



83RD ANNUAL



National League of Cities

December 5-9, 2006 • Reno, Nevada
Reno-Sparks Convention Center
EXHIBIT DATES: December 6-8

Granting You Access to the Municipal Government
Decision-Makers You Want to Reach

AN INVITATION TO EXHIBIT

Tap into the \$300 Billion Municipal Government Market

Think about everything local governments do for their citizens: **ensure public safety through police and fire departments, remove refuse, provide clean water, offer public transportation, and maintain parks and recreation facilities**, just to name a few.

Municipalities can't do it alone — suppliers like you have the **products and services cities** require to meet critical needs such as:

- Hometown security
- Public safety
- Environmental engineering and planning
- Solid waste and recycling
- Financial management and insurance
- Telecommunications
- Information technology
- Transportation
- Parks & recreation
- Water and wastewater treatment

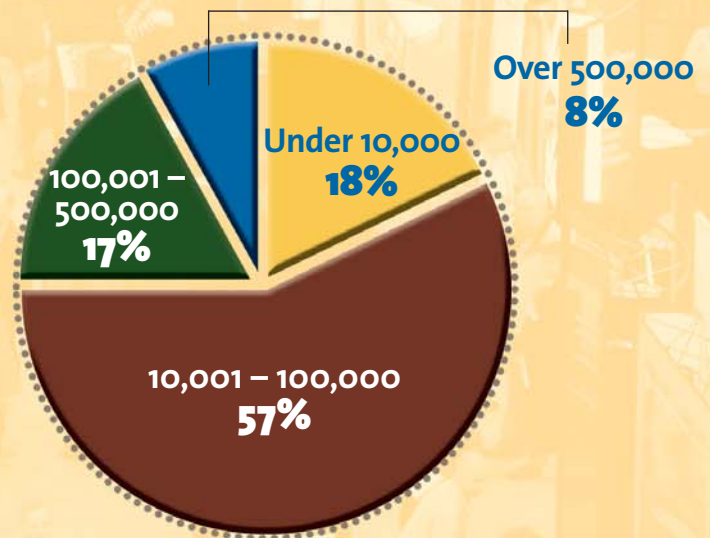


THE GOVERNMENT
PROCUREMENT PROCESS TAKES
TIME. BUILDING A RELATIONSHIP
TODAY WITH MUNICIPAL
GOVERNMENT OFFICIALS IS
CRITICAL TO SECURING A SALE
OR CONTRACT TOMORROW.

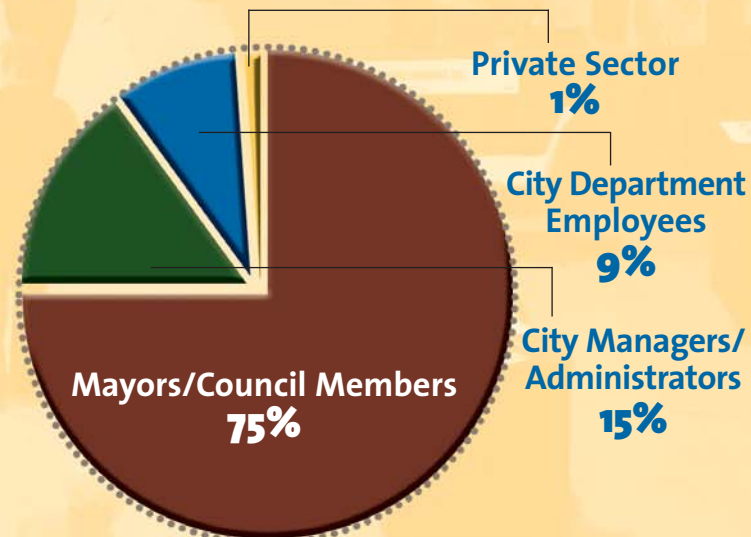
Cities Large and Small Need You

While all cities need the same basic products and services, each city or town also has its own unique requirements. Decision-makers — including mayors, council members, commissioners, city managers and administrators, and key department heads from cities large and small — come to the Congress of Cities Exposition to find suppliers that can provide flexible, scalable solutions to their biggest challenges.

