

NLC NATIONAL LEAGUE OF CITIES
SEATTLE CONGRESS OF CITIES
2013 AND EXPOSITION

WASHINGTON STATE CONVENTION CENTER
NOVEMBER 13-16, 2013

Business with the Municipal Market Begins with NLC!

EXHIBIT | PRESENT | SPONSOR | ADVERTISE



PRELIMINARY SCHEDULE (subject to change)

TUESDAY
Nov. 12

Registration

WEDNESDAY
Nov. 13

Registration

Mobile Workshops

Preconference Trainings

THURSDAY
Nov. 14

Registration

Board of Directors
Meeting

Preconference Trainings

Mobile Workshops

Exposition Hall Opens

Conference Wide Lunch
in Exposition Hall

Opening General
Session

Welcome Reception in
Exposition Hall

FRIDAY
Nov. 15

Registration

Conference Workshops

Exposition Hall Open

Conference Workshops

Conference Wide Lunch
in Exposition Hall

Networking Events

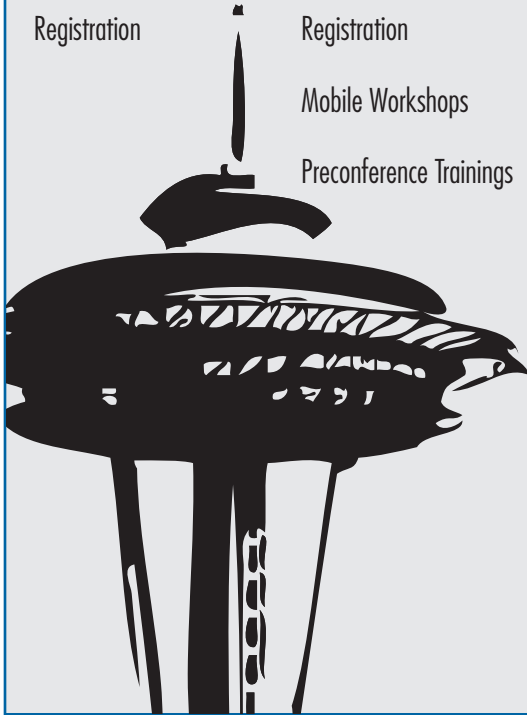
SATURDAY
Nov. 16

Registration

Conference Workshops

Closing General Session
and Luncheon

Annual Business
Meeting



PRODUCTS AND SERVICES IN THE EXPOSITION HALL SPAN MANY FIELDS! DO YOU HAVE SOLUTIONS IN THESE AREAS?

Environmental friendly equipment • Waste prevention, reuse, recycling and composting • Early childhood education • Afterschool activities • Solid waste management • Transitional youth • City management • Violence prevention • Family economic success • Childhood obesity • Green Infrastructure • Public works and public services • Engineering and construction • Land Improvement and development • Parks and recreation • Technology and communications • Transportation • Economic development • Housing • Public financial management • Workforce training • Public safety • Main street development • Community infrastructure • Property management • Emergency response • Engineering and construction • Citizen engagement • Health care





BUSINESS BEGINS WITH NLC BECOME AN EXHIBITOR

Cities will bring teams of elected officials and staff members to the conference so they can return ready for action. Here, mayors, council members, administrators, city managers, and department directors come to learn about solutions for moving their communities forward. Present your products, services, and solutions to these local champions who have the influence to impact business decisions in their communities.

Four days of workshops, training, tours and roundtable discussions on topics critical to municipalities ensure that the audience of city leaders can help you reach business development goals by presenting your company/organization's expertise and solutions to decision makers in their cities and towns. Last year, nearly 300 exhibit booths were showcased in the exposition hall, totaling more than 28,000 sq. ft. in booth space!

MORE INFORMATION (click on links)

[VIEW EXHIBITORS](#) | [VIEW FLOOR PLAN](#) | [RESERVE A BOOTH](#)

EXPOSITION HOURS

(subject to change)

THURSDAY, NOVEMBER 14

9:00 a.m. – 3:00 p.m.

Exhibit Hall Open

12:00 p.m. – 1:30 p.m.

Luncheon in the Exhibit Hall

5:30 p.m. – 7:00 p.m.

Reception in the Exhibit Hall

FRIDAY, NOVEMBER 15

10:30 a.m. – 2:00 p.m.

Exhibit Hall Open

12:00 p.m. – 1:30 p.m.

Luncheon in the Exhibit Hall

Questions about exhibiting?

Please contact Bradley Eubank, bradley.eubank@jspargo.com or Matt Darnell, matthew.darnell@jspargo.com, with J. Spargo & Associates or call (703) 631-6200.

