



**National Association of
Government Webmasters**

Sponsor Packet



Contact sponsors@nagw.org » Nicole Maillet » 804-717-6156

Founded in 2006, with national conferences going back to 2003, the National Association of Government Webmasters membership includes hundreds of city, county, and municipal web professionals throughout the country.

NAGW's first Government Webmasters Conference, held in Kansas City, drew more than 200 attendees from 29 states. NAGW's National Conference, held annually in diverse locations across the United States, is the country's leading local government web conference. It is the **ONLY** conference designed for local government webmasters by local government webmasters.

Sponsorship of NAGW's National Conference gives you unparalleled access to these web professionals, allowing you to present your products and services directly to the people who influence purchasing decisions and who, ultimately, are your end users. Additionally, your organization is exposed to the needs and wants of these professionals, providing you with valuable input for tailoring your future programs and services.

No other conference gives you the opportunity to communicate with this highly focused group of government professionals in one location.



CONFERENCE AT A GLANCE

WHERE?

Intercontinental Kansas City
at the Plaza, Kansas City, Missouri

WHEN?

Conference September 12-14
Pre-Conference September 11

WHO WILL BE ATTENDING?

Webmasters, programmers, designers, developers, managers, CIOs and other government technology professionals from local, state and federal government. These are the individuals who spend their days managing and working with government websites all across the country. They are the individuals tasked with evaluating, recommending and purchasing web products and services for their government entities.

HOW MANY ATTENDEES?

The National Conference has traditionally attracted an average of about 200 attendees each year.

WHERE DO THEY COME FROM?

NAGW Attendees come from all over the country. In 2011, attendees came from 34 states and federal territories, as well as Canada.

WHO SHOULD EXHIBIT?

Companies that provide products and services specifically to the government sector at the local, state or federal level, as well as companies that cater to the web developer market in general, will find themselves in front of the greatest concentration of local government webmasters, who are eager for information on your products and services.

Booth & Exhibit Information

EXHIBIT SPACE

Sponsor booths will be located in an open area. Space is limited based on accommodations. All conference breaks will take place in the sponsor area, guaranteeing all sponsors a focused, relaxed, professional audience throughout the conference.



BOOTHS

Standard booth space is 8' x 8' and includes a 6' table, two chairs, power and public WiFi access. Dedicated internet access can be purchased from the Hotel for an additional cost. All booths are on a first come, first served basis.

SPONSOR PASSPORT

The Sponsor Passport program has been a great success in past years. Once again, NAGW will be including a Passport in all attendee packets. Sponsors who commit to the Platinum level sponsorship and above will have their logo placed in the Passport. Attendees who turn in a completed Passport with stamps from each sponsor booth will be entered into a drawing on the last day of the Conference.

THE SMALL PRINT

- All prices are in \$USD.
- Additional conference passes can be purchased for \$595 which include all catering and social events.

Available Discounts

RETURNING SPONSORS

As a way of rewarding the loyalty of NAGW's 2011 sponsors, returning sponsors who sign up for a Title, Reception, Award or Platinum level sponsorship package will receive a 10% discount.

EARLY BIRD RATE

All sponsors who submit a signed agreement, including a 50% deposit, by April 27, 2012 will be entitled to a 10% discount. Returning sponsors who commit by the Early Bird deadline can maximize their savings for a cumulative total savings of 20%.



CONTACT

For more information on these Sponsorship opportunities, in-kind or customized sponsorship opportunities, or to secure your sponsorship, contact:



Nicole Maillet

Director, East Region
sponsors@nagw.org
804-717-6156 phone
804-748-1571 fax

SPONSORSHIP OPPORTUNITIES



Title

\$5,500 (Limit of 2 Available)

Our two Title Sponsors receive the greatest visibility and recognition for their support of the NAGW Conference.

BENEFITS

- 16'x8' Premium Exhibition Space
- Premium logo placement on NAGW's website and on all Conference emails
- Prominent visual recognition on conference signage and printed materials
- Welcome comments at opening session
- Closing comments at closing session
- Full attendee list – post conference
- Inclusion on Sponsor Passport
- Literature distribution in conference bag
- Four conference passes (covers the conference and all social events) (\$2,380 value)

Showcase

\$4,500 (Limit of 1 Available)

Our exclusive Showcase Sponsor receives excellent visibility and a high level of exposure to attendees with an exclusive session that does not compete with any other speaker sessions.

