

**AGA Fourth Annual Internal Control & Fraud Conference**  
**September 16-17, 2009 • Ronald Reagan Building • Washington, D.C.**

**Marketing Opportunities**

Maximize your company's visibility, make new contacts and reach your target audience at AGA's Internal Control & Fraud Conference. This event focuses on management's responsibility for ensuring a good system of internal control and the role of accountability professionals to minimize the risk of fraud, waste and abuse. Leaders in government and private industry will discuss the latest discovery techniques, lessons learned and how governments are cooperating to improve services to citizens.

Become a sponsor to gain visibility and showcase your commitment to the government financial management profession. We offer a wide range of sponsorship opportunities that enable your organization to stand out and gain a competitive edge.

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

- Complimentary tabletop exhibit to greet and interact with attendees during breaks and networking events.
- Complimentary half-page ad in the official conference program.
- 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 applicable and confirmed before printing).
- Recognition in the final program—includes company description, logo and marketing contact information (if confirmed before printing).
- Acknowledgement during the opening general session.
- 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.

**Sponsorship Opportunities**

**Platinum Level**

**Welcome Reception \$10,500**

The Welcome Reception offers a high-profile, noncompetitive opportunity to network with current and future customers. This special event gives attendees a chance to relax and mix and mingle with colleagues and friends. Additional benefits include:

- Guaranteed spot on the conference technical committee—help shape the agenda by coordinating education sessions and selecting speakers.
- Four complimentary conference registrations.
- Premier placement of company logo on reception signage.
- Beverage napkins printed with your company logo.
- Special lighting illuminating your logo in the reception room.
- Opportunity to insert one promotional item into the conference bags.

**Tote Bags \$10,500**

What better walking advertisement could there be for your company? The bags are a favorite with conference attendees, and get long-lasting use and exposure beyond the conference. No other item will reinforce your organization's name recognition better. Additional benefits include:

- Guaranteed spot on the conference technical committee—help shape the agenda by coordinating education sessions and selecting speakers.
- Guaranteed spot on the Corporate Solutions Panel Presentation (See below under the 'additional promotional opportunities' section for more information)
- Four complimentary conference registrations.
- Logo prominently displayed on the tote bags along with the AGA logo.
- Opportunity to insert one promotional item into the conference bags.

### Gold Level

#### **Luncheon (Two Available)      \$8,500**

Sponsor a luncheon and receive noncompetitive exposure to all conference participants. Attendees are invited to come together to enjoy a networking luncheon. Additional benefits include:

- Guaranteed spot on the conference technical committee—help shape the agenda by coordinating education sessions and selecting speakers.
- Three 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 and guests.

#### **Name Badge Holders      \$8,500**

Let the attendees do the advertising for you. Badge holders are printed with your logo on the front so your company name is displayed and seen hundreds of times each day as attendees wear their badges to gain entry to all conference-related functions. Additional benefits include:

- Guaranteed spot on the conference technical committee—help shape the agenda by coordinating education sessions and selecting speakers.
- Three 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.

#### **Notebooks      \$8,500**

Your logo will be printed on notebooks and inserted into every bag. When attendees get back to their office and review what they've learned, your logo will be front and center. Additional benefits include:

- Guaranteed spot on the conference technical committee—help shape the agenda by coordinating education sessions and selecting speakers.
- Three complimentary conference registrations.
- Logo prominently displayed on the notebooks along with the AGA logo.
- Opportunity to insert one promotional item into the conference bags.

### Silver Level

#### **Breakfast (Two Available)      \$6,500**

Treat attendees to their first cup of coffee and the most important meal of the day! This sponsorship generates plenty of appreciation and gets attendees energized for networking and learning as they start their day. Additional benefits include:

- Two complimentary conference registrations.
- Premier placement of company logo on breakfast signage.
- Beverage napkins printed with your company logo.
- Opportunity to insert one promotional item into the conference bags.

