panels measuring approximately 22–35” wide by 20–60” high. Sponsor’s artwork must include ICMA Annual Conference logo and must be approved by ICMA.

Audience: 2,500–3,000

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: 2,500–3,000

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 the splash page each time attendee connects to WiFi. In addition, sponsor’s name can be used as the password to log on to the network.

Audience: 2,500–3,000

Sponsorship Level: \$15,000 (Gold)


Hanging Banner

Display your company message above the escalators to and from the exhibit hall and session areas in the South Galleria. These large, single-sided banners measure approximately 22’ wide by 5.5’ high, offering high-impact visibility for your company message among ICMA attendees. Sponsor’s artwork must include ICMA Annual Conference logo and must be approved by ICMA. Limit 2.

Audience: 2,500–3,000

Sponsorship Level: \$12,000 (Silver)

8 GREAT REASONS to Join ICMA in Seattle/King 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.
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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 Seattle Aquarium 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 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

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:

2 Lunches: 1,500 each

2 Breaks: 1,500 each

Sponsorship Levels:

Lunches: \$10,000 (Silver)

Breaks: \$5,000 (Silver)

ICMA Donor Supported-Initiatives Sponsorship Package – A Breakfast, Special Gallery and Interactive Game

Help ICMA honor current donors and encourage giving to our two donor-supported educational initiatives that promote the profession. This package, which will mark your company as a true supporter of professional management, includes a breakfast to honor our donors (nearly 300 of our most active and engaged members), a donor gallery placed in a high traffic area, and an interactive game attendees will be lining up to play. The package includes several emails with your company's logo, the opportunity to M/C the breakfast, your logo on the "I Donated" sticker given out at the game, as well as placement of your logo prominently onsite and in the conference program. Learn more about this opportunity to very publicly support the profession by contacting Erin Carr at ecarr@icma.org or 202-962-3697.

Audience: 2,500 – 3,000 attendees

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.





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 Erin Carr at ecarr@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		✓		
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	✓	✓	✓	✓

CONTACT INFORMATION

Conference sponsorships:

Catalina Damian
312-265-9661
catalina@corcexpo.com

Julie Butler
202-962-3573
jbutler@icma.org

PM Magazine advertising:

Ben Harmon
bharmon@townsend-group.com

Exhibiting:

Kristy Wagner
312-265-9667
Kristy@corcexpo.com

