



afi

2024 ENGAGEMENT OPPORTUNITIES

FOR MORE INFORMATION:

Contact Krisa De La Cruz at krisadelacruz@governmentresource.com or 806.773.8347

Join SGR in Transforming Communities, Empowering Leaders

We invite you to be a part of shaping the future of local government and leadership by being a sponsor of one of the dynamic services of Strategic Government Resources (SGR). Established in 1999, SGR has grown into a dynamic force driving change and innovation across local governments.

At SGR, we are dedicated to empowering local governments with innovative, collaborative, and authentic leaders who possess the drive to reshape communities and foster positive change.

Why Sponsor an SGR Event or Service?

Impactful Growth: Partnering with SGR means aligning with a dynamic organization that has consistently experienced over 20% annual growth. This rapid expansion reflects our success transforming the landscape of local government.

Exclusive Engagement: As a sponsor, you gain direct access to influential decision-makers, dedicated professionals, and forward-thinking leaders in the local government sphere. Showcase your products, services, and solutions to an audience that values innovation.

Strategic Networking: Forge meaningful partnerships with organizations driven by purpose. Your sponsorship opens doors to collaborations that can shape the future of sustainable leadership and community development.

Ethical Values: Our core values of integrity, philanthropy, and the Golden Rule align with the noble spirit that marks public service. You can demonstrate your dedication to ethical business practices and social impact by becoming a part of the SGR journey.

Read about Four Unique Opportunities for Vendors in this Prospectus

In the pages that follow you will discover ways you can sponsor SGR Events through:

- I Servant Leadership Conference
- II Leadership Development Services and Events
- III Alliance for Innovation (AFI)
- IV Transforming Local Government Conference (TLG)

We offer tailored sponsorship packages that cater to your unique goals and priorities. Maximize your brand exposure, engage with key stakeholders, and contribute to the evolution of local government to meet the demands of a rapidly changing world.

We look forward to discussing how your company can be an essential driver of change with SGR. Let's shape a better tomorrow, today.

TABLE OF CONTENTS

SERVANT LEADERSHIP CONFERENCE	4
Exhibitor opportunities.....	5
Sponsor opportunities.....	6
A la carte opportunities	9
LEADERSHIP DEVELOPMENT & TRAINING	12
Sponsor opportunities.....	13
Wednesday webinars.....	14
ALLIANCE FOR INNOVATION.....	15
Membership.....	16
Sponsor opportunities.....	17
TRANSFORMING LOCAL GOVERNMENT CONFERENCE	18
Exhibitor opportunities.....	19
Sponsor opportunities.....	20
A la carte opportunities	23



January 25 - 26, 2024 | Dallas, Texas

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

SGR's annual Servant Leadership Conference provides an exceptional opportunity for exhibitors and sponsors to showcase products and solutions to human resource professionals, city/county administration, and local government decision-makers. This conference focuses on servant leadership, community engagement, organizational culture, civility, and resiliency.

Each year, the agenda features some of the best and brightest servant leaders from both the public and private sectors who share valuable experiences and solutions that attendees can use to take their organizations and teams to the next level.

SGR's 2024 Servant Leadership Conference will be offered both in-person and virtually. Exhibitors and sponsors can create customized profiles on SGR's virtual attendee website and conference app to showcase their company by uploading photos, videos and other digital content. Both in-person and virtual attendees will have access to these profiles. Virtual attendees can also schedule one-on-one meetings and chat directly with exhibitors and sponsors during virtual booth hours.

We know that SGR's 2024 Servant Leadership Conference will provide your organization with tremendous visibility.

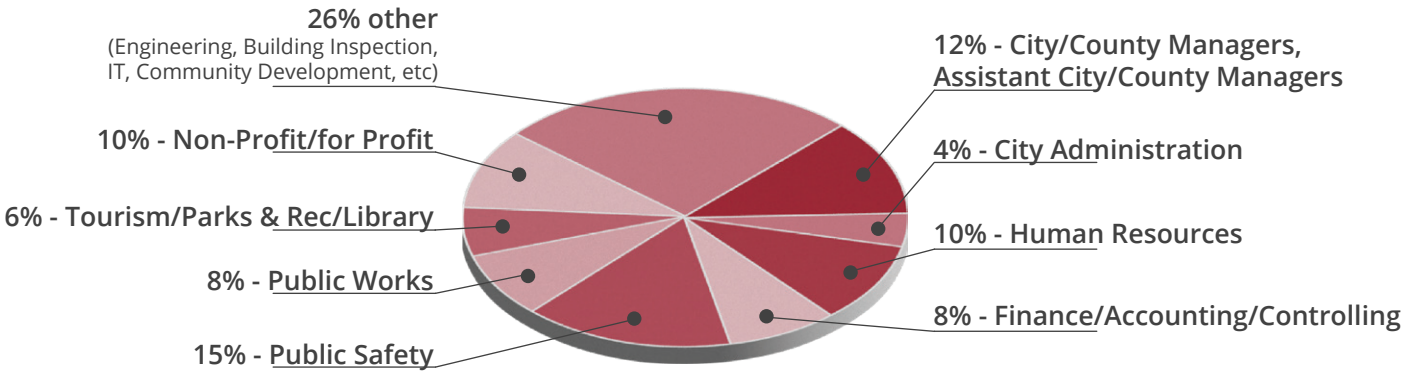
If you don't see the opportunity you're looking for, let's collaborate!