BENEFITS

- 8'x8' Premium Exhibition Space
- Premium logo placement on NAGW's website and on all Conference emails
- Prominent visual recognition on conference signage and printed materials
- Non-competing speaking session
- Full attendee list – post conference
- Inclusion on Sponsor Passport
- Literature distribution in conference bag
- Three conference passes (covers the conference and all social events) (\$1,785 value)

Reception

\$3,750 (Limit of 1 Available)

The Reception Sponsor enjoys exclusive sponsorship of NAGW's opening reception, which confers a high level of visibility among attendees. Meet all the reception attendees in person as you hand out reception tickets to each attendee as they enter the reception.

BENEFITS

- 8' x 8' Premium Exhibition Space
- Exclusive sponsorship of Welcome Reception
- Introduction and opening statements at Welcome Reception
- Personally hand out reception tickets
- Prominent logo placement on NAGW's website and on all Welcome Reception emails
- Prominent visual recognition on Welcome Reception signage and printed materials
- Full attendee list – post conference
- Inclusion on Sponsor Passport
- Literature distribution in conference bag
- Two conference passes (covers the conference and all social events) (\$1,190 value)





Award

\$3,500 (*Limit of 1 Available*)

Our exclusive Awards Sponsor receives excellent visibility and a high level of recognition at NAGW's Pinnacle Awards Banquet. The Pinnacle Awards are the highlight of the NAGW Conference. Benefits include the selection and presentation of the Sponsor's Choice Award, introduction and opening statements at the Pinnacle Awards ceremony and exclusive logo placement on Awards emails, as well as logo placement on all other conference-related emails.

BENEFITS

- 8' x 8' Premium Exhibition Space
- Exclusive sponsorship of Pinnacle Award Banquet
- Introduction and opening statements at Pinnacle Award Ceremony
- Selection and presentation of Sponsor's Choice Award
- Prominent logo placement on NAGW's website and on all Awards emails
- Prominent visual recognition on Awards signage and printed materials
- Full attendee list – post conference
- Inclusion on Sponsor Passport
- Literature distribution in conference bag
- Two conference passes (covers the conference and all social events) (\$1,190 value)

Platinum \$2,500

Platinum Sponsors enjoy a comprehensive range of benefits and exposure to attendees. Platinum level sponsors are included on the Sponsor Passport, guaranteeing a high level of traffic to their booths.

BENEFITS

- 8' x 8' Exhibition Space
- Logo placement in Conference brochures and on NAGW's website
- Full attendee list - post conference
- Inclusion on Sponsor Passport
- Literature distribution in conference bag
- Two conference passes (covers the conference and all social events) (\$1,190 value)

Gold \$1,800

The Gold sponsorship is designed for companies looking to have a physical presence at our conference with exposure in literature and on the web. Gold sponsorship levels include a booth, attendee list and two conference passes.

BENEFITS

- 8' x 8' Exhibition Space
- Logo placement on conference brochures and on NAGW's website
- Full attendee list - post conference
- Literature distribution in conference bag
- Two conference passes (covers the conference and all social events) (\$1,190 value)

Silver \$1,200

This entry-level sponsorship package includes booth space, logos in the conference brochure and on NAGW's website, and on conference registration.

BENEFITS

- 8' x 8' Exhibition Space
- Logo placement on conference brochures and on NAGW's website
- Full attendee list - post conference
- One conference pass (covers the conference and all social events) (\$595 value)
- Literature distribution in conference bag

Introductory \$400

Designed for smaller companies or companies who do not require a booth presence, the Introductory Sponsorship is ideal for companies looking for exposure to our attendees via collateral placed in conference bags and logo placement in various conference materials and on NAGW's website.

BENEFITS

- Logo placement on various conference materials and on NAGW's website
- Literature distribution in conference bag

Internet Café \$500 (*Limit 1*)

For conference sponsors who are looking to add something unique to their presence at NAGW's conference, the Internet Café Sponsorship can be included as an addition to any Platinum level and above sponsorship packages. NAGW's Internet Café is always well used by conference attendees, guaranteeing you additional exposure.

BENEFITS

- Prominent visual recognition on area signage and printed materials
- Computer desktop backgrounds set to prominently display your logo



2012 National Conference Sponsorship Agreement

AGREEMENT FORM

Agency/Business Name: _____
 Contact Name (First/Last): _____
 Address: _____
 City: _____
 State/Region: _____ Zip: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____

SPONSORSHIP LEVEL:

- Title Showcase Award Reception
 Platinum Gold Silver Introductory
 In-Kind

Additional Options (available for Platinum level and higher):

- Internet Café Sponsorship
 Returning Sponsor: Yes No
 Early Bird Discount: Yes No
 Total Amount Due: _____

I agree to the Terms and Conditions as listed below:

Signature: _____

Date: _____

Thank you for your interest in the National Association of Government Webmasters, and for agreeing to sponsor the 2012 National Conference, September 12-14, 2012. We look forward to working with you and to seeing you in Kansas City, Missouri in September!

