PROMOTE YOUR BRAND GLOBALLY.
SUPPORT COMMUNITIES LOCALLY.

2024 ICMA Annual Conference
Exhibitor and Sponsorship Opportunities

> conference.icma.org
Connect. Grow. Lead.

Last year’s event shattered records. This year, we’re expecting an even larger turnout, with more than 5,500 local government professionals from around the world converging at the International City/County Management Association (ICMA) Annual Conference in Pittsburgh/Allegheny County, Pennsylvania.

ICMA Annual Conference attendees arrive in search of new strategies, resources and solutions to manage their work and make their visions for their communities a reality. Being an exhibitor or sponsor at this year’s event positions your company as a leading local government supplier, supporter and partner for the future. Don't miss this invaluable opportunity to get in front of local government decision-makers and spotlight how your brand can help ensure their offices and constituents are future ready.

TOP 3 REASONS TO SPONSOR AND/OR EXHIBIT

1. Meet with thousands of local government buyers to expand your customer base
2. Develop valuable relationships with local government professionals
3. Receive firsthand feedback on your products and services

ABOUT ICMA

With more than 13,000 members worldwide, ICMA is the leading association of local government professionals dedicated to creating and sustaining thriving communities throughout the world.
Attendee Snapshot

5,500+ Attendees
$300B Marketplace
50% Chief Administrative Officers

“The ICMA Conference is an excellent opportunity to meet city and county managers from across the country. Here, local governments and vendors can connect, engage and collectively address challenges to help county and municipal departments work more efficiently and improve online services for their citizens.”

Attendee Job Titles

- Assistant Chief Administrative Officer: 24%
- Assistant to the Manager/CAO: 11%
- Chief Administrative Officer: 4%
- Chief Financial Officer: 2%
- Clerk/Director of Planning/Director of Public Works: 8%
- Intern/Fellowship: 7%
- Mid-Level Manager/Analyst: 3%
- Department Head/Director: 2%
- Other: 1%

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%

Career Stage

- Early Career: 49%
- Encore: 22%
- Executive: 10%
- Mid-Career: 7%
- Not in Local Gov’t: 6%
- Retired: 4%
- Student: 2%

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SPONSOR PACKAGES

Our sponsorships are customizable to best suit your needs. Pick the package that's right for your company, then choose from a selection of available promotional opportunities to build brand recognition among our marketplace of buyers.

Annual Conference Sponsor Package

EXHIBIT BOOTH
- One (1) 10x10 booth that includes signage designating company as an Annual Conference Sponsor ($3,300 value)

SPONSORED COMPONENT
- Opportunity to sponsor one (1) item from one of the following areas:
  - Networking and Event Sponsorships
  - Branding Sponsorships
  - Promotional Opportunities
  - Opportunity for Annual Conference Sponsor to present a Product Theater Session in the Exhibit Hall.

*The full list of customize-able benefits can be found on page 6.

ACCESS AND NETWORKING
- Four (4) full registrations to the ICMA Annual Conference which includes access to Exhibit Hall luncheons, coffee breaks, General Sessions, Education Sessions and other networking events throughout the conference ($6,000 value).

SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS
- Logo placement in ICMA Annual Conference items, including:
  - One (1) time Ad in the September issue of Public Management (PM Magazine), recognizing all sponsors
  - 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 pre and post show attendee lists. One (1) time use only, following ICMA’s Mailing List Policies/Procedures.

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 promotional component and recognition in the program guide; your logo will be featured online and in social media; you will receive conference registration, access to the conference list and more.

Packages starting at $22,000
Annual Conference Sponsor Package

SPONSORED COMPONENT
• Opportunity to sponsor one (1) item from one of the following areas:
  - Branding Sponsorships
  - Promotional Opportunities
  - Opportunity for Annual Conference Sponsor to present a Product Theater Session in the Exhibit Hall.

ACCESS AND NETWORKING
• Two (2) full registrations to the ICMA Annual Conference ($3,000 value)

SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS
• Logo placement in ICMA Annual Conference items, including:
  - One (1) time Ad in the September issue of Public Management (PM Magazine), recognizing all sponsors
  - 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 pre and post show attendee lists. One (1) time use only, following ICMA’s Mailing List Policies/Procedures.

