



# 55th Annual Professional Development Conference & Exposition

June 18 – 21, 2006

San Diego Marriott Hotel & Marina,  
San Diego, CA

*Navigating the Way to  
Citizen-Centered Government*

Attendance: 1,800+

Keeping pace with change in government financial management has never been more difficult. Federal, state and local government finance professionals face a dizzying array of new regulations, accelerated deadlines and heightened expectations on a seemingly never-ending basis. Effective training is essential to gain an understanding of the current rules, as well as to properly prepare for the challenges that lie ahead.

AGA's 55th Annual Professional Development Conference & Exposition is just the place to get the education and insights you need. The conference, with the theme, "Navigating the Way to Citizen-Centered Government," is set for June 18-21, 2006, at the San Diego Marriott Hotel & Marina.

The PDC offers more than just great educational sessions. Every year, the conference brings together more than 1,800 leaders from all government levels, the private sector and academia. The PDC offers many networking opportunities—exchange ideas with your peers, share best practices and meet new colleagues. The PDC also features exhibits of the newest products and services to help agencies do their work more efficiently. If you can pick just one training event this year, make it the PDC.

**The full conference schedule can be found at [www.agacgfm.org/pdc](http://www.agacgfm.org/pdc) as it becomes available.**

## Sponsorship Opportunities

The PDC provides you with prime opportunities to network with existing clients and bring your name to the attention of leading government executives and decision-makers. Our sponsor benefits enhance and strengthen your name recognition and bring you closer to the prospects you most want to reach. Sponsorships are available for every budget and marketing goal—choose the one that's right for you!

**Early Bird Special**—Reach 12,000 people through recognition in the Preliminary Program and Registration Brochure by securing your sponsorship by December 16, 2005!

Sponsors will also be listed on the conference website as soon as they are confirmed. By signing up early for the sponsorship of your choice, your investment will extend beyond the event itself to include months of national exposure before, during, and after the conference.

### *Value-Added Benefits—Each Sponsor Receives the Following Benefits:*

- **New!** Logo in the sponsor 'thank you' banner ad—enjoy the corporate recognition that comes from having your company name on each page of the conference website
- Recognition in the conference brochure (if confirmed by December 16, 2005)
- Recognition in the final program—includes company description, logo and marketing contact information.
- Verbal acknowledgement during the opening general session.
- Listing on the Exhibit Hall entrance sign and special signage in the registration area.
- Recognition in the sponsor appreciation section of the conference website.
- Pre- and post-conference registration mailing lists in Excel format (one-time use).
- Special name badge ribbons denoting sponsorship level for company representatives to wear at the conference

*Unless otherwise noted, there is one opportunity to sponsor each item.*

*To sponsor any of the following items, simply write the name of the item and the dollar value (in red under each opportunity) on the order form located in the back of the catalog.*

## Platinum Level: \$35,000

### *Welcome Reception*

Be the first to welcome attendees to San Diego and PDC 2006. This high-profile, noncompetitive networking opportunity will set the stage for the rest of the meeting. The Welcome Reception is a highly anticipated, well-attended event and the perfect setting for one-on-one interaction.

Additional benefits include:

- Six complimentary conference registrations.
- Opportunity to give welcome remarks during a general session (date and time to be determined by AGA)
- Ten percent discount on exhibit space.
- Premier placement of company logo on reception signage.
- Beverage napkins printed with your company logo.
- Drink tickets printed with your company logo.
- Special lighting illuminating your logo in the room.
- Opportunity to place promotional items in the registration area.

### **Welcome Reception: \$35,000**

### *President's Reception*

The President's Reception is a festive, fun-filled evening and the last social event of the PDC. As the sponsor, your company will have the opportunity to ensure that they'll have "fun, fun, fun" at this lively Baja Beach Bash at the beautiful San Diego Marriott Hotel & Marina. Give attendees one last opportunity to enjoy food, drinks and fun with colleagues and friends—your message will be the last thing they see before heading home. Put on your Hawaiian shirt and join your colleagues and prospects for a fun-filled jaunt to a beach-themed party. Additional benefits include:

- Six complimentary conference registrations.
- Opportunity to give welcome remarks during a general session (date and time to be determined by AGA)
- Ten percent discount on exhibit space.
- Premier placement of company logo on reception signage.
- Beverage napkins printed with your company logo.
- Drink tickets printed with your company logo.
- Special lighting illuminating your logo in the room.
- Opportunity to place promotional items in the registration area.

### **President's Reception: \$35,000**

### *Cyber Café*

Make the connection! Attendees who want to know what's happening at home or in the office will get the information they need when they check their e-mail on a computer in the café. A popular stop for conference attendees, the Cyber Café is a hub of activity. Attendees can access the Internet, relax with a cup of coffee or a snack, read the paper or mix and mingle with colleagues and friends. Fax and copy machines are also available. By sponsoring the Cyber Café, your company will be associated with taking AGA to the next level in conference technology. Additional benefits include:

- Six complimentary conference registrations.
- Opportunity to give welcome remarks during a general session (date and time to be determined by AGA)
- Ten percent discount on exhibit space.
- Naming rights to the cyber café.
- Premier placement of company logo on cyber café signage.
- Beverage napkins printed with your company logo.
- Special lighting illuminating your logo in the room.
- Opportunity to place your company logo on cyber café computer screens.
- Opportunity to place mouse pads, modem cord winders and other promotional items in the café.
- Promotional flyer inserted into each attendee bag (AGA to provide).
- Opportunity to place promotional items in the registration area.

