

*National League of Cities
Congress of Cities and Exposition
December 6-8, 2006
Reno Sparks Convention Center
Reno, Nevada*

Exhibitor Sponsorship Opportunities

The following sponsorship opportunities allow you to maximize your exposure at Congress of Cities and Exposition 2006! These opportunities are limited and priced to move...reserve yours today!

- ◆ **Kiosks (8)**\$13,500
Eight kiosks strategically spread on the exhibit floor in high traffic areas. These kiosks will provide an exhibiting company a large prominently displayed surface area to present an approved marketing message(s). This will include panel production for kiosk with properly formatted, exhibitor supplied art work.
- ◆ **Kiosks (4)**\$7,500
Four kiosks strategically spread on the exhibit floor in high traffic areas. These kiosks will provide an exhibiting company a large prominently displayed surface area to present an approved marketing message(s). This will include panel production for kiosk with properly formatted, exhibitor supplied art work.
- ◆ **Street Lamps**.....\$7,500
(14) Street Lamps along the perimeter of the main aisle leading from the main entrance to NLC Member Services. Each lamp will have a distinct sign of a company logo and booth number in full color. This option includes streetlamps, signage (properly formatted art work to be provided by exhibitor), and electrical needs.
- ◆ **Park Benches (to include company name/logo)**.....\$3,000
Company name, and/or Logo with booth number in full color on (10) park benches located on the main aisle leading from the main entrance to NLC Member Services. This will include benches and sign production for benches with properly formatted, exhibitor supplied art work. This sponsorship is for the complete duration of the exhibit hall open/close times.
- ◆ **NCN Video Clips**.....Variable
National City Network will be onsite at the conference this year and is offering to all exhibitors, sponsors, and corporate participants the opportunity to have your company featured on NCN TV and NLC's website with video clips and interviews that can also be provided to you in a broadcast-ready DVD format for your internal and external corporate and marketing communications. Please see attached page for more information and pricing details.
- ◆ **NCN Exhibitor Solutions Theater Recordings**.....Variable
National City Network will record and air your corporate presentation **live** via NCNTV during the conference and will also make your presentation accessible for viewing on National City Network's website for future use with links from your company website. Please see attached page for more information and pricing details.

Note: All designs and marketing text for sponsorship items must be approved in advance and in writing by show management.

**NLC Exhibits Department * c/o J. Spargo & Associates, Inc.
(703) 631-6200 * (800) 564-4220 * Fax: (703) 654-6931 * E-mail: nlc@jspargo.com**

NLC 2006 Sponsorship Opportunities

Kiosks - \$13,500 (8); \$7,500 (4) – 8 total available

This sponsorship opportunity will include:

Either (8) or (4) kiosks strategically spread on the exhibit floor in high traffic areas. These kiosks will provide an exhibiting company a large prominently displayed surface area to present an approved marketing message(s). This will include panel production for kiosk with properly formatted, exhibitor supplied art work.

Co-located with the exhibit hall floor map, this sponsorship is sure to have excellent exposure throughout the exhibit hall. This sponsorship is for the complete duration of the exhibit hall open/close times.



Street Lamps – \$7,500

This sponsorship opportunity will include:

(14) Street Lamps along the perimeter of the main aisle leading from the main entrance to NLC Member Services. Each lamp will have a distinct sign of a company logo and booth number in full color. This option includes streetlamps, signage (properly formatted art work to be provided by exhibitor), and electrical needs.

This sponsorship opportunity is a great choice for a high profile entrance presence. This sponsorship is for the complete duration of the exhibit hall open/close times.

Park Benches - \$3,000 for (10)

This sponsorship opportunity will include:

Company name, and/or Logo with booth number in full color on (10) park benches located on the main aisle leading from the main entrance to NLC Member Services. This will include benches and sign production for benches with properly formatted, exhibitor supplied art work.

This sponsorship is for the complete duration of the exhibit hall open/close times.





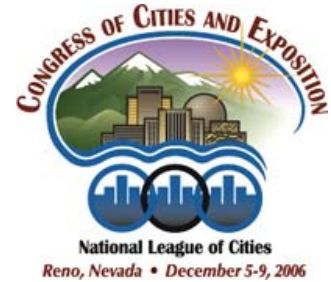
National League of Cities

The below rendering demonstrates the walkway from the exhibit hall entrance to the NLC Member Services area.



