



afi

2024 ENGAGEMENT OPPORTUNITIES

FOR MORE INFORMATION:

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

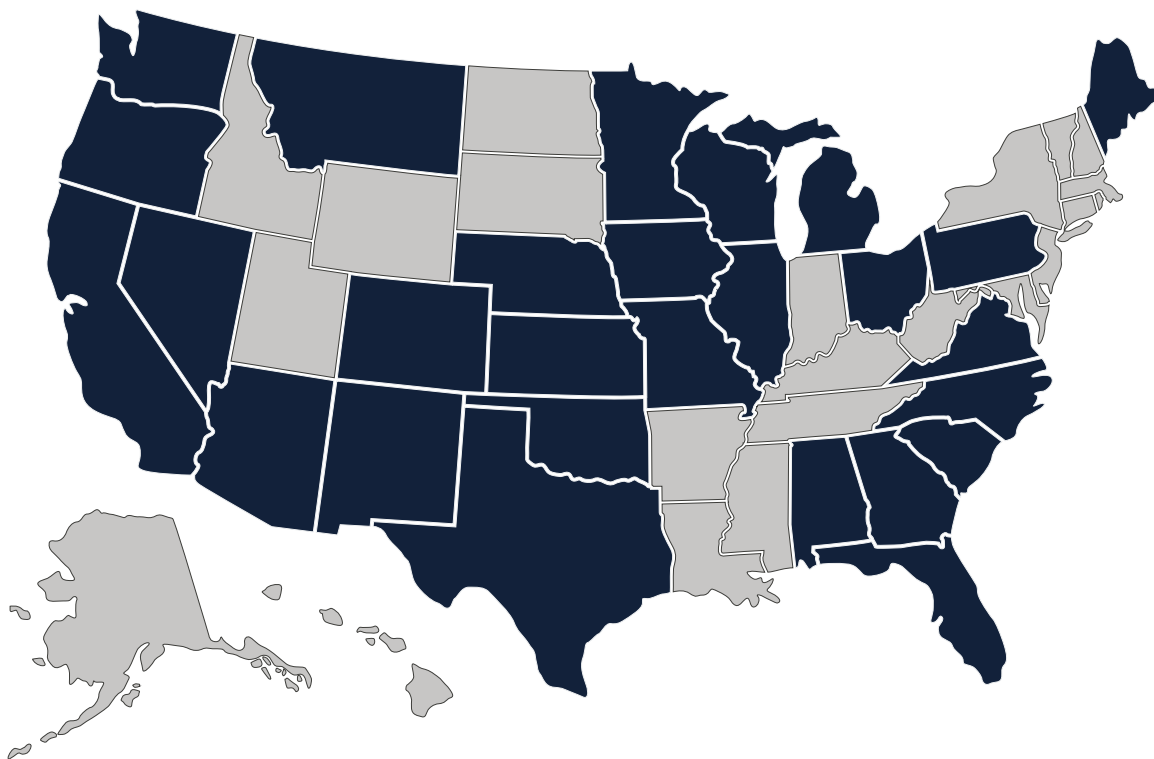
afi Alliance for Innovation

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	✓	✓	



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2024 EXHIBIT + SPONSORSHIP OPPORTUNITIES

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

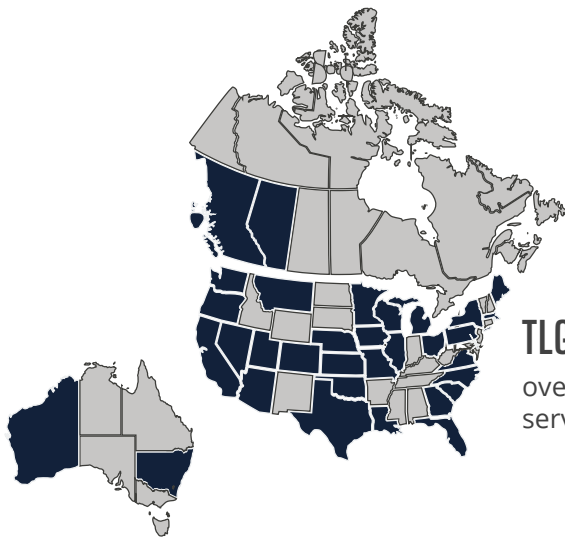
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

