

*The Public Manager and the American Society for Public  
Administration's Inaugural Flagship Conference*



**Transforming Bureaucratic Cultures:  
Challenges and Solutions  
for Public Management Practitioners**

**Sponsor Prospectus**

July 28–29, 2008

Renaissance Harborplace Hotel

Baltimore, MD

*The* **Public  
Manager**



*Advancing excellence  
in public service . . .*



Transforming Bureaucratic Cultures

An inventive,  
new conference.  
A groundbreaking,  
new opportunity  
to reach your  
target audience.



More information and a link to register online are at [www.thepublicmanager.org/2008Conference](http://www.thepublicmanager.org/2008Conference).

Registration Assistance

Crystal Tyler, Graduate School, USDA, at 202-314-4701 or [crystal\\_tyler@grad.usda.gov](mailto:crystal_tyler@grad.usda.gov).

Conference Information

Carrie Blustin, *The Public Manager*, at 571-633-7639 or [publisher@thepublicmanager.org](mailto:publisher@thepublicmanager.org).

Sponsorship Opportunities

Christopher Schriever, Blue House, at 202-337-1892 or [chris@bluehouse.us](mailto:chris@bluehouse.us).

The Public  
Manager



**Overview.** The issues facing today's public manager are complex, interrelated, and far-reaching. The exchange of information and ideas among professionals is invaluable to practitioners coping with these issues. *The Public Manager*, a unique public management journal, and the American Society for Public Administration (ASPA), one of the nation's most respected societies representing the full spectrum of public-sector professionals, announce the launch of a groundbreaking conference that offers you the knowledge needed to advance your practice: **Transforming Bureaucratic Cultures: Challenges and Solutions for Public Management Practitioners**, July 28–29, 2008, at Baltimore's Renaissance Harborplace Hotel.

**Tracks.** Concurrent tracks will focus on timely challenges in six major public management domains: Performance, Accountability, Human Capital, Technology, Communication, and Governance.

**Established Names—New Opportunities.** This summer's inaugural conference by *The Public Manager*, a quarterly for practitioners, and ASPA, representing the full spectrum of public-sector professionals, will augment and complement what's already out there by (1) targeting practitioners at varying levels of management and from various professional communities; (2) orchestrating the event through a collaborative process that ensures diverse, audience-driven content; (3) emphasizing tested best practice techniques and case illustrations presented by experienced agency practitioners and applied academics; and (4) publishing relevant materials and proceedings.

The resounding support for the conference by the public administration community creates a dynamic opportunity to showcase your organization for a significant, influential audience.

Your organization will also get in on the ground floor of an immensely popular, growing series of conferences and discussion programs initiated by this summer's inaugural conference.

**Reach Your Target Audience.** Sponsorship will allow you to reach more than 500 expected federal, state, local, and international managers and executives, public-service and nonprofit professionals, students in public-service or nonprofit fields, and private-sector workers who share an interest in your products and services. The influence of the diverse attendees will prove varied and extensive. As a highly visible part of the conference, sponsors will receive extensive and elegant exposure to busy decision makers and other professionals interested in managing effectively and transforming bureaucracy.

# Sponsor Prospectus

The conference has been well promoted to readers of *The Public Manager*, members of ASPA, and affiliate organizations, including Graduate School, USDA, and numerous other member-based organizations. ASPA alone boasts 9,000 members, and the distribution of *The Public Manager* reaches 23,000 individuals and groups associated with federal, state, local, international, academic, and nonprofit organizations.

## Track Sponsorship | Six available | \$20,000 Each

Track Sponsorship Includes:

- ◆ One exhibit booth,
- ◆ Sponsorship of four breaks, and
- ◆ Four full-conference registrations
- ◆ Two full-page, four-color ads in *The Public Manager* and
- ◆ One full-page, four-color ad in the conference program
- ◆ A highlighted logo on the cover of the conference program and recognition in the conference book, proceedings, and Web site
- ◆ Two-time usage of post-conference attendee mailing list
- ◆ 30-day run of an online ad on *The Public Manager's* Web site
- ◆ 20 percent accompanying discount on solutions workshops and meal sponsorships

## Plenary Sponsorship | Three available | \$8,500 Each

Plenary Sponsorship Includes:

- ◆ One full-page, four-color ad in *The Public Manager* and
- ◆ One full-page, four-color ad in the conference program
- ◆ Two full conference registrations
- ◆ Logo recognition in the conference book, proceedings, and Web site
- ◆ Two-time usage of post-conference attendee mailing list
- ◆ 30-day run of an online ad on *The Public Manager's* Web site
- ◆ 10 percent accompanying discount on solutions workshops and meal sponsorships