EXHIBITOR BENEFITS

- Pre-show visibility on NLC's main conference website, www.nlccongressofcities.org, including a link to a searchable listing of all exhibitors.
- All conference registrants will receive a pre-show notice directing them to the exhibitor listing on the website.
- Dedicated access to conference delegates through specially scheduled exhibit floor time featuring no competing NLC workshops or general sessions, including two conference-wide luncheons in the exhibit hall.
- Increased visibility available for exhibitors who add on exhibit hall-related sponsorship opportunities. More information about sponsorship can be found on page 5.
- Exclusive opportunity to apply for a Vendor Theater and the opportunity to apply for a Sponsored Solution Session at a reduced rate. More information about presenting can be found on page 5.

EXHIBIT SPACE RATES (PER 10 FT. X 10 FT.)

Non-Member	\$2,500
Associate Member	\$2,300
Corporate Partner	\$2,100
U.S. Communities Supplier	\$2,100
Non-Profit	\$1,800

STANDARD BOOTH PACKAGE:

- 8 foot back drape and 3 foot side drape
- 4 exhibitor badges for each 10 x 10 foot space
- Post-conference attendee roster
- Inline booths receive a 7" x 44" Identification Sign

REACH REGISTRANTS IN ADVANCE!

Market your products and services to top decision makers and let attendees know where your company's booth is located in the exhibit hall when you purchase the use of the most current conference email or mailing list.

List Manager at ListManager2@MGILists.com or (703) 706-0383



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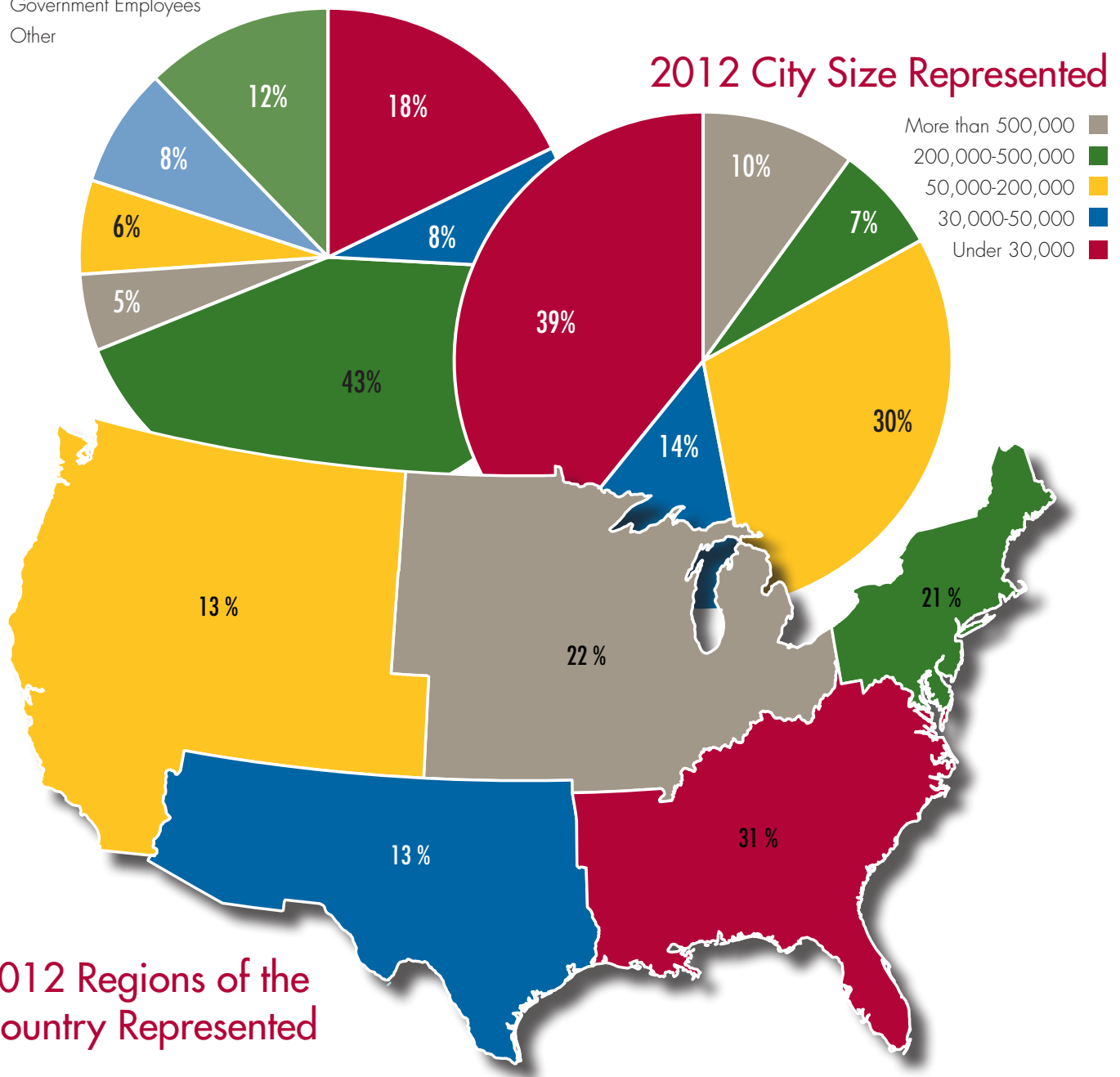
2012 CONGRESS OF CITIES AND EXPOSITION AT-A-GLANCE

2012 Attendee Role in Government



DID YOU KNOW?

