2023 ICMA

ANNUAL CONFERENCE

SEPTEMBER 30–OCTOBER 4
AUSTIN / TRAVIS COUNTY, TEXAS

PROMOTE YOUR BRAND GLOBALLY.
SUPPORT COMMUNITIES LOCALLY.

2023 ICMA Annual Conference
Exhibitor and Sponsorship Opportunities

> conference.icma.org

Connect. Grow. Lead.

More than 4,500 local government professionals from around the world converge at 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.

Being an exhibitor or 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. It's an invaluable opportunity for spotlighting your brand and getting in front of local government decision-makers.

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 12,000 members worldwide, ICMA is the leading association of local government professionals dedicated to creating and sustaining thriving communities throughout the world.
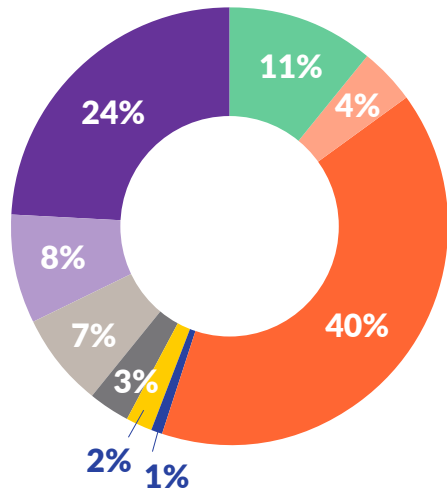
Attendee Snapshot

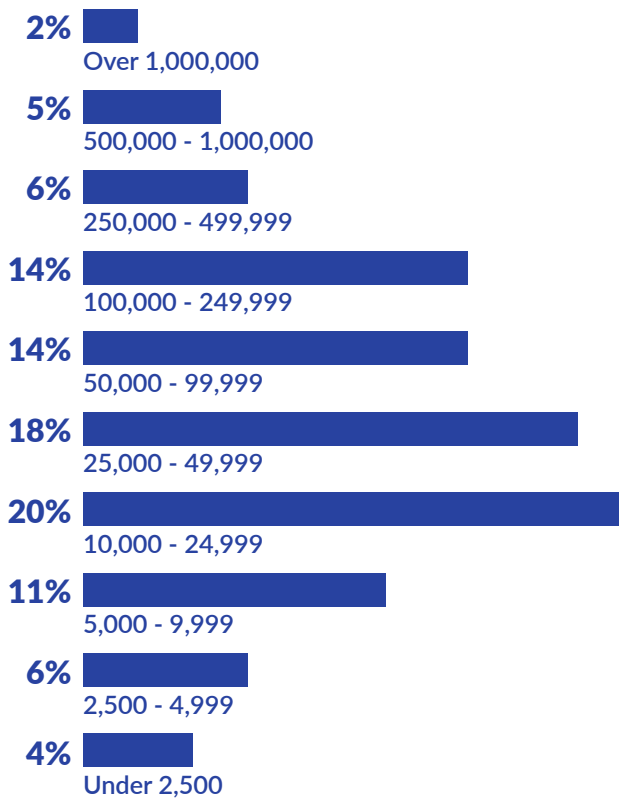**4,500+**
Attendees

$300B
Marketplace

50%
Chief Administrative Officers

ATTENDEE JOB TITLES

- 11%
- 4%
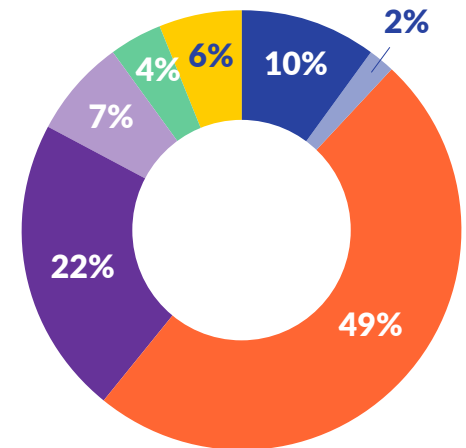- 40%
- 24%
- 8%
- 7%
- 3%
- 2%
- 1%