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



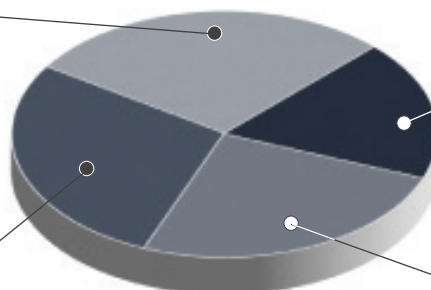
TLG ATTENDEES REPRESENTED

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
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 - 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 8 for exhibit space details.*



TRANSFORMING LOCAL GOVERNMENT

April 8-11, 2024 | Tampa, Florida

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

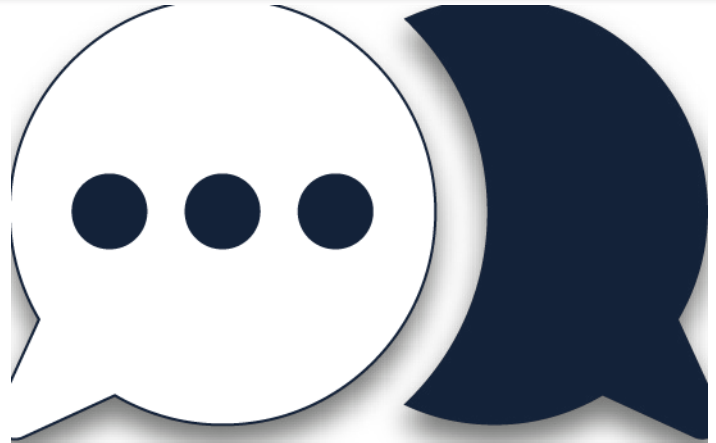
IV Conference registration: Includes all meals, access to all conference sessions, & special events during the conference

- 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/video) 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.

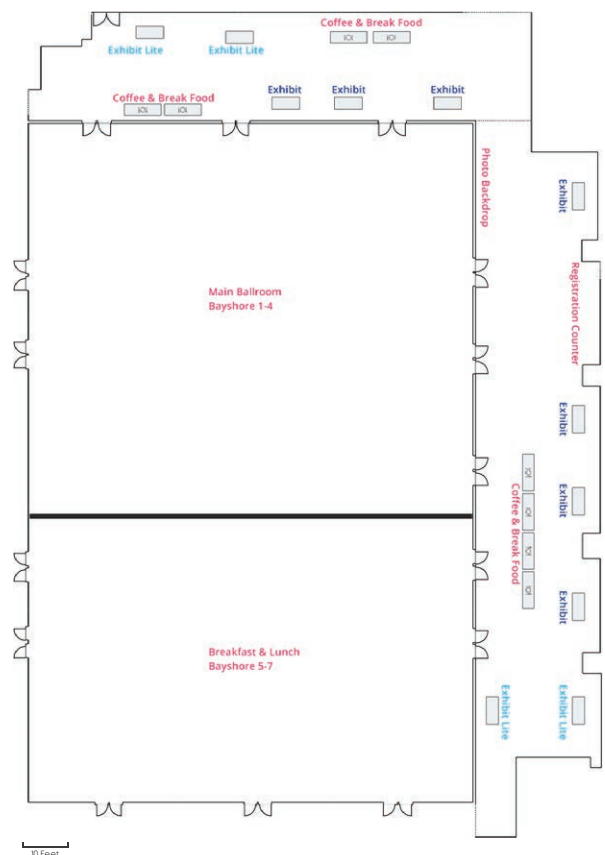
Electronic Equipment: The use of electronic equipment and other special effects equipment used as part of the display or as a traffic driver should not obstruct or otherwise interfere with adjacent booths or other special events conducted by AFI.

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.





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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.

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PAST EXHIBITORS & SPONSORS