**Cyber Café: \$35,000**

### *General Session/Keynote Address*

The main event of any conference is the keynote speaker and general sessions are a great opportunity to get your name seen and heard by all conference attendees. Sponsor a general session and treat attendees to a stimulating, motivational presentation by a top-rated, nationally recognized speaker. The date and time of the keynote address will be determined by AGA. Additional benefits include:

- Six complimentary conference registrations.
- Ten percent discount on exhibit space.
- Opportunity to give brief welcome remarks during the general session.
- Opportunity to introduce the keynote speaker.
- Opportunity to place promotional items on each seat and in the registration area.

- Premier placement of company logo on general session signage.
- Logo prominently displayed on a large screen at the general session.
- VIP seating—we'll reserve one table at the front of the room for your registered staff.

**PDC General Session: \$35,000**

**Gold Level: \$25,000**

### *AGA Executive Session*

The AGA Executive Session brings together 100 government financial management leaders to take an active role in discovering new perspectives on real-life issues that have an effect on our profession's future. Keynote speakers and facilitators will lay out the critical issues and help to structure the breakout groups, conduct feedback sessions, and generate key points and conclusions for a white paper. Do you want to be in the center of this discussion? This will become one of the best opportunities you have to define and clarify the responsibilities of the profession and the role AGA plays as the professional organization representing all government levels. Additional benefits include:

- Four complimentary conference registrations.
- Opportunity to facilitate breakout discussions.
- Premier placement of company logo on executive session signage.
- Beverage napkins printed with your company logo.

**PDC Executive Session: \$25,000**

### *Opening Ceremony*

This is the perfect event to show your company's support of AGA and PDC 2006. The Opening Ceremony is always well attended and lets attendees know the PDC is officially under way! Opening ceremony activities include a color guard, the singing of the national anthem and special entertainment—setting an exciting tone for the remainder of the conference. As the conference kickoff event, your message will be front and center. Additional benefits include:

- Four complimentary conference registrations.
- Opportunity to give brief welcome remarks during the opening ceremony.
- Opportunity to place promotional items on each seat.
- Premier placement of company logo on opening ceremony signage.



- Logo prominently displayed on a large screen at the opening ceremonies.
- VIP seating—we'll reserve one table at the front of the room for your registered staff.

### **PDC Opening Ceremony: \$25,000**

### *Luncheon—3 Available*

Sponsor a luncheon and receive noncompetitive exposure to all conference participants. Attendees are invited to come together each day to enjoy a sit-down luncheon followed by a keynote presentation. Additional benefits include:

- Four complimentary conference registrations.
- Opportunity to give brief welcome remarks during the luncheon.
- Opportunity to place promotional items on each seat.
- Premier placement of company logo on luncheon signage.
- Logo prominently displayed on a large screen at the luncheon.
- VIP seating—we'll reserve one table at the front of the room for your registered staff.

**PDC Monday Luncheon: \$25,000**

**PDC Tuesday Luncheon: \$25,000**

**PDC Wednesday Luncheon: \$25,000**

### *Monday Mixer*

The Monday Mixer Reception offers a high profile, noncompetitive opportunity to network with current and future customers. Held in the Exhibit Hall, this event gives attendees another chance to check out the exhibit booths, relax and mingle with colleagues and friends. Additional benefits include:

- Four complimentary conference registrations.
- Premier placement of company logo on Monday Mixer signage.
- Beverage napkins printed with your company logo.
- Drink tickets printed with your company logo.
- Special lighting illuminating your logo in the room.

**Monday Mixer: \$25,000**

### *PDC Bags*

A walking advertisement for your company! Each attendee receives a high-quality bag to carry conference materials and information collected in the exhibit area. The bags are a favorite with all conference attendees, and get long-lasting use and exposure well beyond the conference. There is no other item that will reinforce your organization's name recognition with such volume and longevity. Additional benefits include:

- Four complimentary conference registrations.
- Logo prominently displayed on the conference bags along with the AGA logo.
- Opportunity to insert one promotional item into the conference bags.

**PDC Bags: \$25,000**

### *Name Badge Holders*

Sponsor the name badge holders and let the attendees do the advertising for you! Your company logo will be prominently displayed and seen hundreds of times each day as attendees wear their badges to gain entry into all conference related functions. These nifty wallet-style name badge holders store room keys, business cards, cash and more. The badge holders will be printed with your company logo across the top of the wallet right above the name badge and on the back of the wallet so your company name will never be out of sight. Additional benefits include:

- Four complimentary conference registrations.
- Logo prominently displayed on the badge holders along with the AGA logo.
- Opportunity to insert one promotional item into the conference bags.

**PDC Badge Holders: \$25,000**

### *Conference Portfolios*

A package for success! These handy writing portfolios—placed in every attendee's bag—will be used long after the conference ends, with your logo on display during important meetings and on the go. Additional benefits include:

- Four complimentary conference registrations.
- Logo prominently displayed on the portfolios along with the AGA logo.
- Opportunity to insert one promotional item into the conference bags.