This form should be emailed (to sponsors@nagw.org), faxed, or mailed to a NAGW Sponsor Coordinator, Nicole Maillet, upon completion. A copy of this agreement must also be included with payment, as noted below.

The signer of this agreement acknowledges his/her company's participation as a sponsor in the NAGW 2012 National Conference, to be held at the Intercontinental Kansas City at the Plaza in Kansas City, Missouri. This application shall become binding upon acceptance by NAGW and will constitute a binding contract upon the applicant, subject to the terms, rules and regulations set forth in this contract.

IN WITNESS WHEREOF, the applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute the same.

PAYMENT
 50% payment is due upon completion of signed agreement. The final 50% will be due no later than August 3, 2012. All payments must be in the form of a check or wire transfer. Please include a copy of your signed agreement along with a check in the correct amount, addressed to the NAGW Treasurer at the below address:

Carol Spencer
 NAGW Treasurer
 86 Woodstone Road
 Rockaway, NJ 07866

Payment in full must be received no later than August 3, 2012.

TERMS AND CONDITIONS

- NAGW reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
- The sponsor agrees that NAGW shall have the right to make such rules and regulations, or changes in arrangements, as it shall deem necessary, and to amend some from time to time. NAGW shall have the final determination in the enforcement of all rules, regulations and conditions.
- No part of an exhibit shall be dismantled or materials removed before 5 pm on Thursday, September 13, 2012, without special permission from NAGW. All booths must be vacated by 1 p.m. on September 14, 2012. If booths are not vacated by that time, NAGW reserves the right to remove materials and charge the expense to the sponsor.
- By signing this contract, sponsor agrees to pay in full all amounts due by the dates set forth in this contract. Failure to participate in the conference and/or occupy the assigned booth space does not remove the sponsor's obligation to pay in full the amount due as set forth in this contract.
- If the sponsor fails to make payments in the amount due by the dates set forth in this contract, the sponsor's booth assignment is subject to cancellation or reassignment at the option of NAGW, without obligation of refund. Sponsors will not be allowed to set up their booths and/or participate in NAGW's National Conference in any fashion unless full payment is made.
- Should any booth remain unoccupied by 12 noon on Wednesday, September 12, 2012, NAGW reserves the right to give the booth to any other sponsor or to eliminate the booth, and no refund shall be made to the original sponsor.
- An additional late fee of 2% of the total amount outstanding for every 30 days payment is late will be added to the total amount due. In event of non-payment, sponsor agrees to pay all legal fees, court costs and other reasonable expenses incurred by NAGW and/or its collection agency in pursuit of payment.
- Sponsors may not assign any booth allotted to them and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization of NAGW.
- In the event the NAGW National Conference is canceled due to fire, strikes, government regulations, acts of God or other causes beyond the control of the organization, NAGW shall not be held liable for failure to hold the National Conference as scheduled, and NAGW shall determine the amount of sponsor fees to be refunded.
- NAGW, or any officers or staff members, will not be responsible for the safety or the property of the sponsors from theft, damage by fire, accident or other causes. Sponsors are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a nominal cost. NAGW nor any of their officers, agents, employees or representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of the sponsor or any of its officers, agents, employees or other representatives, resulting from theft, fire, employees or other causes except for acts of gross negligence or intentional misconduct. NAGW will not obtain insurance against any such damage, loss, harm or injury.
- Sponsors hereby agree to indemnify, defend and protect NAGW from any and all claims, demands, suits, liability for, any damage, loss, harm or injury to the person or any property of the sponsor or any of its officers, agents, employees or other representatives, including but not limited to claims of damage in loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the sponsor or any of its officers, agents, employees or other representatives.
- Sponsors or their agents may not allow any articles to be brought into the conference hosting facilities or any act done on the premises that will invalidate the insurance or increase the premium on the policies held by NAGW, nor permit anything to be done by their employees that will damage the premises, property or equipment of the other sponsors. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to damage them. All sponsors are subject to these restrictions. Violations of these rules will void the sponsor's contract, and the sponsor will be held liable for any damage resulting from such violations.
- Promotional activity is limited to the area(s) designated for sponsor display, unless specifically permitted by NAGW.
- Sponsors may not schedule other events such as receptions, breakfasts, luncheons or dinners during the official NAGW program hours or while the conference is in progress, unless express permission is granted by NAGW.
- These Terms and Conditions become a part of the contract between the sponsor and NAGW. They have been formulated for the best interest of the sponsor.
- NAGW respectfully asks the full cooperation of the sponsors. All points not covered are subject to the decision of NAGW.