

2024 | ANNUAL ICMA | CONFERENCE

SEPTEMBER 21-25 | PITTSBURGH
ALLEGHENY COUNTY, PENNSYLVANIA

**PROMOTE YOUR BRAND GLOBALLY.
SUPPORT COMMUNITIES LOCALLY.**

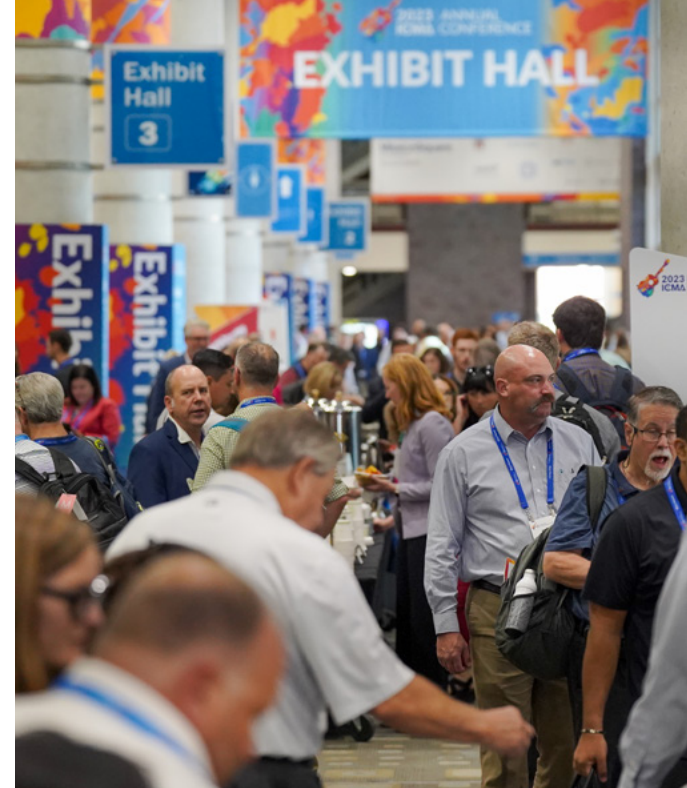
2024 ICMA Annual Conference
Exhibitor and Sponsorship Opportunities

> 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

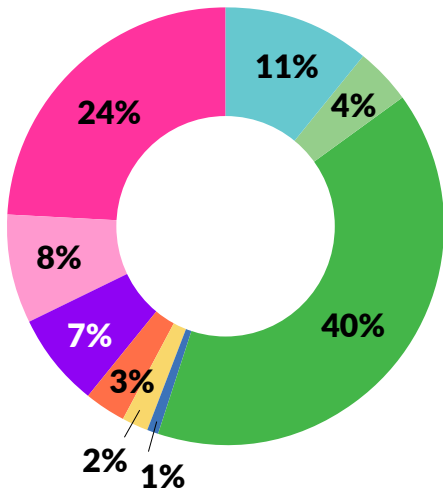
Marketplace

50%

Chief Administrative Officers

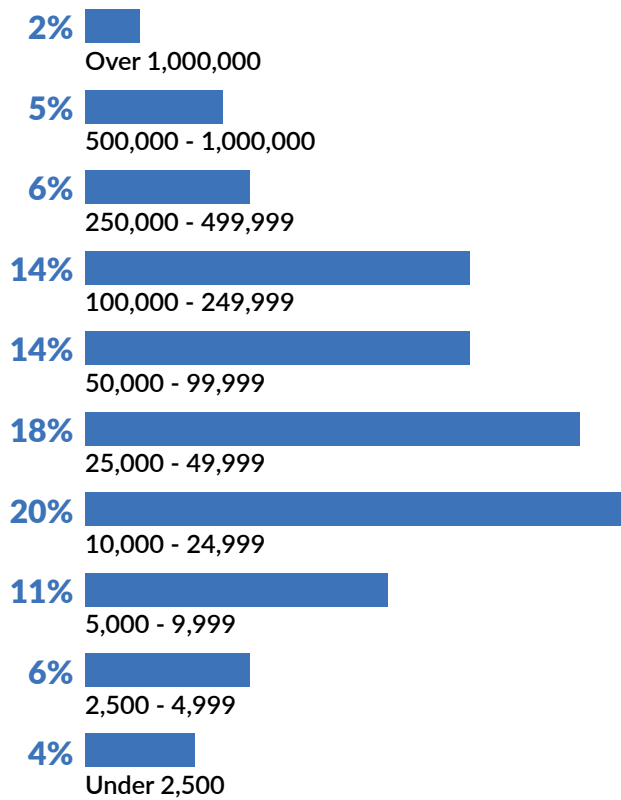
"The ICMA Conference is an excellent opportunity to meet city and county managers from across the country. Here, local governments and vendors can connect, engage and collectively address challenges to help county and municipal departments work more efficiently and improve online services for their citizens."

ATTENDEE JOB TITLES

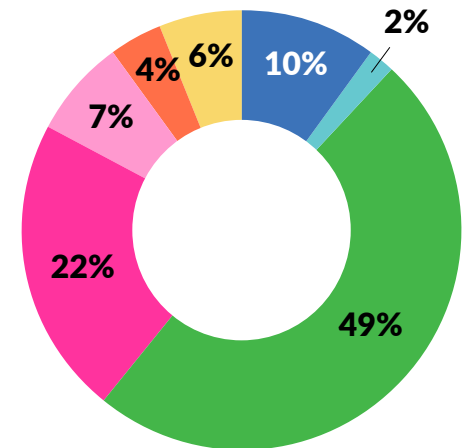


- Assistant Chief Administrative Officer
- Assistant to the Manager/CAO
- Chief Administrative Officer
- Chief Financial Officer
- Clerk/Director of Planning/Director of Public Works
- Intern/Fellowship
- Mid-Level Manager/Analyst
- Department Head/Director
- Other

COMMUNITY SIZES



CAREER STAGE



- 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 (\$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

SPONSOR PACKAGES

Annual Conference **Supporter 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

“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/municipal departments work more efficiently and improve online services for their citizens.”



