

102nd ANNUAL CONFERENCE

**KANSAS  
CITY** ICMA  
2016



SEPTEMBER 25-28



**SPONSORSHIP  
OPPORTUNITIES**

KANSAS CITY CONVENTION CENTER • KANSAS CITY, MISSOURI • SEPTEMBER 25-28





## 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 color 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 12th.*

### 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:** 2,500-3,000 attendees daily

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

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

*\*The deadline to confirm is June 13th.*

### Preliminary Conference Program

The Annual Conference Preliminary Program is part of the June 2016 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 29th.*

### 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 an 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](http://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 2016–November 2016. 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 non-members who are unable to come to the onsite event. The sponsor's messaging opportunities are available in various areas or combinations of areas during the live event and archival sales:

- Banner on conference page
- Sponsorship text on conference page
- Menu button with link to sponsor's site
- Tab set linking to sponsor's site in webcast player
- Sponsor logo included on the webcast player
- Video (created by sponsor) embedded on welcome page
- Page specific to sponsor created and linked on the conference page
- Specialized rotating sponsor images on the header of the conference page

**Promotional Audience:** Approximately 30,000 local government officials

**Attendee Audience:** 125-150

**Sponsorship Level:** \$7,500 (Silver)

## EXHIBIT HALL

### Exhibit Hall Aisle Signs

Increase awareness of your company by exclusively displaying your company logo on all changing aisle signs throughout the show floor. Attendees will see your logo each time they look for an 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 Kansas City will be located in the exhibit hall and another high-traffic area of the convention center. Sponsorship includes logo recognition on signage at stations and on ICMA conference-branded screens 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 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. Stations will be placed in high-traffic areas and are 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)

## Column Wraps

This eye-catching opportunity puts your brand in the middle of the most traversed area of the conference. Directly across from registration, the wraps span the height of the column. Sponsor's artwork must include the Annual Conference logo and be approved by ICMA. Limit 2.

**Audience:** 2,500-3,000

**Sponsorship Level:** \$6,000 (Silver)

## Conference App

The conference mobile app for the iPhone and Android platforms will be promoted to approximately 10,000 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:** 10,000

**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)

## Escalator Runner

Place your company message along the side of the escalators that 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 1 set of escalator runners. Sponsor's artwork must include ICMA Annual Conference logo and must be approved by ICMA. Limit 2.

**Audience:** 2,500-3,000

**Sponsorship Level:** \$5,000 (Silver)

## Hallway Banner Advertising

Your company message will appear on a large banner, approximately 6' wide x 3' tall, in a well-traveled hallway, ensuring thousands of impressions. Sponsorship includes 1 banner. Sponsor's artwork must include ICMA Annual Conference logo and must be approved by ICMA. Limit 3.

**Audience:** 2,500-3,000

**Sponsorship Level:** \$4,000 (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)

## WiFi

WiFi will be accessible throughout the convention center. It is used extensively by attendees and more and more individuals use their mobile devices during the conference. Sponsor's logo will be appear on splash page each time attendee connects to the network. In addition, sponsor's name can be used as password to log on to the network.

**Audience:** 2,500-3,000

**Sponsorship Level:** \$15,000 (Gold)



**8** great reasons

to Join ICMA in  
Kansas City,  
Missouri!

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.



## Saturday and Sunday Receptions

At the conference, ICMA and its local host committee coordinate two receptions for attendees. A special evening reception at 18th & Vine 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)

## 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:** \$20,000 each (Silver)

**Breaks:** \$10,000 each (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)

## Breakfast or Lunch for ICMA Member Donors

Mark your company as a supporter of professional management by sponsoring a breakfast or lunch to honor our donors—nearly 300 of our most active and engaged members. In addition to signage at the event, your company will be mentioned in the conference program, invited to MC the lunch or breakfast, have your logo placed on all conference emails for donors (Minimum of 3 to all 3000 of ICMA member donors), and a sign located by the Life, Well Run booth in the exhibit hall thanking you for your support. Learn more about this opportunity to support the profession by contacting Erin Carr at [ecarr@icma.org](mailto:ecarr@icma.org) or 202-962-3697.

**Audience:** 200-300 Member Donors

**Sponsorship Level:** \$15,000 (Gold)

# ADVERTISING

Looking for an opportunity to get your message out to key local government decision makers year round? Consider advertising in ICMA's professional monthly magazine, *Public Management (PM)*. For more information, contact Ben Harmon at [bharmon@townsend-group.com](mailto:bharmon@townsend-group.com).



**NEXT GENERATION PROFESSION**  
AN INSIDE LOOK AT WHAT MATTS TO THEM

**LEVERAGING BROWNFIELDS TRANSFORMATIONS**  
5 Proven Finance Tools for Revitalization Results





## 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](mailto: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 10x20 exhibit hall booth	✓			
Complimentary 10x10 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	✓			
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**  
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**Julie Butler**  
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#### PM Magazine advertising:

**Ben Harmon**  
[bharmon@townsend-group.com](mailto:bharmon@townsend-group.com)

#### Exhibiting:

**Kristy Wagner**  
312-265-9667  
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