INVITATION TO
Communications School
May 21-23, 2024
InterContinental Hotel, New Orleans

SPONSOR & EXHIBIT
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

**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.**
### STANDARD BENEFITS FOR ALL SPONSORS

All sponsorship levels include the following standard benefits; as well as the benefits listed under each individual level. **The deadline to receive all sponsorship benefits is April 29, 2024.**

- Business Partner Membership
- Skirted Exhibitor Table (Electricity is not included and must be purchased separately.)
- Sponsorship Recognition on Communications School Event webpage on NAGC website
- Sponsorship Recognition in Event App
- Sponsorship Recognition on Print Signage
- Recognition in the Blue Pencil & Gold Screen Awards Digital Program
- Attendee registration list prior to the start of Communications School

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#### Back By Popular Demand!
First-Time Attendee Reception
Exclusive Sponsorship Opportunity

Bronze, Silver, and Gold level sponsors can add this opportunity to your sponsorship package for an additional $750 and receive recognition at the reception, as well as up to two (2) attendee registrations to the event. This benefit is included in the Diamond Level Partnership.

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#### Tentative Exhibitor Activities

**May 21 - Pre-Conference Workshops & President’s Reception**

9:00 a.m. – 4 p.m. - Exhibitor Booth Set-Up
4:15 – 5:45 p.m. - Exhibitor Activity at President’s Reception

**May 22 – Communications School, Day 1**

9:45 - 10:15 a.m. - Coffee Break with the Exhibitors
2 – 2:30 p.m. - Coffee Break with the Exhibitors

**May 23 – Communications School, Day 2**

9:45 – 10:15 a.m. Coffee Break with the Exhibitors
1:45 – 2:15 p.m. Coffee Break with the Exhibitors

### Sponsorship Levels

#### Bronze: $2,500

- One attendee registration to Communications School
- Two social media posts
- Recognition in one electronic NAGC News Brief
- Half-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 4” H)

#### Silver: $5,000

- Two attendee registration to Communications School
- Four social media posts
- Recognition in three electronic NAGC News Briefs
- Full-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 8” H)

#### Gold: $7,500

- Three attendee registration to Communications School
- Six social media posts
- Recognition in six electronic NAGC News Briefs
- Full-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 8” H)
- Recognition at President’s Reception
- Opportunity to make remarks for 2 minutes prior to the start of a Keynote Speaker

#### Diamond: $10,000

- Four attendee registration to Communications School
- Eight social media posts
- Recognition in 8 electronic NAGC News Briefs
- Full-page ad in the Blue Pencil and Gold Screen Awards Program (5” W x 8” H)
- Recognition at President’s Reception
- Opportunity to make remarks for 2 minutes prior to the start of a Keynote Speaker
- Business name/logo printed on attendee lanyards

*(Sponsorship must be paid in full by April 1, 2024 to receive this benefit.)*

- Two registrations to First Time Attendee Reception
- One sponsored webinar (Topic and date mutually agreed to.)

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*Blue Pencil & Gold Screen Program advertisements are available! Exhibitors (and others!) can recognize a client or colleague! (This benefit is already include in the sponsor levels to the right.)*

- Half page - $500 each (5” W x 4” H)
- Full page - $750 each (5” W x 8” H)

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Register and pay online by November 1, 2023 and save 10 percent on your sponsorship! *(Discounts not available for add-ons or program advertisements. No exceptions will be made.)*
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.)**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
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</thead>
<tbody>
<tr>
<td>Company</td>
<td></td>
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<tr>
<td>Primary Contact</td>
<td>________________________________________________ Title ______________________</td>
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<tr>
<td>Address</td>
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<tr>
<td>City</td>
<td>___________________________________________ State ___________________ ZIP ______</td>
</tr>
<tr>
<td>Phone</td>
<td></td>
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<tr>
<td>Email of Primary Contact</td>
<td></td>
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<td>Company Website</td>
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**Exhibitor Attendee Information (All fields are required.)**

**Attendee One Information**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Exhibitor Name</td>
<td>________________________________________________ Title ______________________</td>
</tr>
<tr>
<td>Exhibitor Cell Phone</td>
<td>_________________________________________________________________________</td>
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<tr>
<td>Email</td>
<td>_________________________________________________________________________</td>
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**Attendee Two Information**

<table>
<thead>
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<th>Field</th>
<th>Information</th>
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</thead>
<tbody>
<tr>
<td>Exhibitor Name</td>
<td>________________________________________________ Title ______________________</td>
</tr>
<tr>
<td>Exhibitor Cell Phone</td>
<td>_________________________________________________________________________</td>
</tr>
<tr>
<td>Email</td>
<td>_________________________________________________________________________</td>
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**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)
- [ ] Half Page ad in Awards Program ($500)
- [ ] Full Page ad in Awards Program ($750)

Sub-Total $ ________________

**Payment Information**

Register and pay online by November 1, 2023 and save 10 percent on your sponsorship! *(No exceptions will be made so register early!)*

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.