Legend:
- Assistant Chief Administrative Officer
- Assistant to the Manager/CAO
- Chief Administrative Officer
- Chief Financial Officer
- Clerk/Director of Planning/Director of Public Works
- Intern/Fellowship
- Mid-Level Manager/Analyst
- Department Head/Director
- Other

COMMUNITY SIZES

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

CAREER STAGE

- 10%
- 2%
- 49%
- 22%
- 7%
- 4%
- 6%

Legend:
- Early Career
- Encore
- Executive
- Mid-Career
- Not in Local Gov't
- Retired
- Student

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

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.

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-show attendee list two weeks prior to the event and post-show attendee list – One (1) time use only

PARTNER SERVICES
- Designated ICMA account executive to facilitate relationship
- One (1) meeting to review sponsor's Annual Conference marketing objectives

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.

Sponsorships available:
10-15

Packages starting at
$22,000

SPONSOR PACKAGES

Annual Conference **Supporter Package**

EXHIBIT BOOTH

- $1,000 booth credit, including booth signage designating company as an Annual Conference Supporter.

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-show attendee list two weeks prior to the event and a post-show attendee list – One (1) time use only.

PARTNER SERVICES

- Designated ICMA account executive to facilitate relationship
- One (1) meeting/call to review sponsor's Annual Conference marketing objectives

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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.

Sponsorships available:
10-15

Packages starting at
$12,000

SPONSORSHIP

Promotional Components

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!
- Photo activation area in Exhibit Hall
- Attendee Coffee/Refreshment Breaks
- Saturday Evening Networking Event at the Austin Public Library
- Tuesday Evening Networking Event at the Palmer Events Center
- Relaxation Zone on Tradeshow Floor
- Puppy Playpen
- Networking/Reception Opportunities
- Surprise Live Activation (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 – Exclusive per speaker!
  (Reserved for ICMA Partners)

BRANDING SPONSORSHIPS
- Onsite 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
- Onsite Conference Program Guide Ad Space
- Conference Website Ad Space

Sponsor networking and events or education — or find other promotional opportunities to reinforce your brand's connection to this important event.

Also, check out exhibitor benefits at conference.icma.org/exhibitors

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, October 1: 3:30 p.m. - 6:30 p.m.

Monday, October 2: 11:30 a.m. - 4:00 p.m.
11:45 a.m. - 1:30 p.m.**

Tuesday, October 3: 11:30 a.m. - 3:00 p.m.
11:45 a.m. - 1:30 p.m.**

Times are listed in Central Daylight Time (CDT) and are subject to change.
***Exclusive hours*

97% of attendees visit the Exhibit Hall

79% spend an hour or more in the Hall

840 participants (31%) are first-time attendees

82% of attendees network with peers in the Hall

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.

BACK BY POPULAR DEMAND!
- Exclusive Exhibit Hall hours on Sunday, Monday and Tuesday
- Exhibitor offices can be reserved for client meetings and demos
- Added Exhibit Hours! One additional hour on Sunday!

View Floor Plan | Reserve Your Booth

BOOTH RATES

Commercial: $3,100 per 10'x10' booth
Government/Nonprofit: $2,600 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' royal blue and white draped back wall and 3' draped side rails.