**PDC Portfolios: \$25,000**



### Relaxation Station

Generate booth traffic and outstanding visibility by sponsoring this relaxing service. The seated upper-body massage melts away the classic tension areas to help PDC attendees remain refreshed, alert and energized. Collect qualified leads as prospects seek out your booth to get massage vouchers. Your company's logo will appear inside the massage station and your take away literature will be available to reinforce your services to a relaxed, receptive audience. For added recognition, the sponsor of the relaxation station may provide signature clothing, such as golf shirts or caps, for the massage practitioners to wear. Additional benefits include:

- Four complimentary conference registrations.
- Naming rights to the relaxation station.
- Premier placement of company logo on relaxation station signage.
- Logo prominently displayed massage coupons—insert them in the attendee bags or hand them out at your booth!
- Opportunity to place promotional items in the relaxation station.
- Opportunity to provide golf shirts and/or other signature clothing for the massage therapists to wear.
- Promotional flyer inserted into each attendee bag (AGA to provide).

**PDC Relaxation Station: \$25,000**



**Silver Level: \$15,000**

### Golf Tournament

Meet them, greet them and treat them to a relaxing game of golf! The golf tournament takes place on Saturday, June 17, and is the first social event of the conference. Take advantage of this prime networking opportunity where you can meet key prospects in an informal setting to showcase your swing, personality and business. Contests will include Hole-in-One, Longest Drive, Closest-to-the-Pin and Best Putter. The tournament will include a box lunch. Additional benefits include:

- Four complimentary conference registrations.
- One complimentary golf registration.
- Premier placement of company logo on golf tournament signage.
- Opportunity to “meet and greet” attendees as you help check-in golfers.
- Ability to provide gift bags to golf tournament participants.

**PDC Golf Tournament: \$15,000**

### Breakfast—3 Available

Associate your company with the most important meal of the day! Get noticed by attendees first thing in the morning by giving them their coffee and pastry. A traditional continental breakfast will be enhanced with a few specialty items to help energize attendees and get them ready for the day. Make your company's logo the first thing attendees see each day! It's sure to leave a lasting impression. Additional benefits include:

- Three complimentary conference registrations.
- Premier placement of company logo on breakfast signage.
- Beverage napkins printed with your company logo (Monday & Tuesday Only).
- Logo prominently displayed on a large screen at the breakfast (Wednesday Only).

**PDC Monday Breakfast: \$15,000**

**PDC Tuesday Breakfast: \$15,000**

**PDC Wednesday Breakfast: \$15,000**

### *Hotel Room Key Cards*

Open the door to new customers and big sales! Your company logo and message will appear on the room key cards of every PDC attendee staying at the official conference hotel. Key cards are distributed at hotel check-in. This is a great opportunity to be at everyone's fingertips. Additional benefits include:

- Three complimentary conference registrations.
- Company logo or full color advertisement prominently displayed on the key cards.
- Opportunity to insert one promotional item into the conference bags.

**PDC Hotel Room Key Cards: \$15,000**

### *Pop-Out City Maps*

Everyone will simply fall in love with your company when they see that you've sponsored the pop-out map. These laminated, compact maps feature beautiful graphic photos of San Diego on the cover and your custom advertisement on the back! When opened, a detailed map pops out, showing visitor information, landmarks, etc. Every time attendees check their location, they'll see your company name. Additional benefits include:

- Three complimentary conference registrations.
- Company logo or full color advertisement prominently displayed on the maps.

**PDC Pop-Out City Maps: \$15,000**

### *Disposable Cameras*

Help attendees capture the fun and excitement of the PDC. Your logo and message will appear on the outside of each disposable camera as well as a personalized message on the last picture of the roll. Disposable cameras will be inserted into each attendee bag. The camera wrap-around has plenty of space to display your name and message prominently. Additional benefits include:

- Three complimentary conference registrations.
- Opportunity to insert one promotional item into the conference bags.

**PDC Disposable Cameras: \$15,000**

**Bronze Level: \$8,000**

### *Afternoon Snack Break—2 Available*

Treat conference attendees to an afternoon beverage, cookie, candy bar or snack and give that refreshing "pick me up" to guide them through the rest of the day. Afternoon breaks in the Exhibit Hall are a great time to meet with old friends and colleagues. Your logo will be what everyone sees as they mingle around the food and beverage stations. Additional benefits include:

- Two complimentary conference registrations.
- Premier placement of company logo on snack break signage.
- Beverage napkins printed with your company logo.

**PDC Monday Snack Break: \$8,000**

**PDC Tuesday Snack Break: \$8,000**

### *Host Committee Shirts*

Host Committee volunteers will be seen throughout the week wearing a shirt with your company logo. These shirts help to easily identify the volunteers to conference attendees. Have your company's logo seen numerous times each day on the shirt of every conference volunteer! Volunteers will be visible at the registration desk, meeting rooms and in the hospitality suite providing excellent exposure for your company.

- Two complimentary conference registrations.
- Logo prominently displayed on the host committee shirts along with the AGA logo.

