



Exhibit and Support Prospectus

Hyatt Regency Crystal City at Reagan National Airport
2799 Jefferson Davis Hwy
Arlington, VA

Maximize your exposure to federal, state, tribal, and local government communicators by exhibiting at or sponsoring the National Association of Government Communicators (NAGC) 2019 Communications School in Washington, D.C.

The NAGC sponsorship and exhibit space program offers suppliers of products and services maximum benefits and unparalleled opportunities to market to Communications School attendees.
Multiple opportunities are available to fit all budgets.

National Association of Government Communicators (NAGC)
400 S. 4th Street, Suite 754E, Minneapolis, MN 55415
Phone/Fax: 888-285-8556 Email: info@nagc.com
www.nagc.com

Who We Are

The National Association of Government Communicators (NAGC) is the only national nonprofit organization for, by, and about government communicators and communications at all levels. We are a network of federal, state, tribal, and local government employees who disseminate information within and outside government. Most importantly for you, NAGC members are senior level decision-makers and influencers in the method of message delivery and the media used to disseminate information to the public.

Attendee Profile

We expect more than 150 government communications professionals exclusive to this market segment to attend the NAGC Communications School. NAGC welcomes a multitude of senior level information officers who are agency spokespersons, editors, writers, broadcasters, video professionals, and photographers to participate in the Communications School in Washington, D.C.



Who Should Exhibit

Manufacturers and Distributors of:

- Broadcasting equipment & services
- Communications services
- Digital signage companies
- Graphic design services
- Goods & technologies serving government
- Mailing facilitators
- Network providers
- News services
- Photography equipment & services
- Printing equipment & services
- Print publishers
- Social media management providers
- Speechwriter's training & services
- Training facilitators
- Video producers
- Web conferencing companies



Sponsorship Opportunities

Blue Pencil & Gold Screen Awards Reception Sponsor

Price: \$5,000

Quantity: 1

- Ability to provide remarks at the reception
- Ability to introduce Communicator of the Year award
- 1 complementary 2019 Communications School registration
- Company logo included in the printed awards brochure
- PDF copy of attendee list including attendee name, addresses, emails, phone numbers provided 1 week prior to event.
- Company logo listed on website and onsite sponsor signage

Wednesday Luncheon Keynote Sponsor

Price: \$2,500

Quantity: 1

- Ability to provide remarks at the Wednesday Luncheon
- Ability to introduce Wednesday Luncheon Keynote presenter
- Company logo listed on website and onsite sponsor signage

Thursday Luncheon Keynote Sponsor

Price: \$2,500

Quantity: 1

- Ability to provide remarks at the Thursday Luncheon
- Ability to introduce Thursday Luncheon Keynote presenter
- Company logo listed on website and onsite sponsor signage

Attendee Bag Sponsor

Price: \$1,000

Quantity: 1

- Company logo included on attendee bag
- Ability to provide company swag or brochure in attendee bags (*company responsible for all costs associated with swag/brochure*)
- Company logo listed on website and onsite sponsor signage



Sponsorship Opportunities – Continued

Mobile App Sponsor

Price: \$1,000

Quantity: 1

- Company logo included on mobile app
- Company logo listed on website and onsite sponsor signage

Refreshment Break Sponsor

Price: \$1,000

Quantity: 2

- Tabletop signs placed on break refreshment tables including company logo
- Company logo listed on website and onsite sponsor signage

Professional Development Session Sponsor

Price: \$500

Quantity: 5

- Ability to provide remarks & introduce presenter at the assigned session
- Company logo listed on website and onsite sponsor signage

Session Sponsor

Price: \$500

Quantity: 5

- Ability to provide remarks & introduce presenter at the assigned session
- Company logo listed on website and onsite sponsor signage

Sponsored E-blast

Price: \$500

Quantity: 2

One-time messaging sent out (pre or post event) to NAGC database. Message content is subject to NAGC approval.



Exhibitor Opportunities

Table Top Exhibit

Price: \$750

- One (1) skirted table and one (1) chair
- One (1) representative attendee at table top exhibit*
- Attendance at group meals/social events, except the Blue Pencil & Gold Screen Awards reception (tickets can be purchased separately)
- Company name and hyperlink to company webpage posted on website

* One (1) on-site representative is included in pricing; additional representatives \$250 each. If additional on-site representatives are desired, contact NAGC office at info@nagc.com.

Tentative Exhibit Hours

June 25

2:00 – 5:00pm Exhibitor Set-up

June 26

8:00 – 9:30am Exhibitor Set-up

9:45 – 10:15am Morning Break

2:00 – 2:30pm Afternoon Break

June 27

10:00 – 10:30am Morning Break

2:15 – 2:45pm Afternoon Break

3:00 – 5:00pm Exhibit Breakdown

Booth display assignments will be made on a first come, first served basis to paid exhibitors. All efforts will be made to accommodate location preferences and to physically separate competitors. Exhibit cooperation in this regard is appreciated.

NAGC assumes no liability whatsoever for loss of damage through any cause, of goods, or other materials owned, rented or leased by the exhibitor. The exhibitors shall indemnify NAGC against and hold it harmless from any complaints, suits or liabilities resulting from the negligence of the exhibitor in connection with the exhibitor's use of the display space.

Reserve Your Exhibit Space Today!

Deadline: May 31, 2019

Complete the Communications School Support Agreement and return to NAGC headquarters via fax or mail as outlined on the form. *Email transition of a completed form is not recommended with credit card information.*

Cancellations

No refunds will be made after April 31, 2019. All cancellations must be in writing and will be subject to a \$100 processing fee.

Questions? Contact NAGC headquarters at 888-285-8556 or info@nagc.com.

NAGC Communications School Support Agreement

Company Name: _____

Company Address _____

Company City, State, Zip _____

Primary Contact Name: _____

Primary Contact Email: _____

Company Phone: _____ Company Website: _____

Please indicate your level(s) of support:

<input type="checkbox"/>	Blue Pencil & Gold Screen Awards Reception	\$5,000	<input type="checkbox"/>	Refreshment Break	\$1,000
<input type="checkbox"/>	Wednesday Luncheon Keynote	\$2,500	<input type="checkbox"/>	Professional Development Session	\$500
<input type="checkbox"/>	Thursday Luncheon Keynote	\$2,500	<input type="checkbox"/>	Session Sponsor	\$500
<input type="checkbox"/>	Attendee Bag	\$1,000	<input type="checkbox"/>	Sponsored E-blast	\$500
<input type="checkbox"/>	Mobile App	\$1,000	<input type="checkbox"/>	Table Top Exhibit	\$750

Payment

Amount Due: _____

Payment Type: () Check () Credit Card: AMEX MasterCard VISA

Card Number: _____ Expiration Date: _____

CVV #: _____ (4 digits on front of AMEX; 3 digits o back of MC/VISA)

Name on Card: _____

Billing Address: _____

Billing City, State, Zip: _____

Signature: _____ Date: _____

Return completed form to NAGC via fax at (888) 285-8556 or mail: NAGC, 400 S 4th Street, Ste 754E, Minneapolis, MN 55415 by May 31, 2019.