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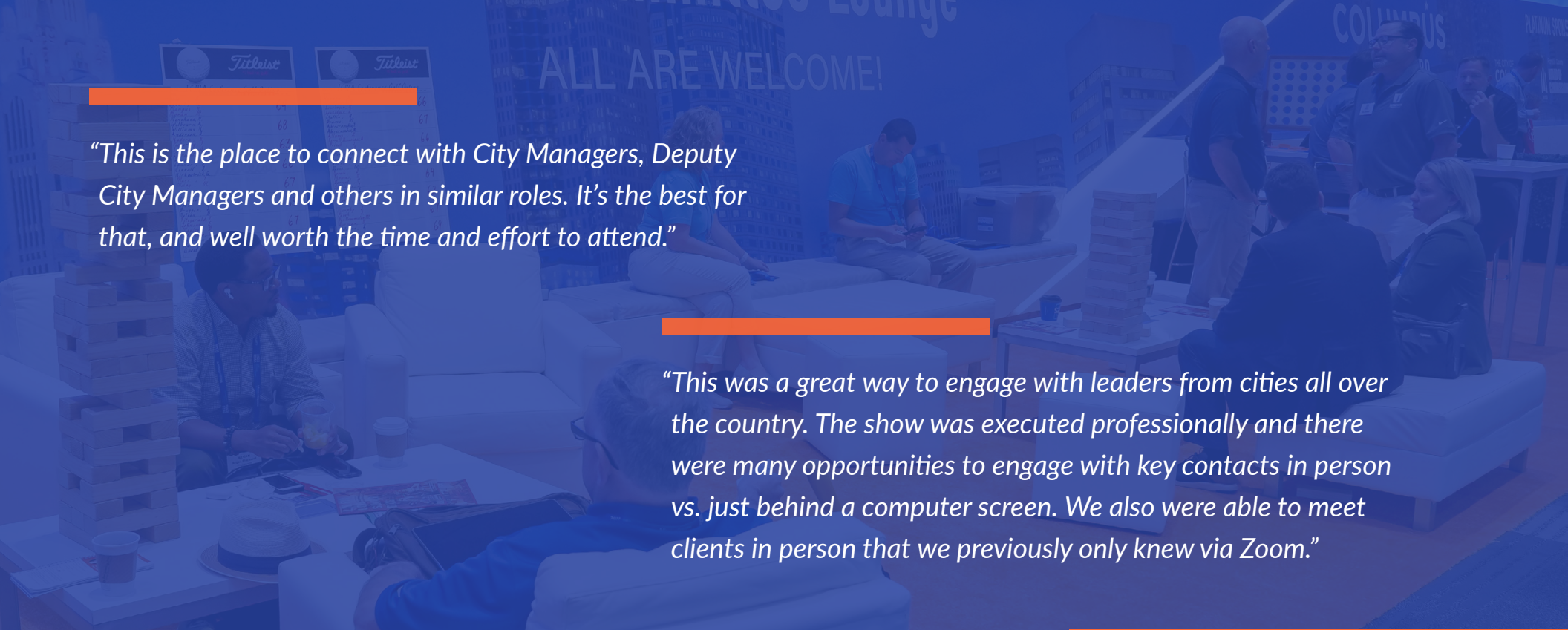
The following are NOT included in the exhibit booth fee: carpet (mandatory), furnishings, electricity, audiovisual equipment, shipping, drayage and individual booth security. Please note that carpet is required for all booths. The official general service contractor is Fern Expo. The Exhibitor Services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

Our Community of Excellence

Join a select group of product and service providers like these 2022 ICMA Annual Conference exhibitors. Align your company with ICMA and enhance your reputation!

24Pet
3CMA
ABM Building Solutions
Accela, Inc
AccessE11
AchieveIt
Advanced Drainage Systems, Inc.
Affion Public
Amazon Web Services (AWS)
Ameresco, Inc.
American Legal Publishing Corporation
American Military University
AmpliFund
Apply4 Technology, LLC
Architects Design Group
ArchiveSocial
ASM Global
Avolve Software
Axis Communications
Baker Tilly
Balancing Act
BERGER-LEVRAULT
BerryDunn
Best Friends Animal Society
Billing Document Specialists
Bolton & Menk, Inc.
Bonfire Interactive
Brightly Software
BS&A Software

