The 45th Annual National Association for County Community and Economic Development
Educational Conference and Training
2020
Sponsorship Opportunities Program
HOWDY, PARTNERSHIPS!
REVITALIZING COMMUNITIES TOGETHER

Hosted By:
NACCED
National Association for County Community and Economic Development
MAYORS' COUNCIL
2020 NACCED Educational Conference & Training: Howdy, Partnerships! Revitalizing Communities Together

NACCED’s 45th Annual Educational Conference and Training takes place October 18-21, 2020 at the Hilton Forth Worth in Forth Worth, Texas. Tarrant County serves as the official host county for this year’s conference, themed "Howdy, Partnerships! Revitalizing Communities Together" Conference Speakers and sessions will focus on the proactive and transformative role counties play in implementing sustainable and resilient housing, and community and economic development programs.

WHO ARE OUR ATTENDEES?

Based off our 2019 Conference Attendance

41 First-Time Attendees

44 Unique Local Governments

56% Director & Manager Level Attendees

Please review the enclosed materials and contact Sarah Mullen, Membership and Operations Coordinator with NACCED, at 202.367.1149 if you would like to sponsor or if you have any questions regarding the 2020 NACCED Conference. We thank you for your support!

Getting Started with the NACCED Sponsorship Opportunities Program

- 1. Review the NACCED Sponsorship Levels on page 3.
- 2. Select from the menu of options and opportunities on pages 3-6, the total of which meets the level of sponsorship you have chosen.
- 3. Complete the NACCED Sponsorship Application (page 7-9), and review the Sponsor Rules & Regulations (page 10-11).
- 4. Email the application to Sarah Mullen at smullen@naced.org.
- 5. Prepare advertisement content and/or send your company logo or product flyer to NACCED as appropriate for the item(s) you’ve selected by Friday, September 11, 2020.
# Sponsorships at a Glance

<table>
<thead>
<tr>
<th>Tier</th>
<th>Price Range</th>
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</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$10,000 +</td>
</tr>
<tr>
<td>Gold</td>
<td>$5,000 - $9,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$2,500 - $4,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,000 - $2,499</td>
</tr>
<tr>
<td>Brass</td>
<td>$750 - $999</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Brass</th>
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</thead>
<tbody>
<tr>
<td>Promotional Materials in Conference Hand-Bag</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company sponsorship mentioned in print and press coverage</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo and Recognition on Conference Website and Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounted Registrations</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Registrations</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Full Page Advertisement in Conference Program</td>
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<tr>
<td>One Half-Page Advertisement in the Conference Program</td>
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<tr>
<td>Reserved Table at Luncheon with Keynote Speaker</td>
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<tr>
<td>Complimentary table top exhibit</td>
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</table>
EXPERIENCE-BASED SPONSORSHIP

Interested in sponsoring an experience? Available on a first-come, first-served basis.

**Conference-Wide Event**
Sponsor will have the opportunity to welcome attendees.

SPONSORSHIP FEE: $10,000
Includes the same recognition benefits as Platinum Sponsor.

**Awards Luncheon & Annual Business Meeting**
Sponsor product literature on buffet tables and opportunity to welcome attendees.

SPONSORSHIP FEE: $7,500
Includes the same recognition benefits as Platinum Sponsor.

**John C. Murphy Scholarship Silent Auction Reception**
Sponsor will have the opportunity to welcome attendees.

SPONSORSHIP FEE: $7,500
Includes the same recognition benefits as Gold Sponsor.

**General Session**
Sponsor will have the opportunity to welcome attendees and your organization logo will be displayed on-screen.

SPONSORSHIP FEE: $5,000
Includes the same recognition benefits as Gold Sponsor.
**EXPERIENCE-BASED SPONSORSHIP**

**WiFi for Conference Attendees**
Sponsor will provide free WIFI for all conference attendees with your company's website at the WIFI landing page.

**SPONSORSHIP FEE: $5,000**
Includes the same recognition benefits as Gold Sponsor.

**Conference Tote Bag with Logo for Attendees**
Sponsor’s logo will be displayed prominently on the conference tote bag for maximum brand exposure.

**SPONSORSHIP FEE: $5,000**
Includes the same recognition benefits as Gold Sponsor.

**Refreshment Break**
Sponsor product literature will be distributed on buffet tables during the break on Monday or Tuesday.

**SPONSORSHIP FEE: $1,500**
Includes the same recognition benefits as Bronze Sponsor.

**Breakfast Service**
Sponsor product literature will be distributed on buffet tables during breakfast Monday or Tuesday morning.

**SPONSORSHIP FEE: $3,500**
Includes the same recognition benefits as Silver Sponsor.

**Board Dinner - NEW OPPORTUNITY!**
Sponsor will have the opportunity to attend the Board dinner and network with NACCD Board of Directors.