ANNUAL ATTENDEE SNAPSHOT



650+ ATTENDEES
58% online / 42% in-person
130 communities reached;
serving almost 13 million community members

ATTENDEES, BY JOB TITLE





EXHIBIT

Showcase your company's products & services at SGR's 2024 Servant Leadership Conference by registering as an exhibitor. **Exhibit space is located in a centralized, prominent location within the conference ballroom foyer space.*

Exhibit (8 available) \$1,500

- I **Exhibit space:** (6' x 32") area with one (1) skirted table, two (2) chairs, & access to power for length of the conference
- II **Logo Inclusion:**
 - Conference website, exhibit page
 - Conference app, exhibit page
 - Virtual attendee website, exhibit page
 - Conference social media (Facebook Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
 - Conference email marketing: (2) pre-con, (1) post-con
- III **Digital Exhibitor Profile:** Exhibitor-supplied digital collateral
 - Virtual attendee website and Conference app
- IV **Conference Promotion:** Conference-provided digital collateral to promote your involvement
- V **Conference registration:** Includes all meals, access to all conference sessions, & networking events during the conference
 - Conference registration x1 *Value of \$450*
 - 25% discount on in-person registration for additional team members (limit 2)
Value of \$224
- VI **Post-Conference Attendee List:** Attendee name, company, & email addresses (attendees must opt-in to share their information)

Exhibit Lite (4 available) \$1,200

- I **Exhibit space:** (6' x 32") area with one (1) skirted table, two (2) chairs, & access to power for length of the conference
- II **Logo Inclusion:**
 - Conference website, exhibit page
 - Conference app, exhibit page
 - Virtual attendee website, exhibit page
 - Conference social media (Facebook, Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
 - Conference email marketing: (1) pre-con, (1) post-con
- III **Digital Exhibitor Profile:** Exhibitor-supplied digital collateral
 - Virtual attendee website and Conference app
- IV **Conference Promotion:** Conference-provided digital collateral to promote your involvement
- V **Conference registration:** Includes all meals, access to all conference sessions, & networking events during the conference
 - Conference registration x1 *Value of \$450*

**see page 10 for exhibit space details.*



SPONSOR

Let us enhance your company's recognition & spotlight your brand at SGR's 2024 Servant Leadership Conference by registering as a sponsor.

Collaborative Partner \$500

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Conference app, sponsor page
- SGR website, Servant Leadership Conference page
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion: Conference-provided digital collateral to promote your involvement

Team Builder - Beverage & Break Sponsor (4 available) \$1,000 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Virtual attendee website, agenda page
- Conference app, sponsor page
- Conference app, agenda page
- SGR website, Servant Leadership Conference page
- Conference social media (Facebook Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
- Conference email marketing: (1) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- Table-top signage at coffee/break displays
- All sponsor Thank You sign

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion: Conference-provided digital collateral to promote your involvement



Rock Star Recruiter - Breakfast Sponsor
(4 available)
\$1,500 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Virtual attendee website, agenda page
- Conference app, sponsor page
- Conference app, agenda page
- SGR website, Servant Leadership Conference page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (1) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Table-top signage on breakfast buffet

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed on breakfast tables

Servant Leader – Lunch Sponsor
(4 available)
\$2,000 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Virtual attendee website, agenda page
- Conference app, sponsor page
- Conference app, agenda page
- SGR website, Servant Leadership Conference page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (1) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Table-top signage on lunch buffet

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed on lunch tables

IV Conference registration: Includes all meals, access to all conference sessions, & networking events during the conference

- Conference registration x1 *Value of \$450*

V Post-Conference Attendee List: Attendee name, company, & email addresses *(attendees must opt-in to share their information)*



Virtual Livestream Partner

(2 available)

\$2,500 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Virtual attendee website, home page, "Live Stream Provided By"
- Conference app, sponsor page
- Conference app, home page, "Live Stream Provided By"
- SGR website, Servant Leadership Conference page, "Live Stream Provided By"
- SGR Website / On-Demand Video Library
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (3) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- Live stream logo overlay
- All sponsor Thank You sign

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion: Conference-provided digital collateral to promote your involvement

IV Conference registration: Virtual

- Conference registration x2 *Value of \$490*

V Post-Conference Attendee List: Attendee name, company, & email addresses (*attendees must opt-in to share their information*)

Happy Hour Sponsor

(1 available)

\$5,000

I Logo Inclusion:

- Conference website, sponsor page
- Virtual attendee website, sponsor page
- Virtual attendee website, home page, "Happy Hour Hosted By"
- Virtual attendee website, on-site information page
- Conference app, sponsor page
- Conference app, home page, "Happy Hour Hosted By"
- Conference app, on-site information page
- SGR website, Servant Leadership Conference page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (3) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Table-top bar signage
- Logo'd cocktail napkins

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Virtual attendee website and Conference app

III Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed on cocktail tables

IV Conference registration: Includes all meals, access to all conference sessions, & networking events during the conference

- Conference registration x2 *Value of \$900*

V Post-Conference Attendee List: Attendee name, company, & email addresses (*attendees must opt-in to share their information*)

VI Speaking Opportunity: Opening remarks at Happy Hour



A LA CARTE OPTIONS

These opportunities are available as an add-on to exhibitors or sponsors who have pledged at any of the above levels **OR** are available on their own.

