



COMMUNICATIONS
SCHOOL

INVITATION TO SPONSOR & EXHIBIT Communications School



RIVIERA HOTEL

Palm Springs, CA



MAY 12-14, 2026

INNOVATION OASIS

Elevating Government
Communication through Evolving
Technologies, Strategic Metrics
and Building Trust

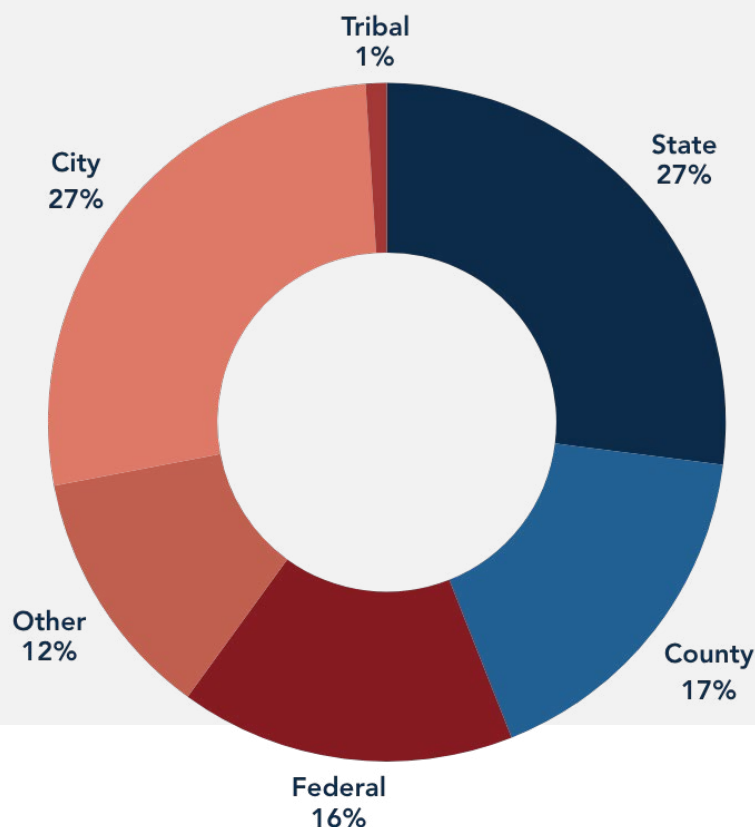
GET TO KNOW US



NAGC REPRESENTS EVERY LEVEL OF GOVERNMENT

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.

Data as of August 2025



ATTENDEE PROFILE

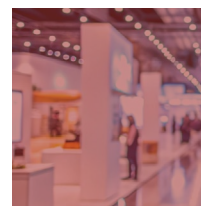
The NAGC Communications School is a one-of-a-kind educational event for government communicators at every level of professional experience. Attendees are spokespersons, web developers, social media strategists, editors, writers, public information officers, broadcasters, videographers, photographers,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



EARLY-BIRD RATE: \$1,200 (Deadline: March 4, 2026) | **REGULAR RATE:** \$1,400

DEADLINE to Sign Up as an Exhibitor: April 24, 2026

EXHIBITORS RECEIVE:

- 1 6ft table with 2 chairs and wastebasket
- Company logo and link on **NAGC Communications School website page**
- Company logo and description included in the **Communications School Event App**
- Verbal acknowledgement by NAGC representative **on stage during Communications School**
- Fee includes access for **one person** to attend all sessions and keynote presentations during Communications School.
- Invitation to **exclusive Tuesday evening Sponsor & Exhibitor Reception for Exhibitor Personnel** - preceding the President's Reception.
- **NEW FOR 2026: Boost Your Booth at the All Attendee Reception! Wednesday, May 13 at 4:30–5:30 p.m.** in the exhibit area. We'll provide appetizers and a cash bar — you bring the flair! Enhance your booth with a signature drink, snack, or drink ticket to draw in attendees and make your space stand out. It's a fun way to showcase your brand and spark conversations. Exhibitors will need to coordinate with the hotel for any food and beverage enhancements for their booth.
- **NEW FOR 2026: Each exhibitor purchase will include Lead Retrieval at no additional cost!** Enhance your engagement with conference attendees by using your smartphone or tablet to scan QR codes, capture leads, and easily organize or communicate with your contacts. You can also download your lead file at the end of the conference. Each booth includes two (2) licenses.

EXHIBITOR OPTIONAL ADD-ON

- **Additional Exhibitor Personnel** - (\$250/Person) LIMIT 2
- **A/V and power requests** - additional costs through the hotel. NAGC events staff will provide the form for completion

Book early as there are a limited number of exhibitor slots available. 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.

