ACHIEVING EXCELLENCE
Together
SPONSORSHIP OPPORTUNITIES
Be Seen, Build Sales
Enhance Awareness, Grow Profits

Government officials ascend on the International City/County Management Association (ICMA) Annual Conference to find new ideas, strategies, resources, and solutions for managing their work and making their vision for their community a reality. That’s why it’s the most important place to spotlight your brand. Being a sponsor at this year’s event positions your company as a leading supplier for the government, a supporter of the community, and a partner for the future.

An ICMA Annual Conference sponsorship will enhance your company’s recognition and reputation. This is a one-of-a-kind opportunity to get your products in front of local governments.

As the meeting place for all executive-level decision-makers in local governments who are seeking solutions for day-to-day operations and future plans, there’s no better place to promote your brand. With several sponsorship options available, you can customize a plan that meets your company’s goals and objectives.
Who’s Attending? Qualified Leads.

Looking to get your brand in front of key decision-makers? That’s what you’ll find at the ICMA Annual Conference. Almost 50% of conference attendees are chief administrative officers—along with many first-time attendees who are searching for everything new—totaling thousands of buyers representing a $300 billion marketplace.

ATTENDEE JOB TITLES

- Chief Admin Officer/Asst: 47%
- Department Director/Head: 34%
- Mid-Level Manager/Analyst: 8%
- Intern/Fellow: 7%
- Other: 4%

COMMUNITY SIZES

- Over 1,000,000: 2%
- 500,000 - 1,000,000: 5%
- 250,000 - 499,999: 6%
- 100,000 - 249,999: 14%
- 50,000 - 99,999: 14%
- 25,000 - 49,999: 18%
- 10,000 - 24,999: 20%
- 5,000 - 9,999: 11%
- 2,500 - 4,999: 6%
- Under 2,500: 4%

GET YOUR BRAND IN FRONT OF OUR AUDIENCE.
Contact Megan Sherman at 202-962-3697 | msherman@icma.org
Put Your Brand on Top: The Annual Conference Sponsor Package

Gain maximum exposure as an Annual Conference Sponsor with a package that includes prime positioning throughout the event. Your on-site presence includes an exhibit booth, a prominent sponsored component, and recognition in the program guide. Your company logo will be featured online and in social media, and you’ll have access to the conference attendee list, and more.

Sponsorships available: 6-10
Sponsorship commitment required: $20,000+

EXHIBIT BOOTH
- One (1) 10x10 booth that includes signage designating company as an Annual Conference Sponsor

SPONSORED COMPONENT
- Opportunity for Annual Conference Sponsor to sponsor one (1) Annual Conference component from the following areas:
  - Networking and Event Sponsorships
  - Branding Sponsorships
  - Promotional Opportunities
*See page 6 for full list of sponsored components.

ACCESS AND NETWORKING
- Four (4) full registrations to the ICMA Annual Conference which includes access to Exhibit Hall luncheons, coffee breaks and other networking sessions throughout the conference (Value: $1,440/each).

SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS
- Logo placement in ICMA Annual Conference items, including:
  - One (1) time in PM Magazine (appropriate to level)
  - Recognition in the on-site Annual Conference Program Guide and the Conference App (appropriate to level)
  - Recognition in Annual Conference email marketing communications (appropriate to level)
  - Logo recognition on ICMA.org Annual Conference web page (appropriate to level)

SAMPLING/INSERTS/MAILING
- Access to Annual Conference list (includes email) (pre and post) – One (1) time

PARTNER SERVICES
- Designated ICMA account executive to facilitate relationship
- One meeting to review sponsor Conference marketing objectives
- Post-event partnership fulfillment report from ICMA detailing delivered benefits, program/partnership results, etc.

Learn about exhibitor benefits at conference.icma.org/exhibitors

INTERESTED?
Contact Megan Sherman at 202-962-3697 | msherman@icma.org
Stand Out from the Rest: The Annual Conference Supporter Package

Showcase your brand as an Annual Conference Supporter with a package that highlights your brand throughout the event and in show promotional pieces. Your sponsorship includes an exhibit booth, a promotional component, and conference registration as well as access to the conference list.

Sponsorships available: 6-10
Sponsorship commitment required: $10,000+

EXHIBIT BOOTH
- One (1) 10x10 booth that includes signage designating company as an Annual Conference Supporter

SPONSORED COMPONENT
- Opportunity for Conference Supporter to sponsor one (1) Annual Conference component from the following areas:
  - Branding Sponsorships
  - Promotional Opportunities
  *See page 6 for full list of sponsored components.

ACCESS AND NETWORKING
- Two (2) full registrations to the ICMA Annual Conference (Value: $1,440 each)

SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS
- Logo placement in ICMA Annual Conference items, including:
  - One (1) time in PM Magazine (appropriate to level)
  - Recognition in the on-site Annual Conference Program Guide and the Conference App (appropriate to level)
  - Recognition in Annual Conference email marketing communications (appropriate to level)
  - Logo recognition on ICMA.org Annual Conference web page (appropriate to level)

SAMPLING/INSERTS/MAILING
- Access to Annual Conference list (includes email) (pre and post) – One (1) time

PARTNER SERVICES
- Designated ICMA account executive to facilitate relationship
- One meeting/call to review sponsor’s Annual Conference marketing objectives
- Post-event partnership fulfillment report from ICMA detailing delivered benefits, program/partnership results, etc.

Learn about exhibitor benefits at conference.icma.org/exhibitors

INTERESTED IN A SPONSORSHIP?
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Make Your Mark: SPONSORED COMPONENTS

Select from a variety of opportunities to make your sponsor package complete. There are many additional opportunities available to build brand recognition in this marketplace of buyers.

NETWORKING & EVENT SPONSORSHIPS
- You R.O.C.K (Random Opportunities of Conference Kindness)
- Grand Opening Reception on Tradeshow Floor – Exclusive Buyout Opportunity Available!
- Expo Eats Lunch on Tradeshow Floor – Exclusive Buyout Opportunity Available!
- 360 photo booth activation in Exhibit Hall
- Tuesday Evening Networking Event
- Relaxation Zone on Tradeshow Floor
- Networking/Reception Opportunities (i.e., Newcomers, Assistants, etc.) - Exclusive Buyout Opportunities Available!
- Surprise Live Activation (i.e., photo booth, ice cream social, adult milkshakes) (Sponsor responsible for all costs.)

EDUCATION SPONSORSHIPS
(reserved for ICMA Strategic, Corporate, and Annual Partners)
- General Session Speaker Sponsors – Exclusive per day!
- Game Changer Speaker Series – Exclusive per speaker!
- Sponsored Education Sessions

BRANDING SPONSORSHIPS
- Onsite Signage, Banners, Wraps etc. (additional sponsorship costs apply).
- Shuttle Buses
- Hotel Key Cards – Exclusive! (additional sponsorship costs apply)
- Exhibit Hall Aisle Signs
- Registration Bag – Exclusive!
- Registration Bag Inserts
- Product Theater Presentations (in the Exhibit Hall)

PROMOTIONAL OPPORTUNITIES
- Conference App Ad Space
- Push Notifications on Conference App
- Onsite Conference Program Guide Ad Space
- Conference Website Ad Space

For more information please visit conference.icma.org/sponsorship-opportunities

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ACHIEVING EXCELLENCE Together

FOR GENERAL CONFERENCE QUESTIONS AND SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:
Megan Sherman, Senior Manager Conferences and Sponsorships, ICMA
202-962-3697 | msherman@icma.org