For more information or to become an NLC 2006 Sponsor please contact:

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(703) 631-6200 * (800) 564-4220 * Fax: (703) 654-6931 * E-mail: nlc@jspargo.com



NLC 2006 National City Network Sponsorships

Capture It on Video

Let National League of Cities' newest service, National City Network; cover your participation in the Congress of Cities Exposition in Reno this year! National City Network is **the** premier online resource that mayor's and elected officials turn to find the latest information, solutions and best practices to meet their cities needs.

National City Network will be onsite at the conference this year and is offering to all exhibitors, sponsors, and corporate participants the opportunity to have your company featured on NCN TV and NLC's website with video clips and interviews that can also be provided to you in a broadcast-ready DVD format for your internal and external corporate and marketing communications.

Take advantage of this opportunity and help your company to reach thousands of key municipal decision makers nationwide.

Rates:

	<u>Non-member</u>	<u>Associate Member</u>	<u>Corporate Partner</u>
30 second media clip	\$1,000	\$700	\$500
1 min. clip w/30 sec interview*	\$1,500	\$1,300	\$1,100

Exhibitor Solutions Theater Sponsors

National City Network will record and air your corporate presentation **live** via NCNTV during the conference and will also make your presentation accessible for viewing on National City Network's website for future use with links from your company website.

Use this feature to drive your messaging home to conference attendees that were unable to take part in your presentation onsite at the conference as well as hundreds of prospective decision makers that did not attend the conference this year.

As an additional bonus for using National City Network, you will receive a broadcast-ready promotional DVD with your complete presentation as well as interviews with your company executives.

Secure your place now and receive a discount on next year's rates!

Rates:

	<u>Non-member</u>	<u>Associate Member</u>	<u>Corporate Partner</u>
Recorded presentation w/ interviews & promo DVD (Includes live broadcast)	\$6,500	\$5,500	\$5,000

For more information or to become a National City Network Sponsor please contact:

**Dan Gee * National City Network
(202) 626-3124 * E-mail: gee@nlc.org**



NATIONAL LEAGUE OF CITIES
PRE-REGISTERED DELEGATES LIST ORDER FORM
 2006 CONGRESS OF CITIES AND EXPOSITION
RENO, NEVADA
CONFERENCE DATES: DECEMBER 7-9, 2006
EXPOSITION DATES: DECEMBER 6-8, 2006

Reach over 2,000 pre-registered key municipal leaders before you arrive in Reno and increase your company's return on investment by ordering your pre-show attendee roster now!

THIS LIST WILL BE PROVIDED:

- On diskette or as e-mail file attachments in Excel and ASCII comma-delimited formats – MAC versions not available
- With all city officials who are pre-registered the Congress of Cities as of October 30, 2006
- With contact name, title, address, telephone, and city population (if available) – labels not available

Reserve your pre-show attendee roster by completing and faxing this order form by November 3, 2006. The diskettes or the e-mails containing the list will be sent by November 7, 2006. Payment in full for both the exhibit booth and list must be received before the attendee list can be mailed.

Checks must be received with a copy of this form by November 3, 2006

MAILING ADDRESS:

Company: _____ Booth #: _____

Contact: _____ Phone: _____

Full Address (No P.O. Boxes): _____

City/State/Zip: _____ / _____ / _____

E-MAIL: _____

Please circle one: Mail diskette to above address or E-mail list as an attachment to the above address

PAYMENT INFORMATION:

(Diskettes will be mailed via 2nd Day UPS)

<input type="checkbox"/> Check – Checks must accompany order form. National League of Cities (NLC) 1301 Pennsylvania Avenue, NW Washington, DC 20004 Phone: (202) 626-3000	Cost: \$350.00 US Dollars \$ 10.00 Shipping/ Handling \$360.00 Total
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Our company agrees not to duplicate, publish or permit duplication of this list.

Authorized Signature: _____ **Date:** _____

By signing you agree to pay the charge listed above. You also agree that the NLC 2006 Pre-show attendee roster is the proprietary property of NLC and is available for one-time use only.