All cancellations made after **April 24, 2026** must be made in writing and submitted to the NAGC Events Manager at nagcevents@management-hq.com. Cancellations are subject to a \$100 processing fee.

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.

EXHIBITOR HOURS

*SUBJECT TO CHANGE

DAY 01

MONDAY, MAY 11TH

- Exhibitor-Set up 1:00pm - 5:00pm



DAY 02

TUESDAY, MAY 12TH

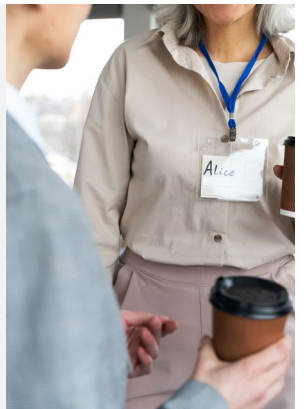
- Exhibitor Set Up 8:00am-11:00am
- Exhibits Open 11:00am-3:30pm



DAY 03

WEDNESDAY, MAY 13TH

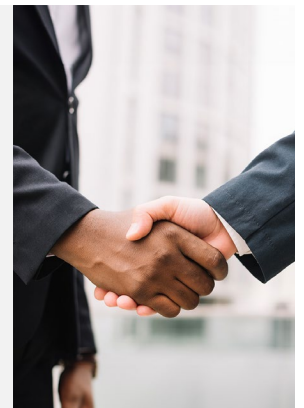
- Exhibitor Open 9:30am-5:30pm
- Networking Break/Exhibitor Showcase 9:30am-10:00am
- Networking Break/Exhibitor Showcase 2:45pm-3:15pm
- **NEW for 2026:** All Attendee Reception in Exhibit Hall 4:30pm-5:30pm



DAY 04

THURSDAY, MAY 14TH

- Exhibitor Open 9:30am-11:30am
- Networking Break/Exhibitor Showcase 9:30am-10:00am
- Exhibitor Chat and/or Exhibitor Prize Winner Drawings (General Session Room) 11:15am-11:30am
- Exhibitor Move Out 11:30am-2:30pm



SPONSORSHIP & ADVERTISING OPPORTUNITIES

DEADLINE to Sign Up as a Communications School Sponsor: April 24, 2026

ADVERTISING OPPORTUNITY

Purchase a printed advertisement to be placed in the printed Blue Pencil & Gold Screen Awards program!

Half Page - \$500 each (5" W x 4" H) | **Full Page** - \$750 each (5" W x 8" H)

SPONSORSHIP OPPORTUNITIES

NAGC is excited to present Sponsorship Opportunities specific to 2025 Communications School.

Sponsorships do NOT include an exhibitor table unless otherwise noted.

All sponsorship selections include:

- Company logo and link on **NAGC Communications School website page**
- Company logo in **Communications School email communications**
- Company logo and description included in the **Communications School Event App**
- Company logo included in the **Blue Pencil & Gold Screen Awards printed program**
- Sponsor names included in **press release** announcing Communications School
- Listed as Communications School sponsor on **event signage**
- Verbal acknowledgement by NAGC representative **on stage during Communications School**
- Invitation to **exclusive Tuesday evening Sponsor & Exhibitor Reception for Sponsor Personnel** - preceding the President's Reception

OPPORTUNITY	DESCRIPTION	PRICE
Presidents Reception Tuesday, May 12	Help welcome attendees as we kick off Communications School! Sponsorship offers the right to brand the reception. Sponsor will work with NAGC Events Team to fully execute the event. Additional costs to execute may apply depending on sponsor vision. NAGC will provide branded napkins and signage with your company logo. Your company will also be featured in a social media post, your logo will be included in the "Know Before You Go" eblast to attendees, conference program and mentioned from main stage. Includes one Exhibit Table with one complimentary exhibit personnel. Sponsorship includes two additional complimentary passes to attend <u>NAGC Communications School</u> . OPPORTUNITIES AVAILABLE: 1	\$10,000
Blue Pencil and Gold Screen Awards Wednesday, May 13	Sponsorship offers the right to co-sponsor the NAGC BPGS Awards. Sponsor will work with NAGC Events Team to execute branding. Additional costs to execute may apply depending on sponsor vision. NAGC will provide sponsor branded napkins and exclusive sponsor signage. Your company will also be featured in a social media post, logo will be included in the "Know Before You Go" eblast to attendees, full page ad in BPGS program, conference agenda, and mentioned from main stage. Includes one Exhibit Table with one complimentary exhibit personnel. Sponsorship includes two additional complimentary passes to attend <u>NAGC Communications School</u> . OPPORTUNITIES AVAILABLE: 1	\$10,000

ADVERTISING & SPONSORSHIP OPPORTUNITIES CONT.