Session Underwriter

(10 available)

\$500 (per sponsor)

I Logo Inclusion:

- Virtual attendee website, agenda page
- Conference app, agenda page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
- Conference email marketing: (1) pre-con, (1) post-con
- Conference PowerPoint slide during speaker introduction

II Conference Promotion: Conference-provided digital collateral to promote your involvement

III Speaking Opportunity: 30 second pre-recorded (audio) speaker introduction
Pre-recorded audio must be approved by SGR

Lanyard Sponsor

(1 available)

\$1,000

I Conference Promotion: Logo'd lanyards (your logo accompanying Conference logo)

Gamification Sponsor

(1 available)

\$750

I Logo Inclusion:

- Virtual attendee website, homepage, "Game Sponsor"
- Virtual attendee website, game dashboard
- Conference app, homepage, "Game Sponsor"
- Conference app, game dashboard
- Conference email marketing: (1) pre-con, (1) post-con

II Conference Promotion: Sponsor-supplied swag/promo items as part of game's prizes

Hospitality Desk Sponsor

(2 available)

\$450 (per sponsor)

I Logo Inclusion:

- Virtual attendee website, agenda page
- Conference app, agenda page
- Hospitality desk signage
- Conference email marketing: (1) pre-con, (1) post-con

Headshot Booth

(1 available)

\$3,200

I Logo Inclusion:

- Virtual attendee website, homepage, "Headshots Provided By:"
- Virtual attendee website, on-site information page
- Conference app, on-site information page
- Virtual attendee website, on-site information page
- Conference email marketing: (2) pre-con, (1) post-con
- Headshot file sharing site where attendees download headshot
- Headshot booth signage
- 3.5" x 2" card with your company information that attendees will receive to access the file sharing site.
(You must provide this in a 3.5" x 2" digital format.)

II Conference Promotion: Conference-provided digital collateral to promote your involvement



EXHIBIT SPACE INFORMATION

Booth Description & Regulations: The exhibitor booth tables, along with two chairs and access to power, will be available on a first come basis. Exhibitors will be set-up in prominent foyer space outside the main ballroom and the meal ballroom.

Setting Up & Securing Booth Space: Exhibitors may begin setting up booths on Wednesday, January 24 at 3:00 pm with all displays complete by 6:00 pm. Booths must be ready to go by 9:00 am on Thursday, January 25.

Dismantling of Booth Space: Exhibitors are discouraged from dismantling exhibits or packing up until after 12:00 pm on Friday, January 26. Please note that it is the responsibility of the exhibitor to provide return shipment of exhibit material.

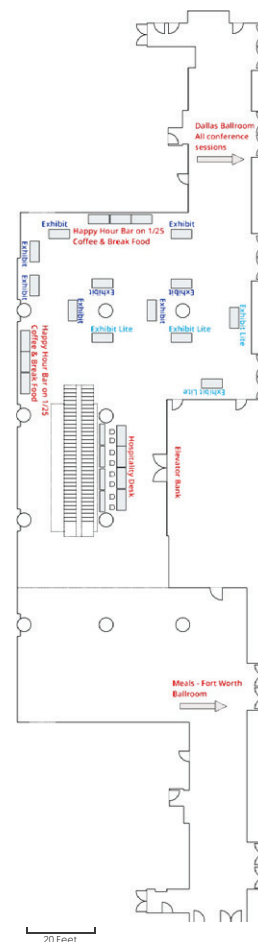
Electronic Equipment: The use of electronic equipment and other special effects equipment used as part of the display or as a traffic driver should not obstruct or otherwise interfere with adjacent booths or other special events conducted by SGR.

Signs & Marketing: Signs, displays, and announcements other than those located at the exhibitor's booth will not be allowed in conference space except for those provided by SGR.

Marketing Material: Exhibitor marketing materials may not be displayed or distributed outside of the conference exhibit space area unless given permission by SGR. Any promotional materials mailed to the conference hotel are at the exhibitor's expense.

After Hours Security: SGR is unable to provide security in the exhibit area during the non-conference show hours, nor are we able to assume responsibility for items left in booths. Exhibitors are strongly encouraged to remove valuable equipment from the exhibit area nightly.

Indemnification: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the conference center's premises and will indemnify, defend, and hold harmless SGR, its owner, as well as their respective agents, servants, and employees from any and all claims, actions, suits, and liability of whatever nature arising because of injury to or death of person, including but not limited to persons employed by or working for exhibitor, or because of any damage to or loss of property, including but not limited to the exhibitor's property, officers, agents, employees, or representatives, or resulting from theft, fire, water, accident, or other cause. Indemnifications do not apply to state exhibitors.





SECURE YOUR EXHIBIT SPACE OR SPONSORSHIP BY DECEMBER 31, 2023.

Available sponsorship inventory and exhibit space subject to change and/or sell out without notice.

Custom packages are available.