**PDC Host Committee Shirts: \$8,000**

**Brass Level: \$5,000**

### *Morning Coffee Break—2 Available*

Give attendees that mid-morning boost to get them through their day! Coffee, tea and sodas will be served in the exhibit area each morning. Additional benefits include:

- One complimentary conference registration.
- Premier placement of company logo on coffee break signage.
- Beverage napkins printed with your company logo.

**PDC Monday Coffee Break: \$5,000**

**PDC Tuesday Coffee Break: \$5,000**

### *Directional Signage*

This is a great sponsorship to maximize your visibility. “You Are Here” directional signs will be placed throughout the conference hotel directing attendees to sessions, the Exhibit Hall and other conference events. Your logo will be included on each sign—a sure way to guarantee your name and logo are seen by everyone at the conference! Additional benefits include:

- One complimentary conference registration.
- Premier placement of company logo on directional signage.

**PDC Directional Signage: \$5,000**

### *PDC Pens*

Pens are small but necessary items to each conference attendee. In addition to being used on a daily basis they also provide a lasting conference souvenir. Your company name or logo stamped on the pens will keep your product or service in the minds of all who use them. Additional benefits include:

- One complimentary conference registration.
- Logo prominently displayed on the pens.

**PDC Pens: \$5,000**

### *Bottled Water Break*

Make waves with bottled water. After a long week of sessions, attendees will appreciate the opportunity to cool down with a nice cold bottle of water. Refreshing, thirst-quenching, natural spring water imprinted with your company name and logo will be available to attendees. Served just before the closing session, your logo will be one of the last things attendees see before heading home. This sponsorship places your company name and logo—and any other marketing message—on the bottle label. Additional benefits include:

- One complimentary conference registration.
- Premier placement of company logo on water break signage.

**PDC Bottled Water Break: \$5,000**

### *Other Promotional Opportunities*

#### **Bag Stuffers**

Investment: \$1,000

Even if you cannot attend—get your message in the bag! One promotional item of your choice will be inserted into every conference bag. Just provide copies of your pre-printed material or giveaway to AGA and we’ll take care of the rest. Company is responsible for shipping materials in time to be inserted in to the bags prior to the opening of the show. Items must weigh less than 12 oz. and be no larger than 12” x 9”. Benefits include:

- Opportunity to insert one promotional item into the conference bags.
- Recognition in the final program—includes company description, logo and marketing contact information.
- Pre- and post-conference registration mailing lists in Excel format (one-time use).

**PDC Bag Stuffer: \$1,000**

#### **Room Drops**

Investment: \$1,500

Greet attendees right at their door! Your surprise gift, giveaway item or company literature will be placed in a special bag and distributed to all attendees staying at the official conference hotel. Room drops are a great way to boost company awareness among the most important decision-makers in the industry. Just provide copies of your pre-printed material or giveaway to AGA and we’ll take care of the rest. Company is responsible for shipping materials in time to be inserted in to the bags prior to the opening of the show. Items must weigh less than 12 oz. and be no larger than 8.5” x 11”. Benefits include:

- Opportunity to insert one promotional item into the room drop bags.
- Recognition in the final program—includes company description, logo and marketing contact information.
- Pre- and post-conference registration mailing lists in Excel format (one-time use).

**PDC Room Drop: \$1,500**

*Don't see what you're looking for? If you have thought of a sponsorship that is not listed here, we welcome your ideas. Please contact Ada Phillips via e-mail, [aphillips@agacgfm.org](mailto:aphillips@agacgfm.org), or by phone at 800.AGA.7211, ext. 310.*

### *Sponsorship Terms and Guidelines*

Selection, production, shipping and distribution of all sponsorship items as well as menu selection for meal functions will be handled by AGA. Placement of the logos will be at the discretion of AGA.

In the event that a sponsor would like to upgrade a meal or specific item, the sponsoring company may do so at its own expense. In this case, the sponsoring company is responsible for all additional costs for the upgrade over and above the sponsor fee.

All sponsorship items are printed in one color only, except for the hotel key cards and pop-out maps, which are printed in four-color process. Sponsored items may be printed with your full-color logo at your organization's expense.

The sponsoring company agrees to pay the published sponsorship fee once the application has been submitted and accepted by AGA. Invoices will be generated from sponsorship applications. Payment is requested within 30 days. Outstanding balances must be paid in full prior to signing up for future conference activities.

Sponsorships may not be cancelled. Upon signing the agreement, there are costs incurred on behalf of the sponsor and the full, published amount must be paid. In the event that the sponsorship can be resold and the promotional material corrected before the conference, 50 percent of the sponsorship fee may be refunded.

Any written notification of intent to sponsor an event or item will be considered a definite commitment. In the event that AGA denies a sponsorship opportunity to an interested party, based on a written confirmation/guarantee by your organization to sponsor an event/item, the sponsorship may not be cancelled and the full payment must be paid.

Sponsorship costs are designed to lessen the financial burden of the sponsored item and do not necessarily reflect the total cost of the sponsored event or item.

Sponsors of previous conference activities/items have the right of first refusal for the same activity/item in the following year. As such, PDC 2005 sponsors are given first right of renewal until October 1, 2005, at which time sponsorships are open to other companies on a first-come, first-served basis.

Remaining opportunities are available on a first-come, first-served basis. The receipt of application will establish the assignment date. In cases where sponsorship reservations are received simultaneously, preference will be given to AGA Corporate Partners and past conference sponsors/exhibitors.