BYU-Romney Institute
CALEA
Catalis
Center for Public Safety Excellence, Inc
Center for Public Safety Management
CentralSquare Technologies
Charles Abbott Associates
CIGNA
Citibot
CitizenLab
Civic Initiatives
CivicPlus
Clariti
ClearGov
Clemson University Master of Public Administration program
ClerkBase
Cloudpermit Inc
Cocoflo Innovations
Colu
Comcate, Inc.
CPS HR Consulting
CSG Forte
Daupler
Delasoft, Inc.
Diligent (BoardDocs, iCompass)
eCivis, Inc.
Eisenstein Malanchuk LLP
Ellipse Solutions
ENGEDI RX
Envisio

e-PlanSoft
Eproval
eScribe Software Ltd.
Esper
Esri
First Arriving
FlashVote
Flock Safety
Flowbird
ForceMetrics
Gallagher
General Code
General Motors Fleet
GHD Digital
Global Sensor Systems Inc.
GovDeals, Inc.
GovHR USA
GovInvest
GovOS
GovPilot
Granicus, Inc.
Granite Sky Civic
Harmari STR
HdL Companies
HUD Office of Policy Development and Research
ICC Community Development Solutions
ICMA Pavilion
iDocket.com
InclusiveDocs
Infor
International Sign Association

Intuitive Data Analytics, LLC
iVueit
Jacobs
JSCM Group
Kodak Alaris
Laserfiche
Local Government Hispanic Network (LGHN)
Library Systems & Services, LLC
LJB Inc.
Magellan
Managing Results, LLC
Matrix Consulting Group
MCGRATH CONSULTING GROUP, INC.
McKenna
Periscope powered by MDF / Bidnet Direct powered by MDF
MissionSquare Retirement
MODSTREET
Mosaic Public Partners
MRA International
Munetrix
National Band & Tag
National Civic League
NEOGOV & PowerDMS
NFBPA (National Forum for Black Public Administrators)
NOPEC
Off Duty Management
Ohio University Voinovich School of Leadership and Public Service

OnPointe Insights
OpenCounter
OpenGov, Inc
OpenSesame
Oracle
P3 Cost Analysts
Pallet
Panelope
PARS (Public Agency Retirement Services)
Personnel Research and Development Corporation dba PRADCO
PetData, Inc.
PetHub
Placer.ai
Planar Systems
Pocoz
PODS
POLCO.us
Pole Covers
Polimorphic Inc
Portage CyberTech
Precision Concrete Cutting
ProChamps
Promise
PSD Citywide
Public Risk Management Association
Public Sector HealthCare Roundtable
PublicInput
Qualtrics
Questica Budget
Quicket Solutions

R.E. Warner & Associates, Inc.
Raftelis
Ralph Andersen & Associates
Renogize Professional Coaching
Republic Services, Inc
ResourceX
Retail Strategies, LLC
Revize Government Websites
Rock Solid Technologies
RPI Consultants, LLC
Rubicon
Rubrik
SAFEbuilt
Salesforce
SAP Concur
Schneider Electric
Senior Executive Institute/ LEAD – University of Virginia
SHERRILL MORGAN
SimpliGov
Smarsh
Smash My Trash
Software Solutions, Inc.
Spatial Data Logic
Spindustry
Spring City Electrical
Stantec
Strategic Government Resources
Swagit Productions, LLC

TEEX – NERRTC
Tele Town Hall
Telephone TownHall Meeting, Inc.
The Jefferson Health Plan
The NLC Service Line Program by HomeServe
The Ohio State University John Glenn College of Public Affairs
The Sports Facilities Companies
TischlerBise, Inc.
T-Mobile for Government
TruGov Consulting
Tyler Technologies, Inc.
U.S. Fire Administration
Underground Refuse Systems Inc.
UNC-CH School of Govt., MPA program
UrbanLeap
US Census Bureau
Vaisala Inc.
BJA VALOR Officer Safety and Wellness Program
Varis
Whispir
Witt O'Brien's
WizeHive
Woolpert, Inc.
WT Partnership
Zencity

"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."

"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 vs. 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:

Megan Sherman

Senior Manager, Conferences & Sponsorships

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For exhibiting questions, please contact:

Noreen Burke

ICMA Exhibit Management, Corcoran Expositions

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