Of the U.S.'s 19,492 municipal governments, more than 93% have populations of less than 25,000.



2012 Regions of the Country Represented

STAND OUT AT THE CONGRESS OF CITIES

SPONSOR A CONFERENCE ITEM OR EVENT

Sponsoring during the four days of networking and learning will provide excellent brand visibility and demonstrate your company's commitment to the nation's cities and towns.

Invest in one of the many conference sponsorship opportunities to:

- Reinforce your company's name and create brand awareness with the nation's top local government decision makers
- Build credibility for products and services within a group of highly networked elected and career officials
- Enhance your corporate image by sponsoring a nationally-recognized and respected organization

SAMPLE CONFERENCE SPONSORSHIP BENEFITS	Champion \$40,000+	Trailblazer \$25,000-30,000	Leader \$15,000-20,000	Fan \$5,000-10,000
Complimentary conference registrations	6	4	2	1
Complimentary closing event passes	6	4	2	1
Complimentary 10 ft. x 10 ft. exhibit booth	Yes	-	-	-
Signage at sponsored event (when applicable)	Yes	Yes	Yes	Yes
Logo recognition in conference program	Yes	Yes	Yes	Yes, name only
Logo recognition on NLC website	Yes	Yes	Yes	Yes
Logo recognition in sponsor slideshow at general session	Yes	Yes	Yes	Yes, name only
Logo recognition in pre-conference alert to registrants	Yes	Yes	Yes	Yes, name only
10-minute video taping onsite at conference	Yes	-	-	-
Pre-conference attendee list with names and addresses	Yes, plus one-time email blast	Yes, list only	Yes, list only	Yes, list only

CONFERENCE SPONSORSHIPS MAY INCLUDE:

- General sessions
- Opening conference reception
- Conference-wide luncheons
- Attendee badge holders
- New Member/Firsttime Attendee Orientation
- Coffee breaks
- Device charging stations
- Conference lounges
- Committee and council breakfasts/lunches

GET YOUR BRAND IN FRONT OF LOCAL LEADERS

VISIBILITY OPPORTUNITIES

PRESENT INFORMATION

Apply to share your insight, expertise, and solutions with conference attendees by applying for a sponsored solution session or a vendor theater. A sponsored solution session offers companies and organizations an opportunity to present 45-minute sessions on an area of expertise, a best practice, or an innovation. In addition, exhibitors have the exclusive opportunity to sign up for a brief (approx. 15 minutes) vendor theater in the exposition hall during high-traffic time periods.

BRAND VISIBILITY

Broaden your visibility during the conference to drive attendees to your booth, promote your engagement in the conference, or highlight your products/solutions to the local elected officials and municipal staff in attendance. There are various opportunities to showcase your brand, including banner ads in conference emails to registrants and full color program book ads.

EXHIBIT HALL OPPORTUNITIES

Exhibitors can increase their visibility among attendees by investing in an exhibit hall opportunity. These exclusive opportunities will give your company/organization expanded recognition during the two days of the exposition and may include: networking areas, aisle signs, floor decals, giveaways and more.

QUESTIONS ABOUT CONFERENCE OPPORTUNITIES? Please contact Janice Pauline, Director, Conferences and Meetings, at pauline@nlc.org or (202) 626-3102.



CONGRESS OF CITIES & EXPOSITION

Austin, Texas | November 18-22, 2014

Nashville, Tennessee | November 4-7, 2015

CONGRESSIONAL CITY CONFERENCE

Marriott Wardman Park Hotel, Washington, DC

March 8-12, 2014 | March 7-11, 2015

ABOUT THE NATIONAL LEAGUE OF CITIES:

The National League Cities (NLC) was founded in 1924 and is dedicated to helping city leaders build better communities. The organization was formed by state municipal leagues in order to exchange information on state-local issues. NLC is a resource and advocate for more than 2,000 member cities plus the 49 state municipal leagues, representing more than 218 million Americans.

NLC MEMBERS ARE:

- Cities, towns, townships, villages and boroughs- large and small, rural and urban
- From the continental United States, Alaska and Puerto Rico
- Represented by mayors, city council members, city clerks, city managers, department heads and staff