FOR MORE INFORMATION, contact Krisa De La Cruz at krisadelacruz@governmentresource.com or 806.773.8347

PAST EXHIBITORS & SPONSORS

CPS HR  CONSULTING

FIRSTCHECK 
APPLICANT SCREENING

 HOLMES MURPHY.

 Kadabra

SIEMENS
Ingenuity for life



LEADERSHIP DEVELOPMENT & TRAINING

SGR's Leadership Development and Strategic Foresight Team provides specific leadership development services for cities, counties, and local government agencies across the nation. We focus on developing leaders at every level of the organization.

This means both established leaders and emerging leaders regularly participate in SGR's Zoom Classes and Webinars. These webinars and classes are led by dynamic facilitators who not only have experience as local government leaders, but who have also honed their skills as facilitators and teachers. At an SGR Leadership Development event, you don't have to choose between a seasoned practitioner or a skillful facilitator. At SGR you get both combined every time.

In 2022 SGR launched a new service for local governments through its Strategic Foresight program. This began by bringing on two professional futurists who provide in-depth research on trends that will have a profound impact on local governments in the coming years.

Underwriting SGR webinars will provide you with high visibility to some of the most innovative and influential local government leaders in the nation.

DEMOGRAPHICS



SGR's Servant Leadership e-newsletter reaches over 43,000 subscribers in all 50 states.



SGR's Website, receives approximately 20,000 visitors per month.



SGR's Job Board, averages nearly 16,000 unique visitors per month and has more than 1,600 jobs listed at any given time.



SGR reaches over 2,600 Facebook followers on our social media accounts that focus on local government services, development, and innovation.



SGR reaches a broad community of over 15,000 LinkedIn followers

- SGR is a recognized thought leader in local government management and is actively engaged in local government operations, issues, and best management practices. Many SGR team members regularly speak on issues of interest to local government leadership at conferences and workshops around the nation.
- SGR is the largest interim services firm in Texas, and one of the largest in the nation, maintaining a candidate pool of more than 500 qualified local government professionals.
- SGR has been trusted with over 300 quality interim placements and counting.
- SGR has conducted hundreds of leadership development, strategic visioning, and team building projects and events to help organizations develop the skills necessary to lead their staff and community effectively and innovatively.
- SGR facilitates upwards of 50 city council retreats annually focused on strategic planning and visioning, governance, team building, and more.
- SGR has conducted executive recruitments for over 450 local government clients in 37 states.



SPONSORSHIP OPPORTUNITIES

	HR COLLABORATIVE MEETINGS <i>\$500 per meeting</i>	FACILITATOR-LED VIRTUAL TRAINING <i>\$1,500 per session</i>	SELF-PACED E-LEARNING COURSES <i>\$2,500 per course</i>
DIGITAL LOGO INCLUSION (WEB)			
IN PRESENTATION RECORDED FOR 90 DAYS	✓		
ADDITIONAL LOGO INCLUSION			
ON INVITATION	✓	✓	✓
STATIC LOGO (SLIDES)		✓	✓
EMAIL MARKETING			
10 X 10 WEEKLY EBLAST TO 43,000 SUBSCRIBERS	✓ <i>x2 weeks</i>	✓ <i>x3 weeks</i>	
COMPLIMENTARY REGISTRATION			
	✓		
LIVE MENTIONS			
INTRO MENTION	✓	✓	
THANK YOU MENTION	✓	✓	
VIDEO MESSAGING			
			✓



LEADERSHIP DEVELOPMENT & TRAINING

WEDNESDAY WEBINARS

	1ST WED STRATEGIC FOR SIGHT \$2,500 per session	2ND WED BEST PRACTICES \$2,500 per session	3RD WED EXECUTIVE BOOK BRIEFINGS \$2,500 per session	4TH WED LEADERSHIP DEVELOPMENT \$2,500 per session
DIGITAL LOGO INCLUSION (WEB)				
LISTED AS SPONSOR	✓ <i>SGR site</i>	✓ <i>SGR site</i>	✓ <i>SGR site</i>	✓ <i>SGR site</i>
ADDITIONAL LOGO INCLUSION				
ON INVITATION	✓	✓	✓	✓
STATIC LOGO (SLIDES)	✓	✓	✓	✓
EMAIL MARKETING				
10 X 10 WEEKLY EBLAST TO 43,000 SUBSCRIBERS	✓ <i>x2 weeks</i>	✓ <i>x2 weeks</i>	✓ <i>x2 weeks</i>	✓ <i>x2 weeks</i>
LIVE MENTIONS				
INTRO MENTION	✓	✓	✓	✓
THANK YOU MENTION	✓	✓	✓	✓