OPPORTUNITY	DESCRIPTION	PRICE
<i>*Attendee Favorite*</i> Event App	Be the exclusive sponsor of the event app. This is a critical aspect of Communications School which will have heavy usage throughout the event by attendees. Sponsorship includes customized rotating banner to be placed on the event app homepage, ability to customize three push notifications sent to all attendees and one navigation link to a designated website or video. One additional complimentary passes to attend NAGC Communications School. OPPORTUNITIES AVAILABLE: 1	\$8,000
NEW FOR 2026! Opening Keynote/ Entertainment: Open Communications School with your brand and a big “bang” Wednesday, May 13	Sponsorship offers the right to brand the Opening Keynote Event (Speaker, Breakfast and Entertainment). Keynote speaker and entertainment selection is not included, however creative suggestions are always welcomed. Additional costs to execute may apply, depending on sponsor vision. NAGC will provide signage with your company logo included in the “Know Before You Go” eblast to attendees, opening slide deck, conference agenda, and verbal recognition on stage from NAGC leadership. Sponsorship includes one additional complimentary pass to attend NAGC Communications School. OPPORTUNITIES AVAILABLE: 1	\$8,000
NEW FOR 2026! Wellness & Mindfulness	Sponsor a morning Tai Chi class, Mindfulness and/or wellness lounge. Sponsor has the opportunity to purchase and provide a branded wellness item such as a yoga mat, water bottle, or relaxation spaces...you decide. Sponsor will work with NAGC Events team to design and fully execute this inaugural event. Additional costs to execute may apply depending on sponsor vision. Sponsorship will include an opportunity to name/brand the event. Your company logo will also be included in “Know Before You Go” eblast to attendees, conference agenda, and mentioned from main stage. Sponsorship includes one additional complimentary pass to attend NAGC Communications School. OPPORTUNITIES AVAILABLE: 1	\$8,000
Branded Name Badges	Great visibility as your company logo is placed prominently on the name badges that all Communications School attendees will wear throughout the conference. One additional complimentary pass to attend NAGC Communications School. OPPORTUNITIES AVAILABLE: 1	\$8,000
<i>*Attendee Favorite*</i> The Coffee Connection	Fuel attendees and keep the conversations flowing! Sponsor the Coffee Connection in the Exhibit Hall — a high-traffic destination where attendees gather for a caffeine boost and networking between morning sessions. NAGC will provide signage with your company logo at the Coffee Connection station(s), recognition in conference program, option to distribute promotional materials near the station, and the opportunity to display your logo on custom coffee sleeves. It’s the perfect blend of visibility and goodwill as you energize attendees. One additional complimentary pass to attend NAGC Communications School. OPPORTUNITIES AVAILABLE: 2	\$6,000

ADVERTISING & SPONSORSHIP OPPORTUNITIES CONT.

OPPORTUNITY	DESCRIPTION	PRICE
<i>*Attendee Favorite*</i> Branded Hotel Room Keycards	Attendees will see your logo every time they unlock their hotel door at the conference hotel. Work with NAGC Events team to customize with company branding. One additional complimentary pass to attend NAGC Communications School . OPPORTUNITIES AVAILABLE: 1	\$6,000
Wi-Fi	This sponsorship makes critical Wi-Fi service available in the meeting spaces for all conference attendees. Sponsor has the opportunity to customize the conference Wi-Fi network and password. Network name, password and sponsor logo will be visible to attendees on conference signage. Wi-Fi network information will also be listed in the event app. OPPORTUNITIES AVAILABLE: 1	\$5,000
<i>*Attendee Favorite*</i> Lanyard	As an essential item worn by every attendee, lanyards offer unmatched, continuous brand presence throughout Communications School. Your company name or logo will be prominently featured, ensuring attendees carry your message with them wherever they go. OPPORTUNITIES AVAILABLE: 1	\$5,000

HAVE OTHER IDEAS?

Want to mix and match items?
Maybe sponsor a specific activity, presenter, or charging/meeting space?
Email the NAGC Events Team to discuss possibilities that align with your mission and brand.

OPPORTUNITIES AVAILABLE: Endless

**[CLICK TO SIGN UP AS AN EXHIBITOR AND/OR SPONSOR
FOR 2026 COMMUNICATIONS SCHOOL](#)**

Questions - [Email NAGC Events Team](#)

Interested in an NAGC Annual Sponsorship? NAGC Annual Sponsorships give you access to our members year-round! [Click here to learn more.](#)