



NIGP FORUM

Connecting Procurement Communities

PHILADELPHIA, PA ★ AUGUST 23-27, 2014

NIGP: The Institute for Public Procurement

EXHIBITOR PROSPECTUS

August 25 – August 26 ★ Pennsylvania Convention Center ★ Philadelphia, Pennsylvania

TOP 50
POW!

**FASTEST GROWING
TRADE SHOWS**

Historic Opportunity

Exhibit at the largest North American event
exclusively for public sector procurement professionals.

WWW.NIGP.ORG/FORUM

The Premier Event for Government Suppliers to showcase your products and services.

The largest educational conference exclusively for public procurement.



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TO EXHIBIT AT THE NIGP FORUM CONTACT:

Bradley Eubank, J. Spargo & Associates, Inc.
703.631.6200 x 2562
bradley.eubank@jspargo.com

Why Exhibit at the NIGP Forum Products Exposition?

Attendees Say:

96%

ATTEND THE PRODUCTS EXPO

89%

ARE MORE LIKELY TO RECOMMEND OR PURCHASE PRODUCTS AND SERVICES FROM EXHIBITORS

86%

FIND THE EXHIBIT HALL ADDS VALUE

EVEN MORE REASONS TO EXHIBIT

1,000 + procurement agents from the US and Canada attend this once-a-year event

Attendees spend over **\$200 billion** collectively

200 + Exhibitors get immediate feedback from target customers

One of the **Top 50 fastest growing shows** for 2011 and 2012 by Trade Show Executive Magazine.

Trade Show Executive's **FASTEST 50**

Dedicated show hours (no educational sessions during exhibit hours).

About NIGP

NIGP: The Institute for Public Procurement

Since 1944, NIGP has been developing, supporting and promoting the public procurement profession through premier educational and research programs, professional support, technical services and advocacy initiatives that benefit members and constituents.

With over 20,000 professionals from more than 2,500 local, state, provincial and federal government contracting agencies across the United States, Canada and countries outside of North America, NIGP is international in its reach.



Why Exhibit at NIGP Products Exposition – August 25 – August 26, 2014?

The NIGP Forum and Products Exposition is the largest North American conference exclusively for public procurement and is a once-a-year opportunity for government suppliers to showcase products and services to more than 1,000 public procurement agents.

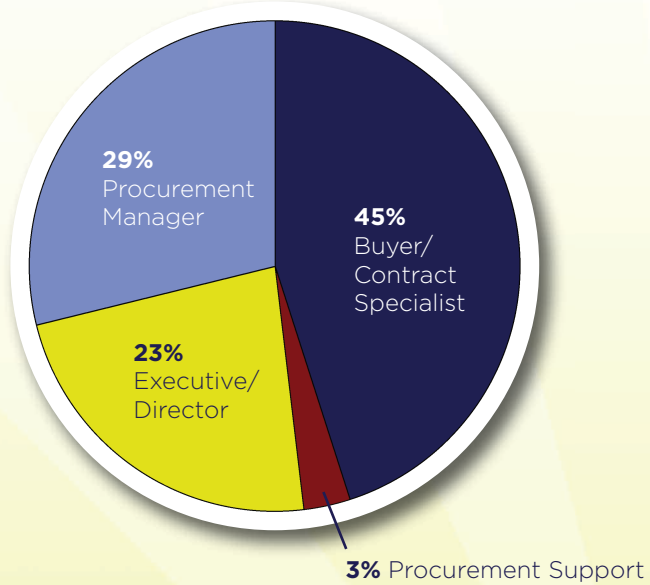
The NIGP Forum was listed as one of the top 50 fastest growing shows for 2011 and ranked #11 for net square feet in 2012 by *Trade Show Executive* magazine. It's a don't miss exclusive opportunity to make connections in the public procurement community.

“The Gordian Group has repeatedly partnered with NIGP to attend and exhibit at the Forum because of the opportunity to network with clients and new contacts. NIGP has developed an event built on education and networking, and our team always walks away with our goals achieved and anxious to utilize new ideas.”

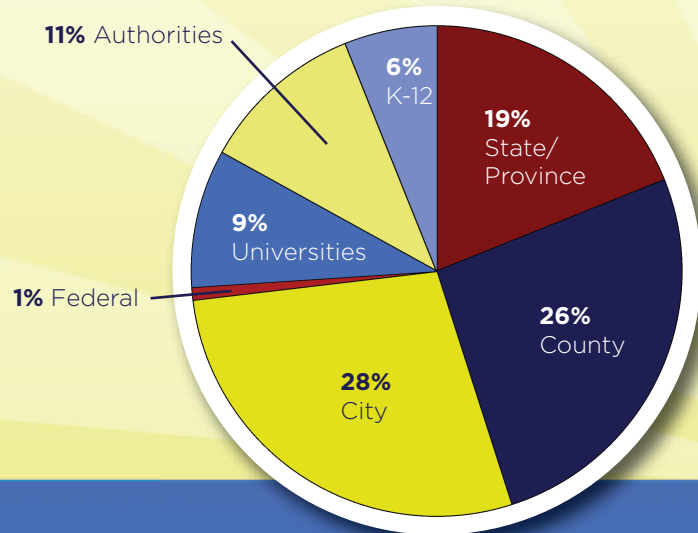
Christine Selvaggio
JOC Solutions Marketing Manager
The Gordian Group, Mauldin, SC

Attendee Profile

ATTENDEE TITLES



ATTENDEE TYPE



Attendee Spending

Collectively, attendees spend over **\$200 billion** across capital projects, support services and operating supplies for their community's health, education, protective and community services, transportation and administrative programs.