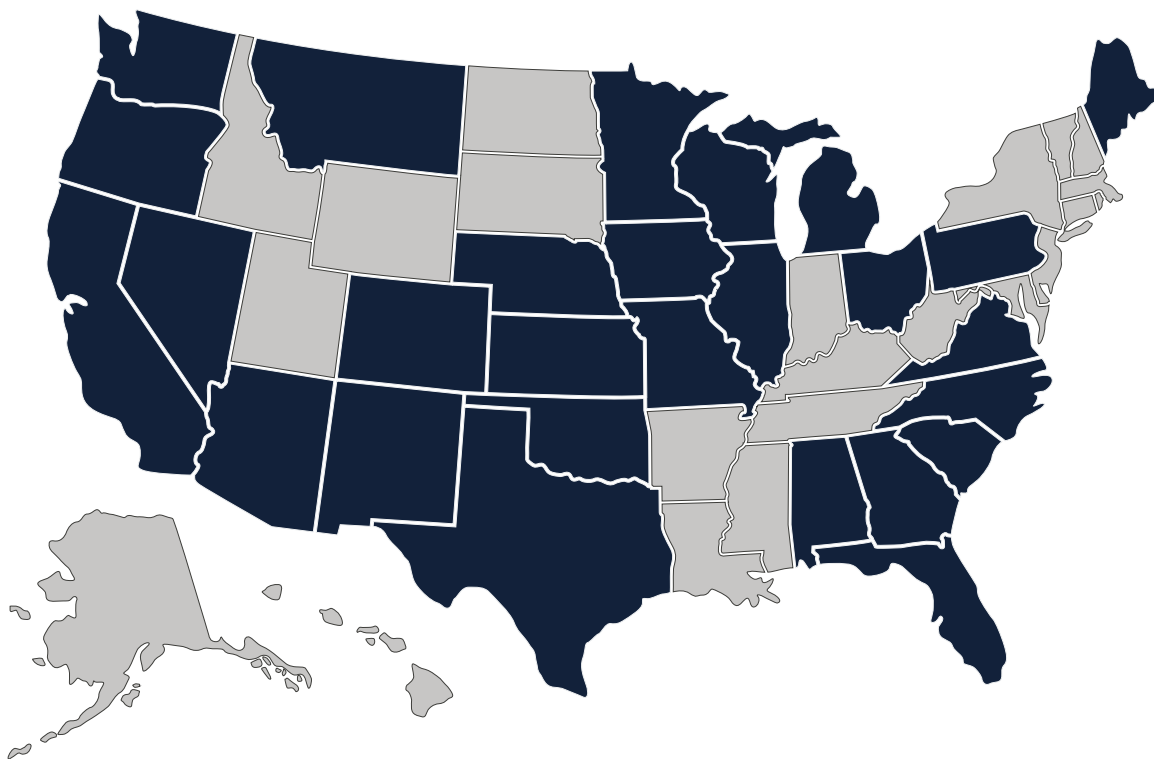
afi Alliance for Innovation

The Alliance for Innovation (AFI), originally founded as the Innovation Groups in 1979, is a nationwide non-profit association of local governments dedicated to bringing innovation and collaboration to the public sector. In 2022, Strategic Government Resources (SGR) took over full operating responsibility of AFI.

At AFI, we're passionate about helping local governments prepare for the future and embrace the opportunities that lie ahead. As we look to the future, it's clear local governments will face a range of complex and interconnected challenges as the world is changing at an unprecedented pace. We believe by working together and embracing the power of strategic foresight and innovation, local governments can build more resilient, sustainable, and equitable communities.

By pooling resources, expertise, and knowledge to address complex public issues, we can increase innovation and creativity in the public sector, and find new perspectives that will lead to better outcomes for all. With our corporate membership program or sponsorship opportunities, you will have the chance to share your products, services, and solutions with innovative local governments looking to solve the problems of today and tomorrow. Utilize our unique membership base to create connections that can lead to valuable insights into the challenges local governments face, and collaborate with key decision makers and innovation professionals at our one-of-kind Transforming Local Government (TLG) conference and events.

MEMBER LOCATIONS



AFI MEMBERSHIP

■ - AFI Member Organizations

AFI ANNUAL CORPORATE MEMBERSHIP

	<25 EMPLOYEES \$1,999	25-300 EMPLOYEES \$3,499	300+ EMPLOYEES \$7,999
MEMBERS ONLY ACCESS			
ANNUAL TRENDS REPORT	✓	✓	✓
MONTHLY WEBINARS	✓	✓	✓
ACCESS TO TLG CONFERENCE SPONSORSHIP OPPORTUNITIES BEFORE PUBLIC	✓	✓	✓
10% DISCOUNT ON ANY SPONSORSHIP PACKAGE FOR TLG	✓	✓	✓
DIGITAL LOGO INCLUSION (WEB)			
LISTED AS MEMBER	✓ <i>SGR site, AFI Page</i>	✓ <i>SGR site, AFI Page</i>	✓ <i>SGR site, AFI Page</i>
HOSPITALITY			
ATTEND BIG IDEAS WORKSHOP AT MEMBER RATE	\$249 vs \$349	\$249 vs \$349	\$249 vs \$349
ATTEND TRANSFORMING LOCAL GOVERNMENT CONFERENCE AT MEMBER RATE	\$750 vs \$950	\$750 vs \$950	\$750 vs \$950