Showcase your company 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, conference registration and access to the conference list.

Packages starting at $12,000

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Promotional Components

**NETWORKING & EVENT SPONSORSHIPS**
- Grand Opening Reception on Tradeshow Floor
- Headshot Lounge
- Attendee Breakfasts
- Expo Eats Lunch on Tradeshow Floor (Exclusive Buyout Opportunity Available)
- Photo activation area in Exhibit Hall
- Attendee Coffee/Refreshment Breaks
- Opening Party at PNC Park (NEW!)
- Tuesday Night Event at the Heinz History Center
- Relaxation Lounge on Tradeshow Floor
- Puppy Park
- Networking/Reception Opportunities
- Attendee Activations (i.e., photo booth, ice cream social, adult milkshakes) (Sponsor responsible for all costs.)
- Create Your Own

**EDUCATION SPONSORSHIPS**
- General Session Speaker Sponsors – Exclusive per day!
- Product Theater Demonstrations
- Game Changer Speaker Series

**BRANDING SPONSORSHIPS**
- On-site Signage, Banners, Wraps etc. (additional sponsorship costs apply)
- Shuttle Buses
- Water Bottles
- Exhibit Hall Aisle Signs
- Registration Bag – Exclusive!
- Registration Bag Inserts

**PROMOTIONAL OPPORTUNITIES**
- Push Notifications on Conference App
- On-site Conference Program Guide Ad Space
- Conference Website Ad Space
The Place To Be

The ICMA Exhibit Hall is where you can find your loyal customers and meet new prospects. These decision-makers represent a $300 billion marketplace and are looking for your products and solutions to help them support their communities.

EXHIBIT HOURS*

Sunday, September 22: 3:30 p.m. - 6:30 p.m.
Monday, September 23: 11:30 a.m. - 4:00 p.m.
11:45 a.m. - 1:30 p.m.**
Tuesday, September 24: 11:30 a.m. - 3:00 p.m.
11:45 a.m. - 1:30 p.m.**

*Times are listed in Eastern Standard Time (EST) and are subject to change.
**Exclusive hours

“This is the place to connect with city managers, deputy city managers and others in similar roles. It’s the best for that, and well worth the time and effort to attend.”
Secure Your Booth

Booth selection will be conducted using the ICMA priority points system for all previous exhibitors, and then sales will take place on a first-come, first-served basis.

View Floor Plan  |  Reserve Your Booth

BOOTH RATES

Commercial: $3,300 per 10’x10’ booth
Government/Nonprofit: $2,800 per 10’x10’ booth
Corners: $250 per corner

YOUR BOOTH INCLUDES:

• Two full conference badges per 10’x10’ booth
• Exhibit Hall Grand Opening Reception
• Complimentary lunch Monday and Tuesday in the Exhibit Hall
• Company listing in the online floor plan and mobile app
• Identification sign for in-line booths
• Complimentary p.m. beverage breaks Monday and Tuesday in the Exhibit Hall
• In-line booths receive an 8’ draped back wall and 3’ draped sides rails.

The following are NOT included in the exhibit booth fee: carpet (mandatory), furnishings, electricity, audiovisual equipment, shipping, drayage and individual booth security. Please note that carpet is required for all booths. The official general service contractor is Fern Expo. The Exhibitor Services Kit will be emailed once it is available.

Pre and Post Show Attendee List Rental - $1,500/List

Companies will agree to ICMA’s Attendee List Usage Policies and Procedures.
Our Community of Excellence

Join a select group of product and service providers like these 2023 ICMA Annual Conference exhibitors. Align your company with ICMA and enhance your reputation!
“The future looks bright for city management. The ICMA Conference stormed into Austin with enthusiasm and more attendees than I have ever seen in my 40 years as an ICMA Member and now a Strategic Partner! OH – wear comfortable shoes good for walking and dancing!”

“This was a great way to engage with leaders from cities all over the country. The show was executed professionally and there were many opportunities to engage with key contacts in person versus just behind a computer screen. We also were able to meet clients in person that we previously only knew via Zoom.”

For sponsorship opportunities and general conference questions, please contact:

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