City Sizes Represented, by Population*



Attendees' Role in Government*



*SOURCE: NLC 2005 REGISTRATION DATA

The Issues That Matter Most

Understanding the bigger picture, and how your company can provide solutions, goes a long way toward building relationships with local government leaders. Here are some of the big issues facing NLC members.†

- **73%** report that the **cost and availability of health services** are either major (34%) or moderate (39%) problems for their city.
- **34%** of city officials put **traffic congestion** at the top of their list of conditions that have deteriorated the most in their communities during the last 5 years.
- **39%** of cities that receive Community Development Block Grant funding report that funding cuts are affecting their ability to provide **affordable housing**.
- **41%** report an increasing need for **survival services**, reflecting local responses to security issues, natural disasters, and economic conditions.
- **67%** of city officials agree that their cities, and cities in their region, could do more to promote **equal opportunity**, fairness, and citizen engagement.

† SOURCE: THE STATE OF AMERICA'S CITIES, 2006



Hometown Security

September 11, 2001, changed forever the way American cities and towns think about security. Key local government decision-makers come to the **Congress of Cities and Exposition** to find hometown security products and services in areas such as:

Biometrics

Emergency medical services

Bioterrorism preparedness and response

Emergency preparedness assessment

Chem/bio/nuclear detection systems

Equipment for first responders

Computer systems and equipment

Food security

Counterterrorism

Identification and access control solutions

Critical infrastructure protection

Information assurance

Data security

Industrial security

Disaster recovery

Interoperability

Emergency and public safety

Communications networks and equipment

Marine security

Emergency management

Physical security and monitoring



“BECAUSE THIS EVENT BRINGS TOGETHER SO MANY KEY DECISION MAKERS FROM EVERY PART OF CITY ADMINISTRATION, IT PROVIDES AN INVALUABLE OPPORTUNITY TO DEVELOP CONTACTS AND LEADS. THIS IS WHERE EXCEPTIONAL BUSINESS DEVELOPMENT BEGINS.”

—Lisa L. Daniels, M.S., Corporate Marketing Manager, American Water “caring for water, caring for life”

The Power of Exhibitions

Exhibitions put the **power to build critical relationships with customers directly into your hands**. For exhibitors and attendees alike, exhibitions allow for hands-on demonstrations and in-person meetings that can be the deciding factor in moving a business relationship forward.

According to a study published by the Center for Exhibition Industry Research —

- **Decision-makers** use exhibitions to compare products and services, compile information, and find and rate new suppliers.
 - 89%** said that exhibitions allow them to keep up-to-date on the latest trends and developments in their industry.
 - 88%** agreed that exhibitions save their companies time by bringing many vendors under one roof at the same time.
- **Suppliers** use exhibitions to achieve sales goals, communicate marketing messages, and meet with key customers and prospects.
 - 61%** consider sales lead generation very important.
 - 44%** agree that exhibitions represent sales calls.



Meet Decision-Makers at the Congress of Cities and Exposition

Across the country, the pressure is on local government leaders to provide the most effective services at the least possible cost. **The 2006 Congress of Cities and Exposition brings together more than 4,000 key municipal decision-makers** seeking solutions to the critical short- and long-term challenges they face.

In 2005, nearly 10% of Congress of Cities delegates **were either newly elected officials or first-time Exposition attendees**. They represent a significant opportunity to develop fresh relationships and increase brand awareness. They're open to hearing about new solutions to better their communities, so **tell them what you have to offer by exhibiting** at the 2006 Congress of Cities and Exposition!

See a list of NLC member cities at www.nlc.org.

SEE THE 2005 CONGRESS OF CITIES AND EXPOSITION EXHIBITOR LIST ON THE NATIONAL LEAGUE OF CITIES WEB SITE AT WWW.NLC.ORG.



What's in it for You? Unparalleled Exhibitor Benefits

- **Pre-show coverage** in NLC's *Nation's Cities Weekly* newspaper, with a readership of 29,000 local government officials.
- **Promotion at all NLC national and state municipal league meetings** prior to the show, raising your company's profile among attendees.
- **Exclusive access to prospective customers** through dedicated exhibit floor time. During the welcome reception, networking breaks, and delegate luncheons, attendees are all yours, with no competing workshops or general sessions.
- Additional visibility through **sponsorship of exhibit floor prize drawings**.



Participate in the Exhibitor Solutions Theater

NLC's Exhibitor Solutions Theater offers exhibitors an opportunity to present a one-hour session on an area of expertise, best practice, or innovation. It's not a sales pitch — it's a chance to **raise your company's profile among Congress of Cities Exposition attendees** by sharing valuable insight on a common challenge.