Send request with payment to:

Attn: Mailing List Sales

c/o National League of Cities, 1301 Pennsylvania Avenue, NW, Washington, DC 20004



Associate Members Program

The National League of Cities Associate Member Program is designed to meet the needs of corporations and other organizations which do business with — and need to know what is going on in the nation's cities and towns. Associate Membership can provide the edge your organization needs in the competitive local government marketplace of products, services, and ideas.

ASSOCIATE MEMBERS RECEIVE:

- **TIMELY NEWS ABOUT CITIES.** Associate members receive NLC's informative newspaper, *Nation's Cities Weekly*, which has a circulation of 28,000 local officials. *The Weekly* provides up-to-the-minute news on how national developments will affect cities and regular reports on what cities are doing that might affect business development opportunities. Multiple copies of the Weekly are available for key members of your organization.
- **VALUABLE PUBLICATIONS.** Associate members receive important information about cities through NLC's wide range of publications, including case study, guidebook, and research reports. Whether the topic is economic development, municipal finance, public safety, jobs, environmental protection, or low-income housing, NLC publications provide practical information about how cities are meeting today's challenges and planning for tomorrow. NLC publishes five to ten new titles each year and Associate Members receive complimentary copies of all new NLC publications.
- **ACCESS TO THE MUNICIPAL MARKET.** Associate members receive an annual directory listing the names, addresses, and telephone and fax numbers of more than 15,000 key municipal leaders in nearly 1,900 cities and towns throughout the U.S., plus other directories which highlight the operations and staff responsibilities of NLC and the 49 state municipal leagues. Associate members also have valuable opportunities to meet and work with city leaders, participate as seminar speakers, and network at annual conferences.
- **INQUIRY ASSISTANCE FROM NLC'S MUNICIPAL REFERENCE SERVICE.** At no extra cost, associate members can take advantage of NLC's library, Municipal Reference Service (MRS). By phone, fax, or mail, the MRS staff can connect you to a variety of sources on topics related to local government—from examples of effective and innovative programs to government statistics to bibliographies on specific topics.
- **DISCOUNTS.** Associate members enjoy reduced rates on exhibit booth space at NLC's annual convention; a 10% discount on advertising in *Nation's Cities Weekly*; a 15% discount on advertising in the *Directory of City Policy Officials*; a 25% savings on rental charges for NLC mailing lists and labels of municipal officials; member discounts on additional copies of publications, and low member rates on registration fees for NLC conferences.
- If you market products or services to cities, or if you need to reach grass-roots opinion leaders in the marketplace of ideas, NLC Associate Membership is your link to the nation's key municipal decision makers.

NLC ASSOCIATE MEMBER ANNUAL DUES

For-Profit Organizations \$1000

Non-Profit Organizations \$675

(includes libraries, universities, regional councils non-municipal governments, and other non-profit corporations)

*For more information, contact Amy Elsbree, Director,
Communications and Corporate Programs by [email](#) or call 202-626-3126.*



National League of Cities

NLC Associate Membership Application

The National League of Cities Associate Member Program is designed to meet the needs of corporations and other organizations which do business with, and need to know what is going on in, the nation's cities. Membership provides access to key municipal decision-makers, timely news about cities, publications, discounts on services, and valuable advantages in the competitive local government marketplace.

YES, please enroll my company/organization as an Associate Member.

Contact Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____ - _____

Telephone: () _____ Fax: () _____

YES, I would like to link our homepage to NLC's website. Please provide precise URL Address: (i.e..http://www.nlc.org) _____

Signature: _____ E-mail: _____

Enclosed is my check for \$ _____ (We do accept VISA & MasterCard – please call Joyce Carter, 202-626-3017, to pay by credit card.)

ANNUAL DUES

(check one)

For-Profit Organizations \$1000.00

Non-Profit Organizations \$675.00

(Includes libraries, universities, regional council, non-municipal governments, and other non-profit corporations)

SUBMIT APPLICATION TO:

Associate Membership

National League of Cities
1301 Pennsylvania Ave. NW, Suite 550
Washington, DC 20004

For more information contact:

Marc Shapiro
Center for Communications and Corporate Programs
(202) 626-3019 • (202) 626-3043 fax
e-mail: shapiro@nlc.org