CATEGORY	SPENT IN BILLIONS*	% OF TOTAL SPENT
EDUCATION: K12	\$39.7	18%
HEALTH	\$35.9	16%
AGRICULTURE & ENV.	\$28.9	13%
EDUCATION: UNIVERSITY	\$19.5	9%
TRANSPORTATION	\$16.1	7%
WELFARE	\$15.3	7%
PENSIONS	\$12.9	6%
GOVT OPS	\$12.0	5%
UTILITIES & WATER	\$9.9	5%
GENERAL SERVICES	\$8.1	4%
POLICE	\$6.4	3%
PRISONS	\$5.2	2%
LAW & COURTS	\$4.0	2%
RECREATION & SPORTING	\$2.9	1%
FIRE	\$2.8	1%
TOTAL	\$219.7	100%

**Estimate based on figures obtained from www.usgovernmentspending.com*

Key Exhibitor Information

The NIGP Products Exposition provides government suppliers with the unique opportunity to generate business, increase visibility and make a lasting impression on the public procurement community.

Benefits of Exhibiting at the NIGP Forum Products Exposition

- ★ Generate new business across government, K-12 and higher education
- ★ Numerous networking opportunities to make new connections
- ★ Enhanced listing in NIGP's Online Sourcebook starting when you purchase your booth
- ★ Company listing on Expo Website, Show Program, and Mobile App
- ★ Complimentary pre- and post-show registered attendee mailing list
- ★ Dedicated show hours (*no educational sessions during exhibit hours*)

Registration includes:

- ★ (1) Conference registration and (2) Exhibit Hall Only badges (per 10x10 space)
- ★ Booth space with 8' high draped back wall, 36" high draped side rails, company ID sign – 7"x44"
- ★ Exhibitor participation points toward future NIGP Forums and priority in next year's booth selection
- ★ 24 hour general exhibit hall perimeter security service



Affordable Space Rates

100 sq. ft.	\$25.00 per square foot (10' x 10' Booth - \$2,500)
200 - 300 sq. ft.	\$24.00 per square foot (10' x 20' Booth - \$4,800)
400 sq. ft. & over	\$23.00 per square foot (20' x 20' Booth - \$9,200)

Forum Program Guide Advertising Rates

Full Page (8.5 x 11 inches) (8.75 x 11.25 inches – with bleed) (8.25 x 10.75 inches – no bleed) Inside Front Cover (Sold)	\$2,145
Inside Back Cover (8.5 x 11 inches)	\$2,445
Half Page (8.25 x 5.25 inches - no bleed)	\$1,625
Quarter Page (4 x 5.25 inches - no bleed)	\$1,095

Artwork Specifications:
Format: CMYK PDF format preferred
Resolution: Minimum = 300dpi

Exhibitor Categories In High Demand

- ★ Architectural & Engineering Services
- ★ Automotive/Fleet Services
- ★ Bidding Software
- ★ Building Materials
- ★ Construction Equipment
- ★ Communications
- ★ Computer Hardware & Software
- ★ Disaster Relief & Recovery
- ★ Emergency Support
- ★ Facilities Maintenance
- ★ Finance Solutions
- ★ Food Service
- ★ Healthcare
- ★ Laboratory Equipment
- ★ Logistics & Warehousing
- ★ Maintenance
- ★ Office Furniture/Equipment
- ★ Procurement Solutions
- ★ Public Works Solutions
- ★ Safety Security Solutions
- ★ Recreation Facilities/Materials
- ★ Training programs/services

Reserve your space today.

NIGP Exhibit Space Application

<http://expo.jspargo.com/exhibitor/nigp14APP.pdf>



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Snapshot of 2014 Exhibitor Listing

The following is a sampling of government suppliers planning to exhibit in 2014:

- ★ American Office Products Distributors
- ★ Applied Industrial Technologies
- ★ Atlas Sales & Rentals
- ★ Bank of America Merrill Lynch
- ★ Bridgestone Americas Tire Operations LLC
- ★ BSN Sports & US Games
- ★ CarQuest Auto Parts
- ★ CASE IH Agriculture
- ★ **Canon Solutions America**
- ★ **Caterpillar**
- ★ **FebBid, Inc**
- ★ Federal Contracts Corp.
- ★ GovDeals
- ★ **Graybar**
- ★ **Haworth, Inc.**
- ★ **HD Supply Facilities Maintenance**
- ★ **HD Supply Waterworks**
- ★ Ion Wave Technologies, Inc.
- ★ Keystone Purchasing Network
- ★ Knoll, Inc.

- ★ Mitel Business Systems, Inc.
- ★ **Office Depot**
- ★ Onvia, Inc.
- ★ **Periscope Holdings, Inc.**
- ★ Sharp Electronics Corporation
- ★ Sherwin Williams
- ★ Sunbelt Rentals, Inc.
- ★ Teknion
- ★ The Gordian Group
- ★ **The Home Depot**
- ★ **The Toro Company**
- ★ Tremco, Inc.
- ★ Tyco Integrated Security

NIGP Business Council/Enterprise Sponsors in bold

VIEW FLOOR PLAN

<http://events.jspargo.com/nigp14/public/floorplan.aspx>

(1/13/14)

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“The NIGP Forum Exhibition has always provided direct, face-to-face contact with very high quality and well-qualified customers. Every level of public procurement professionals are present so meaningful discussions can be had...”

Phil Todd

Director, Sales Support

Haworth, Holland, MI



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