SPONSORSHIP

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

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, 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.”



97% of attendees visit the Exhibit Hall



79% spend an hour or more in the Hall



82% of attendees network with peers in the Hall



66% of attendees download the conference app

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.

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!



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!

3CMA	Carl Vinson Institute of Government University of Georgia	eScribe	HomeServe USA / NLC Service Line Warranty Program	MissionSquare Retirement Model Solutions	Qualtrics	Strategic Government Resources
65th North Group, LLC	Catalis	ESRI (Environmental Systems Research Institute, Inc.)	HUD's Office of Policy Development and Research	Mosaic Public Partners	R.E. Warner & Associates, Inc.	T-Mobile for Government
AC Power LLC	Center for Public Safety Excellence, Inc	Euna Solutions	HueLife	Moss Adams	Raftelis	T2 Systems
Accela, Inc	Center for Public Safety Management	Fair and Impartial Policing, LLC	Hunden Strategic Partners	MyGov	Ralph Andersen & Associates	TEEX - NERRTC
AccessE11	CGI Digital	FGM Architects	ICC Community Development Solutions	National Association of State Procurement Officials (NASPO)	Randolph Rose Collection	Tele-Town Hall
AchieveIT	Charles Abbott Associates	FirmoGraphs, LLC	ICMA Pavilion	National Civic League	Remble	The Jefferson Health Plan
Adcomp Systems Group	Choice Hotels International	FirstStep Pavement Management	ImageSource	National Construction Rentals	Renogize Professional Coaching	The Retail Coach
Affion Public	Christians in Public Service (CIPS, INC.)	FlashVote	Infor	National PELRA	Republic Services, Inc	The Sports Facilities Companies
Airbnb	CIGNA	Flock Safety	Institute for Justice	National Sign Plazas, Inc	ResourceX	ThoughtExchange
Amazon Web Services (AWS)	Citibot	Flowbird	InterDev	NaviRetail	Retail Strategies, LLC	TischlerBise, Inc.
Ameresco, Inc.	City Health Dashboard	FMX	Intuitive Data Analytics, LLC	Neighbors by Ring	Revize Government Websites	Tolemi
American Legal Publishing Corporation	Civic Initiatives	Fonroche Lighting America	IPS Group	NFBRA (National Forum for Black Public Administrators)	Rice University - Master of Social Policy Evaluation	Trimble
American Public Works Association (APWA)	CivicPlus	Frontline Public Safety Solutions	Jacobs	Off Duty Management	RPI Consultants, LLC	Tyler Technologies, Inc
American Resort Management	CiviQ	Gallagher	JB Management	OnPointe Insights	RSA Security	U.S. Census Bureau
AmpliFund	Clariti	Garver	KemperSports	OpenGov, Inc	SAFEbuilt, Inc	U.S. Department of Energy
Apptegy	ClearGov	General Code	KUDO	OpenSesame	Samsara	UHY LLP
Architects Design Group	Clemson University Master of Public Administration Program	GHD Digital	LandGate	Oracle	SAP Concur	Underground Refuse Systems Inc.
Austin Energy	ClerkBase	GM Envolve	Laserfiche	Pallet SPC	Schneider Electric	University of North Carolina - Chapel Hill, School of Government
Baker Tilly	Comcate, Inc.	GOGov	LeaderGov	ParkMobile	Senior Executive Institute University of Virginia	Utility Inc.
BDO	Corvid Cyberdefense	Government Finance Officers Association	LGHN	PARS	Shadrack Productions	Vaisala Inc.
Beacon	CPS HR Consulting	GovExec	Library Systems & Services, LLC	PetData, Inc.	Sherrill Morgan	VC3
BerryDunn	Danvita Thermal LLC	GovHR USA	Lithified Technologies	Placer Labs, Inc	SHI International Corp.	Vehicle Management Solutions
Best Friends Animal Society	Datamark	GovInvest	Managing Results, LLC	PlanetBids, Inc	Simsi	Vertical Communications
Blais & Associates, LLC	Deckard Technologies, Inc.	GovPilot	Matrix Consulting Group	POLCO.us	Smarsh, Inc	WBCP, Inc.
Bolton	e-PlanSoft	Granicus, Inc.	Mattson Enterprises	Pole Covers	SOAL Technologies	With (Superc AI)
Bolton & Menk, Inc.	Ecosorb by OMI Industries	GrantWorks	McGrath Consulting Group, Inc.	Polimorphic Inc	Software Solutions, Inc.	WithersRavenel
Brightly Software	Edgesoft	HdL Companies	MDF Commerce	Poly Platform	Solar Energy Industries Association	Witt O'Brien's
BS&A Software	Envisio Solutions, Inc.	HDR	Mel Northey Co. Inc.	Precision Concrete Cutting	Spatial Data Logic	WT Partnership
BuyBoard Purchasing Cooperative	Eproval		Metronet	PSD Citywide	Spring City Electrical	Yardi
BYU-Romney Institute				PublicInput	Sternberg Lighting	Zencity
CALEA						

“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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For exhibiting questions, please contact:

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