## Reception Sponsorship | Three available | \$6,500 Each

Reception Sponsorship Includes:

- ◆ One half page, four-color ad in *The Public Manager* and
- ◆ One full page, four-color ad in the conference program
- ◆ Two full conference registrations
- ◆ Logo recognition in conference book, proceedings, and Web site
- ◆ Two-time usage of post-conference attendee mailing list
- ◆ 30-day run of an online ad on *The Public Manager's* Web site
- ◆ 5 percent accompanying discount on solutions workshops and meal sponsorships

## Meal Sponsorship | Eight available | \$3,000 Each

Meal Sponsorship Includes:

- ◆ One half page, four-color ad in *The Public Manager* and
- ◆ One full page, four-color ad in conference program
- ◆ One full conference registration
- ◆ Logo recognition in conference book, proceedings, and Web site
- ◆ Two-time usage of post-conference attendee mailing list
- ◆ 30-day run of online ad on *The Public Manager's* Web site
- ◆ 5 percent accompanying discount on solutions workshops and meal sponsorships



The conference will be held at the Renaissance Harborplace Hotel, four-diamond accommodations among popular Inner Harbor attractions, including the National Aquarium and Oriole Park at Camden Yards.

Renaissance Harborplace Hotel  
202 East Pratt Street, Baltimore, MD 21202  
410-547-1200 or 1-800-HOTELS1 (1-800-468-3571)  
[www.marriott.com/bwish](http://www.marriott.com/bwish)

A block of rooms is available at the government/conference rate of \$175.93 per night (\$155 rate + 13.5% tax), single or double, reserved on a first-come, first-served basis. Please register via the link on the Hotel and Conference Center page of the conference Web site ([www.thepublicmanager.org/2008conference](http://www.thepublicmanager.org/2008conference)) or call the hotel at 410-547-1200 by 6:00 p.m. on July 7, 2008, to receive this rate (group code TRATRAA).

More information and a link to register online are available at [www.thepublicmanager.org](http://www.thepublicmanager.org)

The Public  
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ASPA  
Advancing excellence  
in public service . . .

# Sponsor Registration Form



Transforming Bureaucratic Cultures

\_\_\_\_\_  
Last Name First Name Middle Initial

\_\_\_\_\_  
Name as You Want It Printed

\_\_\_\_\_  
Professional Title Organization Organization Web site

\_\_\_\_\_  
Street (Not a PO Box)

\_\_\_\_\_  
City State Zip Country

\_\_\_\_\_  
Daytime Phone Alternate Phone Fax E-Mail

\_\_\_\_\_  
Brief Description of Sponsor

## Please Indicate Your Target Audience(s)

\_\_\_\_ Federal Government Managers      \_\_\_\_ Nonprofit Managers      \_\_\_\_ Young Professionals  
\_\_\_\_ State Government Managers      \_\_\_\_ Private-Sector Contractors      \_\_\_\_ Students  
\_\_\_\_ Local Government Managers      \_\_\_\_ Applied Academics

## How Did You Hear About This Conference?

\_\_\_\_ ASPA Communication      \_\_\_\_ *The Public Manager* (Subscriber: Y or N)  
\_\_\_\_ ASPA Conference      \_\_\_\_ Web site \_\_\_\_\_  
\_\_\_\_ Graduate School, USDA      \_\_\_\_ Partner/Affiliate \_\_\_\_\_  
\_\_\_\_ Other \_\_\_\_\_

## Payment Information

\_\_\_\_\_  
Sponsorship Package(s) Chosen \$ Total Amount Due

Please list the additional personnel included in your sponsorship package (number varies by package):

Name 1 \_\_\_\_\_ Name 2 \_\_\_\_\_

Name 3 \_\_\_\_\_ Name 4 \_\_\_\_\_

\_\_\_\_ Enclosed check (payable to *The Public Manager*)      \_\_\_\_ Visa      \_\_\_\_ American Express  
\_\_\_\_ Purchase order      \_\_\_\_ MasterCard

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_  
Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

To register online with a credit card, please contact Crystal Tyler, Graduate School, USDA, at 202-314-4701 or crystal\_tyler@grad.usda.gov.

To register using this form, please submit the completed form and payment (payable to *The Public Manager*) to *The Public Manager*, 2000 Corporate Ridge, McLean, VA 22102, or by fax to 571-633-7679.

I have read and agree to the provisions of this prospectus.

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

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