No person, firm or organization, public or private, not having contracted with AGA for the occupancy of booth space will be permitted to display or demonstrate its products/services, distribute promotional materials, meeting announcements or solicitations of business in the Exhibit Hall, public areas of the conference facility or in hospitality suites, unless it is included with their sponsorship package. Any infringement of this rule will result in the prompt removal of the offending persons and/or promotional materials from the Exhibit Hall and/or conference facility. Only exhibitors are allowed to distribute material within the confines of their exhibit space.

To achieve maximum exposure and to receive full sponsorship benefits, please reserve your sponsorship as quickly as possible, but at least eight weeks before the conference. This allows sufficient time to place necessary orders, create signage and to include your sponsorship information in the official conference program. Please note that AGA will make every attempt to provide full recognition on sponsorships confirmed less than eight weeks before the event, however, some benefits may no longer be available.

The sponsor agrees not to extend invitations, call meetings, host hospitality events or otherwise encourage the absence of attendees from the Exhibit Hall, education sessions and/or social events during the hours of official conference activities. Sponsor agrees to notify AGA of any meetings or hospitality events that take place during the conference, even if they take place after official conference events have ended. All requests for meeting rooms, hotel suites and special function rooms must be approved by AGA.

Distribution of flyers, invitations, magazines or other specialty advertising directly to attendee hotel rooms is prohibited.

AGA reserves the right to review any sponsorship application for appropriateness for our intended audience and support of our mission.

## Exhibiting Opportunities—Put Your Products and Services in Front of the People Who Need Them Most!

Maximize your company’s visibility, make new contacts and solidify relationships with current customers by showcasing your products and services at AGA’s Professional Development Conference & Exposition. The PDC provides your company with an invaluable opportunity to renew existing relationships, showcase your products and services and “meet and greet” first-time attendees.

The Exhibit Hall is a hub of activity. With continental breakfasts, refreshment breaks and receptions all taking place here, the PDC combines all the right elements to attract attendees to the Exhibit Hall and move them toward your booth.

More than 1,800 financial management professionals come to the Professional Development Conference & Exposition to learn about the latest innovations in the field. They want to know how your product or service will help them do business better. Be sure you’re there to tell them. Don’t miss this unique opportunity to interact with top-level, hard-to-reach government accountability professionals—sign up for your booth today!

### Join Us and Enjoy:

- Eight hours of unopposed exhibit time
- Direct access to more than 1,800 government financial managers.
- Traffic boosting events, including the Welcome Reception and Monday Mixer and refreshment breaks in the Exhibit Hall
- Prize drawings in the Exhibit Hall
- Unparalleled networking opportunities.

### Did You Know?

- Well planned pre-show promotion activities to preregistered attendees can increase booth traffic by 50 percent and boost your leads by 33 percent.
- Exhibitions are the No. 1 source of information with which to make purchasing decisions
- Trade shows provide the most cost-effective opportunity to establish business relationships with those making purchasing decisions.

**Source:** Center for Exhibition Industry Research (CEIR), Power of Exhibitions Survey

### Need Another Reason to be Present at AGA’s PDC?

- 99 percent of attendees visit the Exhibit Hall.
- 91 percent of attendees believe the Exhibit Hall is a valuable important part of the conference.
- 44 percent of attendees have the authority to approve, specify, or recommend purchases of products and services for their organization.

—**Source:** 2004 Attendee Post Conference Evaluation

*“Our experience with AGA’s PDC has been terrific. We have been extremely happy with the quality of the show and the opportunity it provides to connect with decision-makers. It’s definitely worth the investment.”*

—*Linda Rasch, Marketing Manager,  
U.S. Bank Corporate Payment Systems*

## Exhibit Hall Schedule

<b>Sunday, June 18, 2006</b>	8 a.m. – 3 p.m. 5 p.m. – 7 p.m.	Booth Set-Up Welcome Reception
<b>Monday, June 19, 2006</b>	7 a.m. – 4 p.m. 5 – 6 p.m.	Exhibit Hall Open Monday Mixer
<b>Tuesday, June 20, 2006</b>	7 a.m. – 4 p.m. 4 – 7 p.m.	Exhibit Hall Open Booth Dismantle

\* Schedule is subject to change.

### *Exhibitor Benefits Package*

Each PDC exhibitor receives the following benefits:

- One 10' x 10' exhibit space with 8' high back drape and 3' high side drape in show colors. Includes two chairs and one wastebasket.
- Exhibitor I.D. sign with company name and booth number.
- Four complimentary exhibit staff registrations. Includes access to functions held in the Exhibit Hall—Continental Breakfasts, Coffee Breaks and Receptions. (Sponsor one of these events and get even more exposure!)
- Recognition in the conference registration brochure (if confirmed by December 16, 2005)
- Recognition in the final program—includes company description, logo and marketing contact information.
- Recognition in the exhibitor appreciation section of the conference website.
- Pre- and post-conference registration mailing lists in Excel format (one-time use).
- Special exhibitor name badge ribbons for company representatives to wear at the conference

### *Booth Prices*

**AGA Corporate Partner Member: \$3,000**

**Non AGA Corporate Partner Member: \$4,000**

**Government Agency: \$3,000**

The above prices are for each 10' x 10' exhibit space. The fee covers exhibit space only. All furnishings, labor, shipping and hotel arrangements must be made on an individual basis.