Participating exhibitors receive —

- **Coverage in *Nation's Cities Weekly* newspaper.**
- Your **seminar description** sent to conference delegates via e-mail blast.
- A **set of registered delegate address labels**, so that you may invite attendees to come to your seminar and visit your booth at the show.
- **Inclusion in the Congress of Cities Program Book**, distributed to all delegates on-site.
- **2 complimentary speaker badges**, allowing you to use your exhibitor registrations for booth staff.

For more information, call **800-564-4220** or **703-631-6200** or e-mail nlc@jspargo.com.

EXHIBIT SPACE RATES

Standard booth units are sold in 10' x 10' increments.

Non-Member	\$2,100 per 10ft. x 10ft.
Associate Member	\$1,900 per 10ft. x 10ft.
Corporate Partner	\$1,700 per 10ft. x 10ft.
Non-Profit	\$1,500 per 10ft. x 10ft.

THE STANDARD BOOTH PACKAGE INCLUDES —

- 8' back drape and 3' side drape on rails and booth sign
- 4 exhibitor badges for each 10' x 10' space (additional badges: \$50 each)
- Listing in the Exposition Show Directory and on the NLC Web site
- Post-conference attendee roster

EXHIBIT TODAY!

NLC Exposition Management
c/o J. Spargo & Associates, Inc.
11208 Waples Mill Road, Suite 112
Fairfax, Virginia 22030
Phone: 800-564-4220 or 703-631-6200
Fax: 703-654-6931
E-mail: nlc@jspargo.com

EXPOSITION HOURS

Wednesday, December 6 6:30pm – 8:00pm	Welcome reception in exhibit hall
Thursday, December 7 10:30am 12:00pm – 2:00pm 5:00pm	Exhibits open Lunch in the exhibit hall Exhibit hall closes
Friday, December 8 10:30am 12:00pm – 2:00pm 2:00pm	Exhibits open Lunch in the exhibit hall Exhibit hall closes



National League of Cities

Reno, Nevada • December 5-9, 2006

RESERVE AD SPACE IN SPECIAL 2006 CONFERENCE ISSUES

Four issues of *Nation's Cities Weekly* are focused on 2006 Congress of Cities coverage and provide the maximum value to advertisers interested in reaching attendees.

July 10, 2006

This pre-conference issue features the latest program updates and articles about the conference, including a reminder to prospective attendees to register.

December 4, 2006

The official Congress of Cities conference issue is included in all delegate packets, with bonus distribution on-site.

December 18, 2006

The Congress of Cities post-conference issue provides full coverage of the conference, including recaps of key presentations, photos, newly approved policies, and news on Board of Directors elections.

December 25, 2006

This issue provides additional Congress of Cities wrap-up coverage.

**LEARN MORE ABOUT NLC
AND THE 2006 CONGRESS
OF CITIES AND EXPOSITION
AT WWW.NLC.ORG**

Extend Your Message: Advertise in *Nation's Cities Weekly*

Letting attendees know that you'll be exhibiting at the 2006 Congress of Cities Exposition is a crucial part of your company's pre-show promotion efforts. Advertising in *Nation's Cities Weekly* is a great way to get the word out and boost traffic at your booth.

As the official publication of the National League of Cities, *Nation's Cities Weekly* is the preferred news source of more than 29,000 local government decision-makers, including mayors, council members, city managers, finance directors, police and fire chiefs, city department heads, and other key personnel. Covering national developments and local solutions, *Nation's Cities Weekly* keeps municipal governments informed.

How important is *Nation's Cities Weekly* to its readers? It's in the numbers:

- In a recent member survey, *Nation's Cities Weekly* was the best-used and top-ranked NLC service for city officials.
- More than 70% read *Nation's Cities Weekly* within one day of delivery.
- Nearly 80% of readers take action as a result of what they read in *Nation's Cities Weekly*.
- Almost 30% of municipal readers pass their copies on to an average of 3.8 people, meaning 62,000 readers see your ads in each issue.

Reserve your company's ad space in *Nation's Cities Weekly* today!

SPECIAL DISCOUNT: Receive a 10% discount off the earned rate for advertising in any 2 conference issues or a 15% discount for advertising in any 3 or more issues!

To learn about rates, visit www.nlc.org.

About NLC

As the oldest, largest, and most representative municipal government organization in the United States, the National League of Cities speaks for more than 18,000 municipalities across the nation. To provide a foundation for successful municipal governments, the National League of Cities represents members before Congress and federal agencies on critical issues affecting cities and towns, conducts training and technical assistance programs, and keeps members up-to-date on the latest innovations, best practices, and legislative developments.