



MISAC

MUNICIPAL INFORMATION SYSTEMS ASSOCIATION OF CALIFORNIA

President's Message

Dear Fellow MISAC Members, Partners and Friends,

As we prepare for the **2018 MISAC Annual Conference**, September 30 through October 3 at the Westin Mission Hills Golf Resort & Spa, I'd like to share my thoughts on leveraging the value of vendors at the conference, along with some tips for navigating the booths effectively.

MISAC's Platinum and Gold Strategic Partners provide invaluable financial support that empowers our organization's continued growth. These important vendors and suppliers have proven their interest in partnering with MISAC to enhance resources for local agency technology professionals and to increase the effectiveness of local government services.

One privilege afforded our Strategic Partners is booth space at the Annual Conference. This year's 91-booth show is a powerful testament to our organization's growth and influence. In addition to our 47 Strategic Partners, 110 companies competed in a lottery for 43 booth spaces, with an additional booth reserved for **MuniTech Academy**, MISAC's educational resource. I urge you to take a moment to introduce yourself and say "thank you" for their support—which allows us to offer reasonably priced membership dues, as well as to present premium programs at reasonable rates—during our time together in Rancho Mirage.

Consider these three tips for vendor relations at MISAC's Annual Conference:

1. Plan ahead. Scope out who's sponsoring, speaking and exhibiting. Identify the vendors whose products may have the greatest positive impact on your organization. (Hint: There's a list of Strategic Partners on the website: www.misac.org/page/StratPartners. You'll be amazed by what they have to offer.) Prioritize which people you'd like to meet.
2. Do your research. Review the Conference program and plan for specific sessions. If you're curious about a specific vendor or supplier, reach out to the MISAC listserv to get feedback from your peers. Check LinkedIn for mutual contacts who may be able to introduce you to prospective vendors. Reach out to vendors in whom you have an interest in advance; introduce yourself and ask them for a few minutes of their time at the event.
3. Stay focused and be social. Write down key objectives and critical questions. Direct your attention to gathering information and establishing connections. Leave plenty of time to walk the exhibit hall floor. Find a colleague with similar interests to walk the floor with you and make introductions. Remember to bring lots of business cards. Try to cover it all; save the in-depth conversations for after the Conference.

Thanks to our State Board, the Conference Committee and members who make MISAC so attractive to potential partners and sponsors. Your integrity, energy and feedback really do help!

</Tim Williamsen, P.E.>

P.S. Deadline for reduced-rate, early bird registration for the 2018 MISAC Annual Conference is August 31. [Click here to register.](#)

www.misac.org

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