### *Exhibitor Eligibility*

AGA reserves the right to determine the eligibility of prospective exhibitors for inclusion at its exposition. Eligibility will be determined following receipt of an Exhibit Space Application and prior to booth assignment. Acceptance of this contract should in no way be construed as an endorsement by AGA of either an exhibiting company or its products or services.

### *Confirmations*

Upon acceptance of your exhibit application, the contact person named at the top of the form will receive a confirmation letter providing your booth assignment and other conference details. This official contact person is responsible for providing onsite representatives with time schedules and other pertinent information.

### *Booth Assignment and Relocation*

The first round of booth assignments will be made on August 31, 2005. Booth assignments will be made based on the date the application is received, amount of space required, AGA corporate membership status, sponsorship level and past participation.

Applications for space received after the initial space assignment date will have space allocated on a first-come, first-served basis. In cases where booth applications are received simultaneously, AGA corporate membership status, sponsorship level and past participation will be considered when determining booth location.

Every effort is made to accommodate your requested booth location, but we cannot guarantee that you will receive one of your preferred choices. When submitting your application you will also have the opportunity to list any companies near which you do not wish to be located. Every effort will be made to accommodate your request, but no guarantees can be made.

AGA reserves the right to alter exhibitor's assigned location and/or revise the floor plan at any time in its sole discretion if deemed in the best interests of the Exposition. Before exercising its discretion, AGA will consult with the exhibitor. AGA's determination with respect to assignment of exhibit space is to be binding on all parties.





### *Payment & Cancellation*

The exhibitor agrees to pay the published exhibit fee once the application has been submitted and accepted by AGA. Invoices will be generated from sponsorship applications. Payment is requested within 30 days.

Cancellations must be made in writing. All exhibitors canceling standard booth space on or before December 16, 2005 will be charged a processing fee of \$500. If notice of cancellation is given between December 17, 2005 and February 3, 2006, exhibitors will be responsible for 50 percent of the total booth fee. Exhibitors canceling space after February 3, 2006 will be responsible for the total fee of the exhibit space reserved.

**Please note:** If an exhibiting company was assigned a prime booth location (as determined by AGA), the company will be charged an additional \$1,000 prime location cancellation fee if cancellation is received by December 17, 2005. Exhibitors canceling prime space after December 17, 2005 will be responsible for the total fee of the exhibit space reserved.

If a company does not occupy and exhibit in the designated space at the opening of the Exposition, and has not given the required written notice of cancellation, then AGA shall have the right to use the exhibit space in such a manner as it may deem in the Exposition's best interest—this does not relieve the exhibitor's obligation of paying the full rental fee.

### *Booth Personnel Registration*

Each exhibiting company receives four Exhibit Hall passes for company representatives to work the booth. Additional staff may register for a fee of \$50 per person. Lunch tickets may be purchased at \$35 each. Exhibit staff may register for the full conference (includes education sessions, luncheons, receptions and the ability to earn CPE) for a fee of \$775.

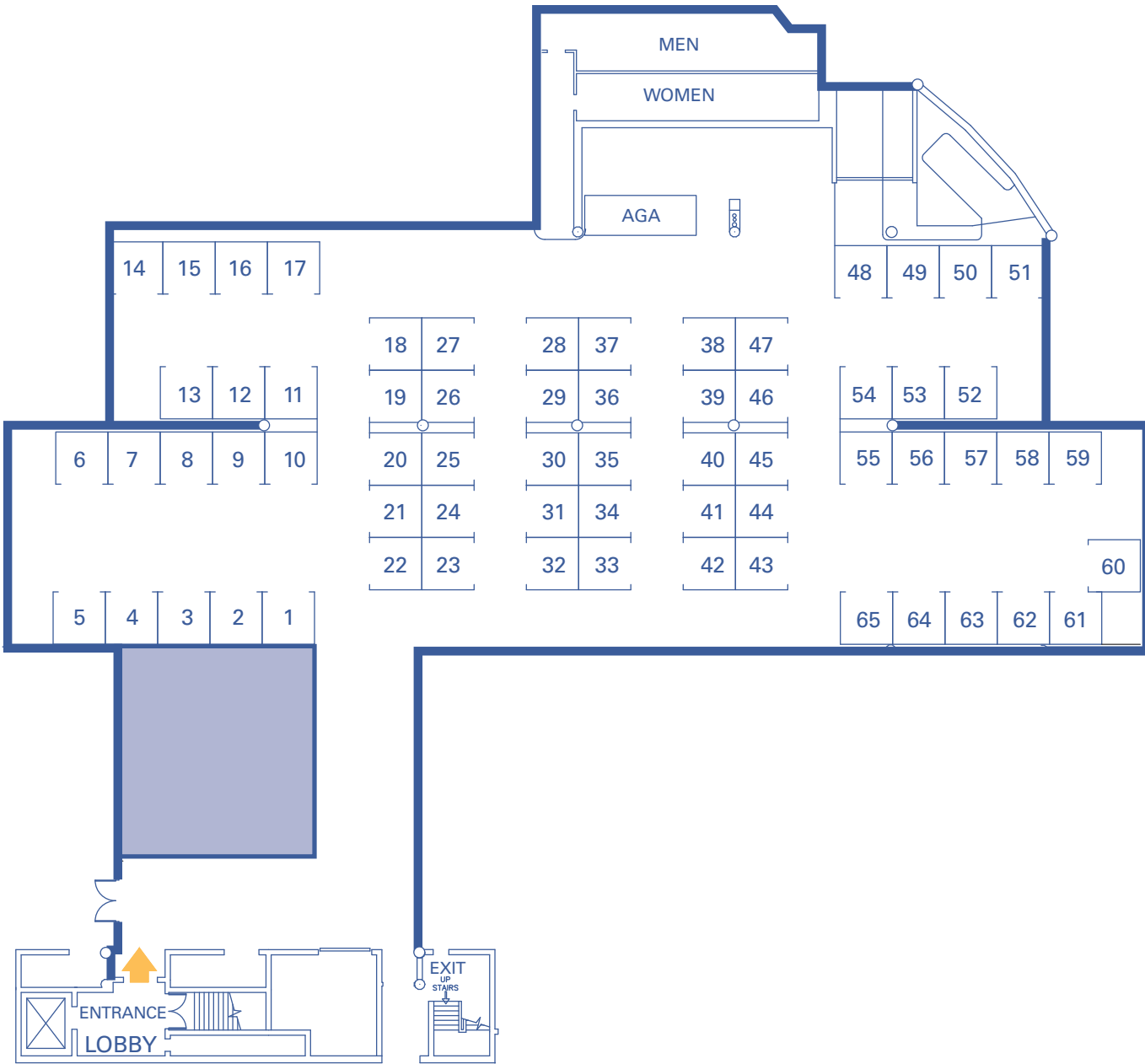
Information on how to register your exhibit staff/personnel will be included in your Exhibitor Service Kit, which will be mailed approximately 10 weeks prior to the conference.