**SPONSORSHIP FEE: $2,500**
Includes the same recognition benefits as Silver Sponsor.
NACCED offers members the opportunity to showcase their products, programs, and services during the Annual Conference. All Platinum Sponsors will receive exhibit space. Each showcase vendor will have a 6-foot table set-up in the foyer between session rooms. The idea is to have a simple display that focuses on new products, programs, and services. Locations will be assigned based on the order in which sponsorship payments are received. If you only wish to exhibit, the following rates apply:

NACCED Member.........................................................................................................................................$1,000
NACCED Non-Member...................................................................................................................................$2,000

*Exhibitors wanting to bring a 10x10 booth require prior approval and increased rates from those listed above. The above rates are only for tabletop exhibits. For more information on larger booth pricing and availability, contact NACCED staff at (202) 367-1149.

Conference Print Advertising Opportunities
NACCED offers advertisement opportunities in the official conference program, which serves as a day-to-day guide to meeting activities.

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Dimensions</th>
<th>Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.35” x 10”</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.5” x 4.75”</td>
<td>$750</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.25” x 10”</td>
<td>$750</td>
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Special Placements
| Full Page / Inside Cover     | 7.5” x 10”      | $1,250      | $1,500          |
| Full Page / Inside Back Cover| 7.5” x 10”      | $1,250      | $1,500          |

Advertisement Specification
Format
Adobe EPS or high resolution PDF only/PDF preferred. Ads must be complete and size at 100%.

Image
Minimum resolution 300 DPI CMYK when reduced at 100%. Embed fonts and graphics when creating the postscript file.

Layout
Typesetting, stripping, and other production costs will be billed to advertiser at prevailing rates and are not to be commissioned.

Trim Size
8.5” x 11”

Color
All ads will be in full color.

Deadlines
Advertisement materials are due to NACCED by Friday, September 11, 2020 for the Annual Conference. Email your digital ad file to smullen@nacced.org. NACCED staff will review your files and contact you with any questions. Response to this request for creative materials is the responsibility of the advertiser. Should we receive no response from you for new/corrected files by print deadline, NACCED assumes no responsibility for final ad output.

Terms
- NACCED’s conference program has limited ad spaces; ads will be allocated on a first-come, first-served basis determined by the date that payment is received. All ads must be pre-paid. No agency discounts.
- NACCED reserves the right to review and edit materials.
- NACCED must receive payment in full before ads are printed.
Submit Completed Agreement To:
NACCED, Attn: Sarah Mullen
2025 M Street NW, Suite 800
Washington, DC 20036
Phone: (202) 367-1149
smullen@nacked.org

Payment Information:
Make checks payable to NACCED
2025 M Street NW, Suite 800
Washington, DC 20036

QUESTIONS: Call (202) 367-1149 or email smullen@nacced.org.

Contact Information
Sponsoring Organization ________________________________________________________
Main Contact __________________________ Title ________________________________
Phone ______________________________ Email ______________________________________
Address ______________________________________________________________________
City __________________________ State _________________ ZIP Code ________________

**To pay with credit card, please contact Sarah Mullen at smullen@nacced.org.**
Check all the items you wish to sponsor and total the amount on the tally sheet.

**Exhibit Opportunities**

### Table Top Exhibits

- [ ] NACCED Member Exhibit Space $1,000
- [ ] Non-Member Exhibit Space $2,000

### Conference Print Advertising Opportunities

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<td>$750</td>
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</tr>
<tr>
<td>Full Page / Inside Front Cover</td>
<td>$1,250</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page / Inside Back Cover</td>
<td>$1,250</td>
<td>$1,500</td>
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### TOTAL SPONSORSHIP

Total the ads, exhibit space, events or level of giving from pages 3-4 here:

1. ____________________________________________________________  __________________
2. ____________________________________________________________  __________________
3. ____________________________________________________________  __________________
4. ____________________________________________________________  __________________

**Total Amount of Sponsorship**  __________________

Platinum  $10,000+  Gold  $9,999 - $5,000  Silver  $4,999 - $2,500
Bronze  $2,499 - $1,000  Brass  $999 - $750

All sponsorship payments must be received by Friday, September 11, 2020. After Friday, September 11, 2020, no sponsorships may be canceled for any reason.
Exhibitor’s Contract

I. TERMS OF AGREEMENT
This contract is subject to the provisions stated in the accompanying Rules and Regulations. In accordance with the following terms, conditions, and regulations governing exhibiting at the NACCED 2020 Annual Conference, the undersigned hereby makes application for a exhibitor table space which, when accepted by NACCED, becomes a contract. Terms and conditions are a part of this contract (see below). The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due Conference Management under terms of this agreement.

Application to participate in the NACCED Conference Exhibition Hall this day of by and between ___________________________ (company name) hereinafter called "Exhibitor/Sponsor" and NACCED.

Signature of Authorized Sponsor Representative ___________________________ Date ______________

II. COMPANY LISTING as it should be listed in all printed and/or online materials

Company Name ________________________________________________________________

Address ______________________________________________________________________

City__________________________ State______________ ZIP Code ______________

Phone____________________________ Fax____________________________

Email _______________________________________________________________

Web Address _______________________________________________________________
III. CONTACT INFORMATION if different from name listed above
Please indicate the name of the person officially representing the "Exhibitor" or "Sponsor" at the NACCED 2020 Annual Conference. This person will receive all information regarding the NACCED 2020 Annual Conference.