AFI SPONSORSHIPS

	BIG IDEAS WORKSHOP <i>\$1,500 per workshop</i>	MEMBERS-ONLY MONTHLY WEBINAR <i>\$750 per webinar</i>	INNOVATOR'S EDGE MONTHLY NEWSLETTER <i>\$500 per newsletter</i>
DIGITAL LOGO INCLUSION (WEB)			
LISTED AS SPONSOR	✓ <i>SGR site, AFI Page</i>	✓ <i>SGR site, AFI Page</i>	✓ <i>SGR site, AFI Page</i>
ADDITIONAL LOGO INCLUSION			
STATIC LOGO (SLIDES)		✓	
LOGO PLUS CORPORATE HIGHLIGHT PARAGRAPH			✓
LIVE MENTIONS			
INTRO MENTION	✓	✓	
THANK YOU MENTION	✓	✓	



TRANSFORMING LOCAL GOVERNMENT
 April 8-11, 2024 | Tampa, Florida

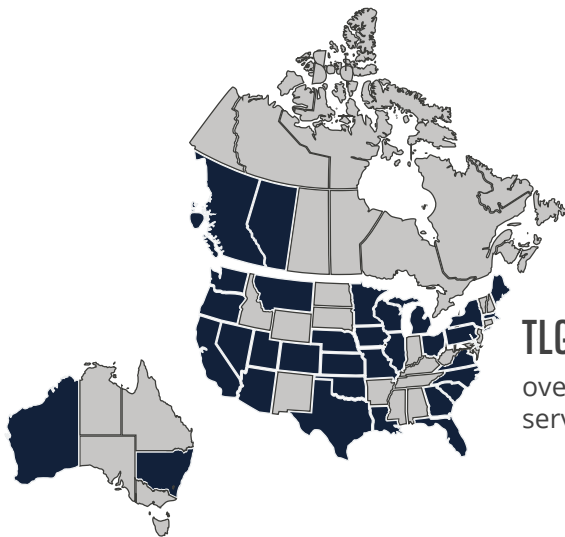
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

The Transforming Local Government (TLG) Conference is AFI's annual conference that brings together local government leaders, innovators, and experts in a variety of fields for four days to collaborate, share ideas and strategies, and to network.

The TLG conference includes keynote speakers, workshops, and networking opportunities that focus on the latest trends and strategies for transforming local government.

How would you like to interact with attendees? **TLG exhibit and sponsorship opportunities give you the ability to not only spotlight your brand but also provide you with exclusive access to engage and interact with local government professionals attending the full conference.** We love big ideas, so we're open to expanding sponsorship opportunities, getting creative, and developing a custom sponsorship that can benefit your marketing goals. If you don't see the opportunity you're looking for, contact us and let's collaborate!

ANNUAL ATTENDEE SNAPSHOT



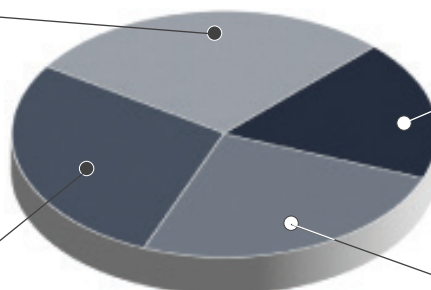
TLG ATTENDEES REPRESENTED

over 110 communities;
 serving almost **37 million** community members

ATTENDEES, BY JOB TITLE

32% - Innovation/
 Performance/Strategy

32% - Local Gov Employees
 Representing Various
 Departments



21% - Executive Leadership
 (City/County Manager's office)

29% - Department Leadership



TRANSFORMING LOCAL GOVERNMENT

April 8-11, 2024 | Tampa, Florida

EXHIBIT

Showcase your company's products and services at the 2024 Transforming Local Government Conference by registering as an exhibitor. **Exhibit space is located in a centralized, prominent location within the conference ballroom foyer space.*

Exhibit (8 available)

\$2,500

- I **Exhibit space:** (6' x 32") area with one (1) skirted table, two (2) chairs, & access to power for length of the conference
- II **Logo Inclusion:**
 - Conference website, exhibit page
 - Conference app, exhibit page
 - Conference social media (Facebook Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
 - Conference email marketing: (1) pre-con, (1) post-con
- III **Digital Exhibitor Profile:** Exhibit-supplied digital collateral
 - Conference app
- IV **Conference Promotion:** Conference-provided digital collateral to promote your involvement
- V **Conference registration:** Includes all meals, access to all conference sessions, & networking events during the conference
 - Conference registration x2 *Value of \$1,900*
 - 25% discount on registration for additional team members (limit 2) *Value of discount \$475*
- VI **Post-Conference Attendee List:** Attendee name, company, & email addresses (*attendees must opt-in to share their information*)

Exhibit Lite (4 available)

\$1,500

- I **Exhibit space:** (6' x 32") area with one (1) skirted table, two (2) chairs, & access to power for length of the conference
- II **Logo Inclusion:**
 - Conference website, exhibit page
 - Conference app, exhibit page
 - Conference social media (Facebook Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
 - Conference email marketing: (1) pre-con, (1) post-con
- III **Digital Exhibitor Profile:** Exhibit-supplied digital collateral
 - Conference app
- IV **Conference Promotion:** Conference-provided digital collateral to promote your involvement
- V **Conference registration:** Includes all meals, access to all conference sessions, & networking events during the conference
 - Conference registration x1 *Value of \$950*

**see page 24 for exhibit space details.*



SPONSOR

Let us enhance your Company's recognition and spotlight your brand at the 2024 Transforming Local Government Conference by registering as a sponsor.