## Bronze Level

### Coffee Break (Three Available) \$4,500

Treat attendees to a refreshing “pick me up” to carry them through the day. Coffee, tea and soda will be served in the exhibit area each day. Coffee breaks are a great time to meet with friends and colleagues. Your logo will be what everyone sees as they mingle around the food and beverage stations. Offer a prize giveaway during the break for added exposure. Additional benefits include:

- One complimentary conference registration.
- Premier placement of company logo on coffee break signage.
- Beverage napkins printed with your company logo.
- Opportunity to insert one promotional item into the conference bags.

## Other Promotional Opportunities

### Tabletop Exhibit \$1,500 (AGA Corporate Partners)/\$1800 (Non-Corporate Partners)

Display your solutions to hundreds of qualified prospects. Greet and interact with attendees during breakfasts, breaks and networking events. We combine all the right elements to attract attendees to the exhibit area and move them toward your display. Benefits include:

- One 6-foot skirted table and two chairs. Bring your small pop-up display, literature and giveaways to showcase your company's products and services.
- Recognition in the final program—includes company description, logo and marketing contact information.

*Tabletop space is limited. Preference is given to official conference sponsors and AGA Corporate Partners.*

### Bag Stuffers \$200

Even if you cannot attend—get your message in the bag. One promotional item of your choice will be inserted into every conference bag. Provide copies of your pre-printed material or giveaway to AGA and we'll take care of the rest. Your company is responsible for shipping materials in time to be placed in the bags prior to the opening of the show.

Items may include, but are not limited to, a CD of your products/services, marketing brochure (8-page maximum), pens, calculators, mouse pads, luggage tags and other promotional items not already sponsored by AGA. Items must weigh less than 12 ounces and be no larger than 12-by-9 inches, and must be approved by AGA. 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.

Don't see what you're looking for? We welcome your sponsorship 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

A complete list of sponsorship rules and regulations will be posted on the conference website and provided with the sponsor's confirmation letter (sent via e-mail). By signing the application/contract, each organization, its employees and/or contractors, agrees to abide by these rules and regulations and amendments or additions made to them.

## Advertising Opportunities

This is the best opportunity to showcase your company's message in the program that will be used throughout the conference and taken back to offices around the country.

*Deadline for space reservation, receipt of contract and payment: August 7, 2009*

*Deadline for artwork: August 21, 2009*

## **Mechanical Requirements and Prices**

Become an AGA Corporate Partner today and receive sizable discounts on Conference advertising! To purchase advertising space in the program, use the information below on the enclosed order form.

Back cover (1 opportunity)

AGA Corporate Partner: \$1,100

Non AGA Corporate Partner: \$1,400

Inside covers (2 opportunities):

AGA Corporate Partner: \$700

Non AGA Corporate Partner: \$800

Inside Front Right (1 opportunity)

AGA Corporate Partner: \$500

Non AGA Corporate Partner: \$600

Full page (multiple opportunities)

AGA Corporate Partner: \$400

Non AGA Corporate Partner: \$450

Half page (multiple opportunities)

AGA Corporate Partner: \$300

Non AGA Corporate Partner: \$350

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

### **Mechanical Specifications**

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"

**Ad Sales:** Please contact April Pardoe, AGA communications manager, at [apardoe@agacgfm.org](mailto:apardoe@agacgfm.org), or at 410.337.0004, to purchase advertisements or complete the enclosed order form.

**Art submission:** All ads will be four-color process. Advertisers should submit a high-resolution PDF file with crop marks (and bleed marks, if necessary) indicated in the PDF. All fonts must be embedded in the PDF and all files must use CMYK high-resolution images. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign).

Ads may also be submitted as InDesign CS2 files (Macintosh format) with all associated images and fonts included. Please include a composite color printout, PDF or TIFF file with your ad submission to ensure accuracy. Send all files to Kristina Brinton at TGD Communications, 901 N. Pitt St., Suite 250, Alexandria, VA 22314, or via e-mail at [kristina.brinton@tgdcom.com](mailto:kristina.brinton@tgdcom.com).