IV. SPONSORSHIP RESERVATION POLICY
NACCED 2020 Annual Conference sponsors are offered right of first refusal to renew their sponsorship or take advantage of a new sponsorship opportunity available for the NACCED 2020 Annual Conference until Friday, April 10, 2020. After Friday, September 11, 2020, all sponsorship opportunities become available on a first-come, first-served basis for the conference.

V. DEADLINES
In order to begin production of certain conference-related items, the deadline to invest in the NACCED 2020 Annual Conference Sponsorship Program is Friday, September 11, 2020. Any sponsorship requiring artwork or messaging must be approved by NACCED before production begins. To participate in creative programs or sessions, or other items that may be included in the NACCED 2020 Annual Conference Registration Brochure, NACCED asks that sponsors sign up prior to Friday, September 11, 2020. NACCED accepts no responsibility to include your company name or description in the Final Conference Program for you failure to sign up or provide requested information by the deadline dates listed above.

VI. SPONSOR PROMOTION AND MARKETING
NACCED reserves the right to use individual sponsorships and/or sponsor names in its marketing and advertising materials. Approved Conference sponsors will receive permission from NACCED to use the designation as a NACCED 2020 Annual Conference sponsor, and the conference logo, in sponsor correspondence, collateral, exhibit booth space, and on other NACCED materials. NACCED will supply sponsors with the approved Conference logo upon receipt of a signed copy of the Agreement and payment.

VII. PRICE AND PAYMENTS POLICY
Please refer to the Sponsorship Prospectus for individual sponsorship opportunities. Sponsor pricing may fluctuate year to year to allow for increases in production costs and materials. Annual Conference Sponsorship payments are due in full upon receipt of invoice. Sponsorships not paid in full by Friday, September 11, 2020, may be cancelled and all payment become non-refundable.
Please read carefully before signing the space application. After completing the Exhibitor Table Space, please give a copy of the rules and regulations to the person(s) responsible for manning your table.

1. Liability
NACCED and the Hotel will not be responsible for the safety of the property of the Exhibitors from theft, fire, accident, or other causes. Exhibitors agree to protect, save, and hold NACCED, the hotel and all agents and employees thereof (hereinafter collectively called “indemnities”) forever harmless, for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those working for the Exhibitor and further, Exhibitors shall at all times protect, indemnify, save, and hold harmless, the indemnities against and from any and all losses, costs (including attorney’s fees), damages, liability or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the Exhibitors, its agents, employees and business invitees which arises from or out by reason of said Exhibitor’s occupancy and use of the table space premises or a part thereof.

2. Cancellation Policy
Conference Cancellation: If the conference is canceled due to circumstance beyond the control of NACCED, NACCED will not be held liable for any expenses incurred by the Exhibitor beyond the rental cost of the table space.
Exhibit Cancellation: Cancellation of Exhibitor table space must be directed in writing to NACCED and can be emailed to the attention of Sarah Mullen at smullen@nacced.org. No refunds will be granted once contract has been approved. In case of fire or the elements, or any other cause beyond the control of management that prevent the holding of the conference, this contract will not be binding.

3. General Annual Conference Exhibit Terms
Assignment of Exhibitor table space: All space will be assigned on a first-come, first-served basis. Every effort will be made to accommodate requests for table assignments.
Use of Space: Exhibitors shall not assign, share, or sublet any space without written consent of NACCED.
Exhibitor Fees: Rates are $1,000 per table for NACCED members and $2,000 for non-members. 10x10 booths are available on a limited basis for an additional fee. Applications will not be processed nor a table assigned without the required payments and signatures. All applications must be accompanied by payment of the total Exhibitor table/booth rental charge.
Payment Deadlines: Payments must be received by Friday, September 11, 2020. If the required payment is not received by Friday, September 11, 2020 the Conference Management reserves the right to reassign the reserved space. Make checks payable to “NACCED” and mail to NACCED, 2025 M Street NW, Suite 800, Washington, DC 20036. Receipt of payment does not oblige NACCED to accept a contract as binding. NACCED retains the option of returning funds.
Failure to Occupy Space: The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the Exhibitor installation period. This space may be resold, reassigned, or used by the Conference management. There will be no refund for space not occupied. What comes with the Exhibit Space: NACCED will provide (1) 6’ draped table for exhibitors. All other charges associated with the booth are the sole responsibility of exhibitor. These expenses include, but are not limited to: electricity, audio visual, shipping and receiving, and food and beverage.
Type of Exhibits: NACCED will oversee exhibit space to ensure all exhibits are appropriate to the purpose of the Conference. Sales of Goods in tabletop exhibits or booths: Sales of craft goods from Exhibitors is permitted, however, Exhibitors are responsible for collecting taxes and filing appropriate forms. Tax-exempt organizations cannot exchange money on the exhibit floor according to federal regulations.
Music Licensing: The Exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable, to its Exhibitor presentation.

4. Safety Regulation
Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings and other materials must comply with fire department regulations.

5. Americans with Disabilities Act (ADA)
Exhibitors shall be responsible for making their displays accessible to persons with disabilities as required by the ADA and shall hold NACCED harmless from any consequences of Exhibitor’s failure in this regard.