Collaborative Partner \$500

- I **Logo Inclusion:**
 - Conference website, sponsor page
 - Conference app, sponsor page
 - SGR Website, AFI-TLG Page
 - Conference PowerPoint slides during Welcome/Breaks/Closing
 - All sponsor Thank You sign
- II **Digital Sponsor Profile:** Sponsor-supplied digital collateral
 - Conference app
- III **Conference Promotion:** Conference-provided digital collateral to promote your involvement

Team Builder – Beverage & Break Sponsor (4 available) \$1,000 (per sponsor)

- I **Logo Inclusion:**
 - Conference website, sponsor page
 - Conference app, sponsor page
 - Conference app, agenda page
 - SGR Website, AFI-TLG Page
 - Conference social media (Facebook, Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
 - Conference email marketing: (1) pre-con, (1) post-con
 - Conference PowerPoint slides during Welcome/Breaks/Closing
 - All sponsor Thank You sign
 - Table-top signage on coffee/break displays
- II **Digital Sponsor Profile:** Sponsor-supplied digital collateral
 - Conference app
- III **Conference Promotion:** Conference-provided digital collateral to promote your involvement



TRANSFORMING LOCAL GOVERNMENT

April 8-11, 2024 | Tampa, Florida

Leading-Edge Visionary - Breakfast Sponsor

(4 available)

\$1,500 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Conference app, sponsor page
- Conference app, agenda page
- SGR Website, AFI-TLG Page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (1) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Table-top signage on breakfast buffet

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Conference app

III Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed on breakfast tables

Innovation Leader - Lunch Sponsor

(4 available)

\$2,000 (per sponsor)

I Logo Inclusion:

- Conference website, sponsor page
- Conference app, sponsor page
- Conference app, agenda page
- SGR Website, AFI-TLG Page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (2) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Table-top signage on lunch buffet

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Conference app

III Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed on lunch tables

IV Conference registration: Includes all meals, access to all conference sessions, & networking events during the conference

- Conference registration x1 *Value of \$950*

V Post-Conference Attendee List: Attendee name, company, & email addresses (*attendees must opt-in to share their information*)



Special Event Sponsor - Happy Hour or Group Activity Sponsor

(1 available)

\$5,000

I Logo Inclusion:

- Conference website, sponsor page
- Conference app, sponsor page
- Conference app, home page, "Special Event Hosted By"
- Conference app, on-site information page
- SGR Website, AFI-TLG Page
- Conference social media (Facebook, Instagram, Twitter, LinkedIn): (2) pre-con, (1) post-con
- Conference email marketing: (3) pre-con, (1) post-con
- Conference PowerPoint slides during Welcome/Breaks/Closing
- All sponsor Thank You sign
- Logo'd signage & other branded items
(will be determined based on special event)

II Digital Sponsor Profile: Sponsor-supplied digital collateral

- Conference app

III Speaking Opportunity: Opening remarks at special event

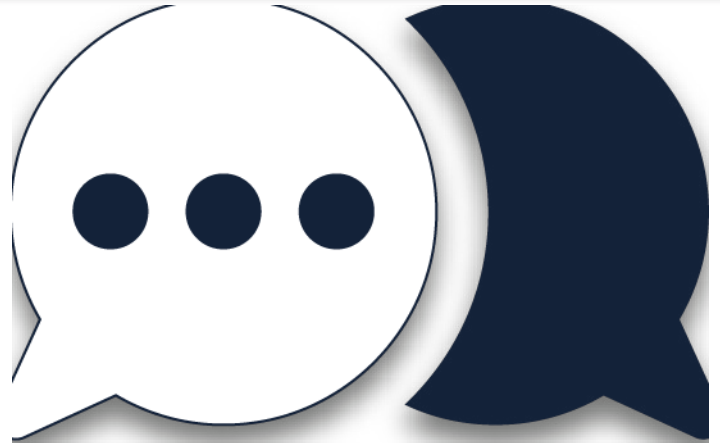
IV Conference registration: Includes all meals, access to all conference sessions, & special events during the conference

- Conference registration x2 *Value of \$1,900

V Post-Conference Attendee List: Attendee name, company, & email addresses *(attendees must opt-in to share their information)*

VI Conference Promotion:

- Conference-provided digital collateral to promote your involvement
- Sponsor-supplied collateral/promo items displayed at special event



**LET'S CHAT ABOUT
CUSTOMIZING YOUR
SPECIAL EVENT!**

We are open to big ideas & can explore off-site happy hour options or hosting other group activities.



A LA CARTE OPTIONS

These opportunities are available as an add-on to exhibitors or sponsors who have pledged at any of the above levels OR are available on their own.