### *Exhibit Rules and Regulations*

A complete list of Exhibit Rules and Regulations will be posted on the conference website and provided with your confirmation letter. By signing the exhibit application/contract, each exhibiting organization, its employees or contractors, agrees to abide by these rules and regulations and amendments or additions made to them.

AGA reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any further regulations to ensure the successful operation of the show.

## PDC Exhibit Hall Map



As this publication is printed one year in advance of the conference, please visit the AGA website at [www.agacgfm.org/pdc](http://www.agacgfm.org/pdc) to view the most current listing of available booths.

AGA reserves the right to reassign exhibit space and revise the floor plan at any time without notice.

## Advertising Opportunities PDC Onsite Program

Reach each conference attendee directly by advertising in the Onsite Program. This is the best opportunity to showcase your company's message in the program that will be used throughout the week and taken back to offices around the country.

### *Mechanical Requirements and Prices*

**Deadline for space reservation, receipt of contract and payment: April 28, 2006**

**Deadline for artwork: May 5, 2006**

Become an AGA Corporate Partner today and receive sizable discounts on PDC Onsite Program advertising!

To purchase advertising space in the PDC final program, use the following information on the order form.

#### **Back cover (1 opportunity)**

AGA Corporate Partner: **\$4,000**

Non AGA Corporate Partner: **\$4,500**

#### **Inside covers (2 opportunities)**

AGA Corporate Partner: **\$2,500**

Non AGA Corporate Partner: **\$3,000**

#### **Inside Right Front (1 opportunity)**

AGA Corporate Partner: **\$2,000**

Non AGA Corporate Partner: **\$2,500**

#### **Full page (multiple opportunities)**

AGA Corporate Partner: **\$1,500**

Non AGA Corporate Partner: **\$2,000**

#### **Half page (multiple opportunities)**

AGA Corporate Partner: **\$800**

Non AGA Corporate Partner: **\$1,300**

#### **Quarter page: (multiple opportunities)**

AGA Corporate Partner: **\$600**

Non AGA Corporate Partner: **\$1,100**

All prices are net. No agency commissions or discounts provided.



### *Mechanical Specifications*

AGA prefers to receive ad submissions electronically. All submissions should include the original file (Macintosh QuarkXpress 6.0 files are preferred) as well as all original images and fonts. All ads should be prepared in four-color process with color composite proofs included. Composite proofs can be PDF, TIFF or EPS files and are required to ensure proper placement of images and correct use of fonts. Submissions that do not include these items will not be accepted and payment may be forfeited.

Ads may also be submitted as high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded and all files must use CMYK high-resolution images. Please include bleed and crop marks in your high-resolution PDF.

Full Page: 7.5" x 10"

Full Page with bleed:

trim: 8.5" x 11"

bleed: 9" x 11.5"

live: 7.5" x 10"

1/2 Page Horizontal: 7.5" x 5"

1/4 Page: 3.75" x 5"

Ink: 4-color process

Paper: 70# Matte

- Submissions are due May 5, 2006 to Jennifer Cedoz, TGD Communications, 901 N. Pitt St., Suite 250, Alexandria, VA 22314, or electronically to [jennifer.cedoz@tgdc.com](mailto:jennifer.cedoz@tgdc.com).
- Advertisers will be charged for copy corrections or alterations that are the result of problems with the furnished mechanicals.
- Advertiser or authorized agency must forward all materials to Jennifer Cedoz in accordance with the deadline schedule and rates.
- In signing the order form in the back of the catalog, the advertiser/agency agrees to abide by the contract regulations as stated above. For more information, please contact Marie Force at 800.AGA.7211 or via e-mail at [mforce@agacfm.org](mailto:mforce@agacfm.org).

