INVITATION TO
SPONSOR & EXHIBIT

Communications School
May 21-23, 2024
InterContinental Hotel, New Orleans
The National Association of Government Communicators (NAGC) is the only national nonprofit organization dedicated solely to the education and professional development of government communicators from across the country. NAGC members are a network of federal, state, county, local, military, and tribal professionals who disseminate information to the public.

**Attendee Profile:**
The NAGC Communications School is a one-of-a-kind educational event for government communicators at every level of professional experience. Attendees are spokespersons, web developers, social media strategists, editors, writers, public information officers, broadcasters, videographers, photographers, and marketing professionals.

**Sponsors & Exhibitors Profile:**
Sponsors and exhibitors represent companies and organizations that are committed to providing high-quality services and products to all levels of government including:

- Broadcasting Equipment and Services
- Cloud-Based Software
- Computer Software
- Digital Signage
- E-Marketing Solutions
- Graphic Design Services
- Grassroots Advocacy
- Information Technology Services
- Media Solutions Providers
- Mobile Apps
- News Distribution Services
- Project Management Software
- Publication Printers
- Publishing Software
- Social Media Management
- Speechwriter Training and Facilitation Services
- Video Production
- Virtual Conference Platforms
- Web Design and Maintenance

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**Exhibitor Information:**
Exhibitor space is first-come, first-served. All efforts will be made to accommodate desired location preferences and to separate competitors. No booth assignments will be accepted unless accompanied by payment. NAGC reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or activity that might interfere with the high standards of the conference. No political activity is permitted.

If the NAGC Communications School is canceled, postponed, or relocated, the exhibitor waives all damages and claims for damages and agrees that the sole liability of NAGC shall be to return to each exhibitor the booth fee(s). NAGC assumes no liability whatsoever for loss or damage through any cause, of goods, or other materials owned, rented, or leased by an exhibitor.

The cost of an exhibit booth is $800 and includes 1 skirted table. This fee also includes access for one person to all workshop and keynote presentations during Communications School. There is a separate charge for electricity. (Note: An exhibit booth is included in all sponsorship levels.)

Book early, as there is a maximum of 20 exhibitors. All cancellations made after this date must be made in writing and submitted to the NAGC Executive Director at executivedir@nagc.com. Cancellations are subject to a $100 processing fee. **The deadline to exhibit is April 29, 2024.**

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**Exhibitor Activities**

**May 21 - Pre-Conference Workshops**
8 am to Noon - Exhibitor Set-up
12:30 p.m. to 1 p.m. - Networking Break/Exhibitor Showcase
3:30 p.m. to 4:30 p.m. - Networking Break/Exhibit Showcase

**May 22 - Communications School, Day 1**
9:30 a.m. to 10 a.m. - Networking Break/Exhibitor Showcase
2:45 p.m. to 3:15 p.m. - Networking Break/Exhibit Showcase

**May 23 - Communications School, Day 2**
9:30 a.m. to 10 a.m. - Networking Break/Exhibitor Showcase
11 a.m. to 11:15 a.m. - Networking Break/Exhibit Showcase
## SPONSORSHIP BENEFITS

The deadline to receive all sponsorship benefits is April 29, 2024.

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>Diamond:</strong></td>
<td>$10,000</td>
<td>- Four attendee registration to Communications School</td>
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<td>- Eight social media posts</td>
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<td>- Logo Recognition in 8 electronic NAGC News Briefs</td>
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<td>- Full-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 8” H)</td>
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<td>- Recognition at President’s Reception</td>
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<td>- Opportunity to make remarks for 2 minutes prior to the start of a Keynote Speaker</td>
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<td>- Opportunity to include a giveaway in swag bag for first time attendees.</td>
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<td>- One sponsored webinar (Topic and date mutually agreed to.)</td>
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<td>- NAGC Business Partnership</td>
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<td><strong>Gold:</strong></td>
<td>$7,500</td>
<td>- Three attendee registration to Communications School</td>
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<td>- Six social media posts</td>
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<td>- Logo Recognition in six electronic NAGC News Briefs</td>
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<td><strong>Silver:</strong></td>
<td>$5,000</td>
<td>- Two attendee registration to Communications School</td>
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<td>- Four social media posts</td>
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<td>- Logo Recognition in three electronic NAGC News Briefs</td>
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<td>- Full-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 8” H)</td>
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<td>- NAGC Business Partnership</td>
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<td><strong>Bronze:</strong></td>
<td>$2,500</td>
<td>- One attendee registration to Communications School</td>
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<td>- Two social media posts</td>
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<td>- Logo Recognition in one electronic NAGC News Brief</td>
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<td>- Half-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 4” H)</td>
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<td>- NAGC Business Partnership</td>
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**We’ll see you in New Orleans!**

**May 21-23, 2024**
2024 NAGC Sponsorship and Exhibitor Reservation Form

The deadline to guarantee all sponsorship benefits is April 29, 2024.

This form constitutes a legally binding contract between the sponsor and exhibitor with NAGC. **Sponsorship benefits are not implemented until full payment is received.** NAGC reserves the right to institute collection activity and legal action for failure to pay. Sponsors will not be credited or refunded for benefits included in their package that are not utilized.

**Sponsor/Exhibitor Contact Information (All fields are required.)**

Company ________________________________________________________________

Primary Contact ___________________________________ Title _____________________________

Address ________________________________________________________________

City __________________________ State __________ ZIP ______________

Phone ________________________________________________________________

Email of Primary Contact ______________________________________________

Company Website __________________________________________________________

**Exhibitor Attendee Information (All fields are required.)**

**Attendee One Information**

Exhibitor Name ___________________________ Title _____________________________

Exhibitor Cell Phone ___________________________ Email ____________________________

**Attendee Two Information**

Exhibitor Name ___________________________ Title _____________________________

Exhibitor Cell Phone ___________________________ Email ____________________________

**Select Sponsorship Level:**

- □ Diamond Sponsorship ($10,000)
- □ Gold Sponsorship ($7,500)
- □ Silver Sponsorship ($5,000)
- □ Bronze Sponsorship ($2,500)

**Sponsorship Add-ons:**

- □ New Attendee Reception ($750)
- □ Additional Attendee ($500)
- □ Breaks - 3 Available ($750 each)

**Exhibitor Only:**

- □ Exhibit Booth ($800) **Sold out!**
- □ Half Page ad in Awards Program ($500)
- □ Full Page ad in Awards Program ($750)

Sub-Total $ __________________

**Payment Information**

Total Amount Due:  $ __________

*(Your benefits will begin once payment is received.)*

To reserve your investment, complete the form on NAGC's website:

nagc.com/event/2024sponsorexhibitor

Questions? Email NAGC at info@nagc.com.