Hospitality Desk Sponsor

(2 available)

\$450 (per sponsor)

- I **Logo Inclusion:**
 - Conference app, agenda
 - Conference email marketing: (1) pre-con, (1) post-con
 - Hospitality desk signage

Gamification Sponsor

(1 available)

\$750

- I **Logo Inclusion:**
 - Conference app, homepage, "Game Sponsor"
 - Conference app, game dashboard
 - Conference email marketing: (1) pre-con, (1) post-con
- II **Conference Promotion:** Sponsor-supplied swag/promo items as part of game's prizes

Tote Bag Sponsor

(1 available)

\$1,000

- I **Conference Promotion:** Logo'd tote bags (your logo accompanying TLG logo)

Featured Session Underwriter

(5 available)

\$500 (per sponsor)

- I **Logo Inclusion:**
 - Conference app, agenda page
 - Conference social media (Facebook, Instagram, Twitter, LinkedIn): (1) pre-con, (1) post-con
 - Conference email marketing: (1) pre-con, (1) post-con
 - Conference PowerPoint slides during Welcome/Breaks/ Closing
- II **Conference Promotion:** Conference-provided digital collateral to promote your involvement
- III **Speaking Opportunity:** 30 second pre-recorded (audio) speaker introduction *Pre-recorded audio must be approved by AFI*

Wi-Fi Sponsor

(1 available)

\$1,500

- I **Logo Inclusion:**
 - Conference app, homepage, "Wi-Fi Provided By"
 - Conference app, on-site information
- II **Conference Promotion:** Custom Wi-Fi network name & password



EXHIBIT SPACE INFORMATION

Booth Description & Regulations: The exhibitor booth tables, along with two chairs and access to power, will be available on a first come basis. Exhibitors will be set-up in prominent foyer space outside all three (3) conference ballrooms and the meal ballroom.

Setting Up & Securing Booth Space: Exhibitors may begin setting up booths on Monday, April 8 at 10:00 am with all displays complete by 1:00 pm. Booths must be ready to go by 2:00 pm on Monday, April 8.

Dismantling of Booth Space: Exhibitors are discouraged from dismantling exhibits or packing up until after 12:00 pm on Thursday, April 11. Please note that it is the responsibility of the exhibitor to provide return shipment of exhibit material.

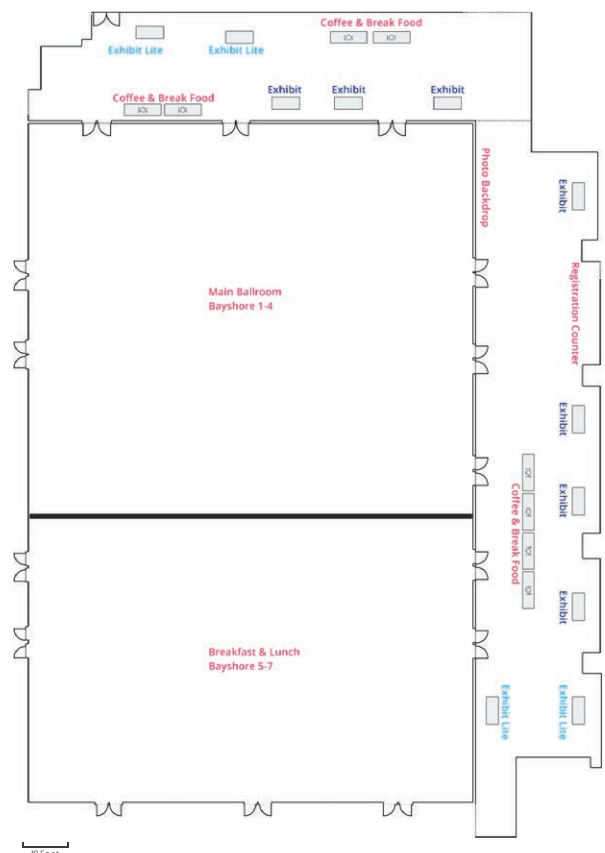
Electronic Equipment: The use of electronic equipment and other special effects equipment used as part of the display or as a traffic driver should not obstruct or otherwise interfere with adjacent booths or other special events conducted by AFI.

Signs & Marketing: Signs, displays, and announcements other than those located at the exhibitor's booth will not be allowed in conference space except for those provided by AFI.

Marketing Material: Exhibitor marketing materials may not be displayed or distributed outside of the conference exhibit space area unless given permission by AFI. Any promotional materials mailed to the conference hotel are at the exhibitor's expense.

After Hours Security: AFI is unable to provide security in the exhibit area during the non-conference show hours, nor are we able to assume responsibility for items left in booths. Exhibitors are strongly encouraged to remove valuable equipment from the exhibit area nightly.

Indemnification: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the conference center's premises and will indemnify, defend, and hold harmless AFI, its owner, as well as their respective agents, servants, and employees from any and all claims, actions, suits, and liability of whatever nature arising because of injury to or death of person, including but not limited to persons employed by or working for exhibitor, or because of any damage to or loss of property, including but not limited to the exhibitor's property, officers, agents, employees, or representatives, or resulting from theft, fire, water, accident, or other cause. Indemnifications do not apply to state exhibitors.





TRANSFORMING LOCAL GOVERNMENT
April 8-11, 2024 | Tampa, Florida

SECURE YOUR EXHIBIT SPACE OR SPONSORSHIP BY MARCH 8, 2024.

Available sponsorship inventory and exhibit space subject to change and/or sell out without notice

Custom packages are available.

FOR MORE INFORMATION, contact Krisa De La Cruz at krisadelacruz@governmentresource.com or 806.773.8347

PAST EXHIBITORS & SPONSORS