# AGA 2005-2006 Advertising Order Form

## Marketing Opportunities: Publications

<b>COMPANY INFORMATION</b>				<b>PRIMARY CONTACT</b>			
COMPANY NAME				NAME			
ADDRESS				TITLE			
CITY STATE ZIP				ADDRESS (if different from left)			
PHONE FAX				CITY STATE ZIP			
WEBSITE				PHONE FAX			
				E-MAIL			

### Corporate Partnership

<input type="radio"/> I am already a Corporate Partner	<input type="radio"/> I want to become a Corporate Partner (Choose a Partnership level below)	Cost
	<input type="radio"/> Professional Level \$5,000 <input type="radio"/> Sustaining Level: \$2,000	

### AGA Newsletter Ads

Newsletter	Issues/Dates	Position Corporate Partners Only	Cost
<b>Newsletter Advertising and Corporate Partnership Total</b>			

### Journal of Government Financial Management

Display Advertisement				
Issue	Size	Color	Position	Cost*
<b>Journal Section Total*</b>				

\*You will be billed for Journal advertisements when the issue in which the ad appears is distributed.

### RETURN SIGNED ORDER FORM(S) TO

**AGA, 2208 Mount Vernon Ave.  
Alexandria, VA 22301**

**PH: 800.AGA.7211**

**FAX: 703.548.9367**

### METHOD OF PAYMENT

CHECK/PO PAYABLE TO AGA (Federal Tax ID #53-0217158)

VISA       MASTERCARD       AMEX       DISCOVER

CARDHOLDER PHONE NO.

CARD #

EXP. DATE

NAME AS IT APPEARS ON CARD

SIGNATURE

### AUTHORIZED SIGNATURE

DATE

*This signature indicates we agree to the rules, regulations and policies outlined in this catalog, as well as those on the AGA website that pertain to our purchase.*

This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.

# AGA 2005-2006 Conferences & Events Order Form

## Marketing Opportunities: Conferences & Events

**COMPANY INFORMATION** Please complete this section as you wish to have it printed in the conference program and other marketing materials

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

WEBSITE \_\_\_\_\_

**PRIMARY CONTACT** (All information regarding the conference or event will be sent to YOUR attention. This includes the confirmation letter, Exhibitor Service Kit, etc.)

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS (if different from left) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

### Corporate Partnership

<input type="radio"/> I am already a Corporate Partner	<input type="radio"/> I want to become a Corporate Partner (Choose a Partnership level below)	Cost
	<input type="radio"/> Professional Level \$5,000 <input type="radio"/> Sustaining Level: \$2,000	

### Certificate of Excellence in Accountability Reporting (CEAR) Ceremony

Choose an event	Cost
<input type="radio"/> CEAR Awards Ceremony Reception: \$10,000	
<input type="radio"/> CEAR Awards Ceremony: \$20,000	

### Performance Management Conference

	Item description	Cost
<input type="radio"/> Sponsorship	Level: _____ Item(s): _____	
<input type="radio"/> Program Ad	Size: _____ Position: _____	

### National Leadership Conference

	Item description	Cost
<input type="radio"/> Sponsorship	Level: _____ Item(s): _____	
<input type="radio"/> Exhibit Booth*	Size: _____ Booth choices: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____	
<input type="radio"/> Program Ad	Size: _____ Position: _____	

### Professional Development Conference & Exposition

	Item description	Cost
<input type="radio"/> Sponsorship	Level: _____ Item(s): _____	
<input type="radio"/> Exhibit Booth*	Size: _____ Booth choices: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____	
<input type="radio"/> Program Ad	Size: _____ Position: _____	

**MARKETING CONTACT FOR FINAL PROGRAM** —  
Who should attendees contact for more information?

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

E-MAIL \_\_\_\_\_

**TOTAL** \_\_\_\_\_

\*We wish to avoid booth placement near the following competitors:  
\_\_\_\_\_

**RETURN SIGNED ORDER FORM(S) TO**

**AGA, 2208 Mount Vernon Ave.  
Alexandria, VA 22301**

**PH: 800.AGA.7211  
FAX: 703.548.9367**

#### METHOD OF PAYMENT

- CHECK/PO PAYABLE TO AGA (Federal Tax ID #53-0217158)
- VISA       MASTERCARD       AMEX       DISCOVER

CARDHOLDER PHONE NO. \_\_\_\_\_

CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**AUTHORIZED SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

This signature indicates we agree to the rules, regulations and policies outlined in this catalog, as well as those on the AGA website that pertain to our purchase.

This contract represents the entire understanding of the parties and may not be amended except by further written agreement signed by both parties. This contract shall be governed by the laws of the Commonwealth of Virginia. Any dispute between the parties shall be submitted to binding arbitration in Alexandria, Virginia pursuant to the Commercial Rules of the American Arbitration Association. The parties will bear their own costs. Any award may be submitted to a court of competent jurisdiction for enforcement.