

**AGA Fifth Annual Performance Management Conference**  
**November 5-6, 2009 • W Hotel • Seattle, WA**

**Marketing Opportunities**

AGA's Performance Management Conference (PMC) brings together government officials who are using performance reports to measure progress toward achieving their goals every year. Not only can solid performance measures help governments improve operations, but they can also communicate to citizens how tax dollars are being spent.

This unique two-day event brings together 200 leaders in performance reporting from all levels of government, the private sector and academia. Speakers will share best practices, lessons learned and cooperative initiatives among governments. AGA will also recognize governments that have received the Certificate of Achievement in Service Efforts and Accomplishments (SEA) Reporting. AGA's PMC offers unparalleled opportunities to network, exchange ideas and share best practices with colleagues and friends.

Become a sponsor to gain visibility and showcase your commitment to the growing field of performance management and SEA reporting. There are a variety of sponsorships to choose from that allow 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                      \$7,000**

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.
- Guaranteed spot on the Corporate Solutions Panel Presentation (See below under the 'additional promotional opportunities' section for more information)
- Three 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** **\$7,000**

What better walking advertisement could there be for your company? The bags are a favorite with all 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)
- Three 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)** **\$5,000**

Sponsor a luncheon and receive noncompetitive exposure to all conference participants. Attendees are invited to come together to enjoy a sit-down luncheon followed by a keynote presentation or award ceremony. 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 'additional promotional opportunities' section for more information)
- Two 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** **\$5,000**

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.
- Guaranteed spot on the Corporate Solutions Panel Presentation (See below under 'additional promotional opportunities' section for more information)
- Two 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.

## **Silver Level**

### **Breakfast (Two Available)** **\$3,500**

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:

- One complimentary conference registration.
- 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) \$2,000

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:

- 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

### Corporate Solutions Session— *Exclusive Opportunity for Platinum & Gold PMC Sponsors*

New! Participation on the Corporate Solutions panel presentation: There are many performance management products out there today and AGA’s PMC is the perfect place to see them! The ‘Corporate Solutions’ session is a great way to spotlight your products and services and stand out from the crowd. Join other conference sponsors for an interactive panel presentation designed to answer questions from attendees searching for in-depth information from private sector partners. This session gives participants the opportunity to hear about your exciting innovations, products and solutions that are available to save them time and money. Don’t miss this opportunity to meet your customers and gain a competitive edge.

### 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: September 25, 2009*

*Deadline for artwork: October 9, 2009*

## **Mechanical Requirements and Prices**

Become an AGA Corporate Partner today and receive sizable discounts on PMC Conference advertising! To purchase advertising space in the PMC 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: \$600  
Non AGA Corporate Partner: \$800

Inside Front Right (1 opportunity)  
AGA Corporate Partner: \$400  
Non AGA Corporate Partner: \$600

Full page (multiple opportunities)  
AGA Corporate Partner: \$300  
Non AGA Corporate Partner: \$450

Half page (multiple opportunities)  
AGA Corporate Partner: \$200  
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).