

*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.





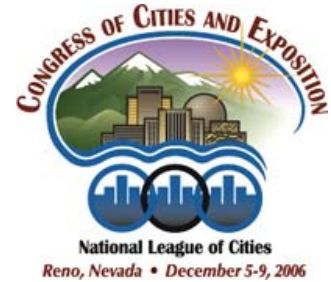
National League of Cities

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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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**