

ICMA Strategic Partner Benefits

	General Level (\$5,000)	Executive Level (\$10,000)	Presidential Level (\$25,000)	Premier Level (\$300,000+)
STANDARD BENEFITS				
Listing on ICMA's online partner directory	*	*	*	*
Press release (onboarding)		*	*	*
Press release (renewal)			*	*
Followed & liked on ICMA social media	*	*	*	*
<i>PM</i> Magazine subscription	*	*	*	*
Newsletter subscriptions	*	*	*	*
Advertising discount	25% discount on rates	25% discount on rates	25% discount on rates	25% discount on rates
Name listed in <i>PM</i> Magazine (as space allows)	*	*	*	*
Invitation to ICMA Executive Board meetings social functions	Invited when in your headquarters region	Invited when in your headquarters region	Negotiated as part of package	Negotiated as part of package
Periodic briefings by ICMA program staff and ICMA members		*	*	*
Customized benefit packages			*	*
Non-compete clause				*
CONTENT AND EVENT OPPORTUNITIES				
Work with ICMA on international Projects	*	*	*	*
ICMA regional summit invitations			Negotiated as part of package	2 registrations for all summits annually
Listing on ICMA Marketplace Directory	*	*	*	*

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Content piece(s) in an ICMA vehicle with a social media campaign* ICMA content pieces include: <ul style="list-style-type: none"> • Webinars • PM Magazine Articles • Leadership Matters e-newsletter articles • ICMA blog postings <small>(*Placement is not guaranteed. Materials must be educational in nature and approved by ICMA's editorial team.)</small>	May submit ideas for consideration	May submit ideas for consideration	Negotiated as part of package	Negotiated as part of package
ANNUAL CONFERENCE				
Seat on the annual conference planning committee		Apply for a seat	Negotiated as part of package	Negotiated as part of package
Educational sessions/speakers	May submit session ideas and speaker names	May submit session ideas and speaker names	Negotiated as part of package	Negotiated as part of package
Identification on lanyards/ badges as Strategic Partner	*	*	*	*
Company name and/or logo on meter board signs throughout the conference	*	*	*	*
Comp. registrations (Including Sunday night reception)	2 registrations	6 registrations	8 registrations	Negotiated as part of package
Leadership Reception & Dinner on Saturday night	1 invitation	2 invitations	3 invitations	Negotiated as part of package
Comp. tickets to the Saturday Night reception		1 ticket	2 tickets	
Complimentary tickets to the Tuesday night event	1 Ticket	1 Ticket	2 Tickets	Negotiated as part of package
Exhibit booth discount	25% discount	25% discount	50% discount	Negotiated as part of package
Priority Selection of Exhibit Booth Space <small>(All ICMA partners receive priority in selection of exhibit hall space.)</small>	4 th round of selection	3 rd round of selection	2 nd round of selection	1 st round of selection
SP signage at booth, if exhibiting	*	*	*	*
Half page ad in the annual conference exhibitor's guide, if exhibiting		*	*	*

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Solutions Tracks* (*Must submit content for approval and selection is not guaranteed)	25% discount	50% discount	50% discount	Negotiated as part of package
3 pre-conference registration lists	*	*	*	*
1 post-conference registration list	*	*	*	*
Listing in pre-conference article	Firm name listed	Firm name & logo listed	Firm name, logo & partnership highlights	Firm name, logo & partnership highlights
RELATIONSHIP MANAGEMENT				
Annual Work plan			Customized	Customized
Relationship management contact points	Quarterly	Every other month	Monthly	Negotiated as part of package

For additional information about the Strategic Partners program, please contact Austin Falley at afalley@icma.org or 202-962-3697.