

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



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

Exhibitor 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.

Registration Assistance
Crystal Tyler, Graduate School, USDA, at 202-314-4701 or crystal_tyler@grad.usda.gov.

Conference Information
Carrie Blustin, *The Public Manager*, at 571-633-7639 or publisher@thepublicmanager.org.

Sponsorship Opportunities
Christopher Schriever, Blue House, at 202-337-1892 or chris@bluehouse.us.or

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.

Exhibitor Highlights. The resounding support for the conference expressed by the public administration community creates a dynamic opportunity to showcase your organization for a keen, interested, and influential audience.

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

Reach Your Target Audience. 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 an integral part of the conference, exhibitors will interact face to face with busy decision makers and other professionals looking for the latest tools and practices available to manage effectively and transform bureaucracy.

Exhibitor Prospectus

Exhibitor Package and Information. Exhibiting will promote your organization to an audience of 500 conference attendees: public-service practitioners in a variety of fields and positions, ranging from public administration students and new managers to mid- and senior-level executives. Exhibition at this inaugural conference is designed for optimal networking and demonstration of product capability.

The exhibit hall connects directly to the main ballroom and foyer, placing exhibitions at the epicenter of the conference. This highly visible area will receive traffic from all conference goers as the site for registration, networking dinner reception, two daily breaks and lunches, and a general networking area.



The conference has been well promoted to readers of *The Public Manager*, members of the 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.

Exhibitor Opportunities

All Booths | \$2,000 each | 32 Available

The Exhibitor Package Includes:

- ◆ One full registration for both days, including meals and reception
- ◆ Extended exposure to conference participants during conference and at all meals
- ◆ One exhibit booth with a six-foot skirted table, wireless Internet access, electrical outlet, and two chairs
- ◆ One exhibit registration
- ◆ Display of logo in conference book, proceedings, and Web materials
- ◆ One one-eighth-page, full-color ad in the conference program
- ◆ One-time usage of post-conference mailing list

Exhibition Hours

Sunday, July 27	4:00 p.m.–9:00 p.m.	Exhibit Setup
Monday, July 28	7:00 a.m.	Exhibits, Registration, and Continental Breakfast
Monday, July 28	10:00 a.m.–10:30 a.m.	Break near Exhibits
Monday, July 28	7:00 a.m.–5:00 p.m.	Exhibits Open
Monday, July 28	3:00 p.m.–3:30 p.m.	Break near Exhibits
Monday, July 28	5:00 p.m.–7:00 p.m.	Buffet Reception near Exhibit Area
Tuesday, July 29	7:00 a.m.–5:00 p.m.	Exhibits Open
Tuesday, July 29	3:00 p.m.–3:15 p.m.	Break near Exhibits
Tuesday, July 29	4:30 p.m.	Conference Adjourns; Exhibits Taken Down



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

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) 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

The Public
Manager

ASPA
Advancing excellence
in public service . . .

Exhibitor Registration Form



Transforming Bureaucratic Cultures

Last Name First Name Middle Initial

Name as You Want It Printed

Professional Title Organization

Street (Not a PO Box)

City State Zip Country

Daytime Phone Alternate Phone Fax E-Mail

Brief Description of Exhibit

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 _____

Exhibitor Rate and Payment Information

All Booths | \$2,000 Each | 32 Available | Locations assigned by conference

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

Credit card number _____ Expiration date _____

Authorized signature _____ Date _____

You may list up to one additional person for your exhibit. (Exhibitors receive one complimentary registration.)

Name 1 _____

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.

Shipping Information

Exhibitors may have items shipped as early as Thursday, July 24, to The Renaissance Harborplace Hotel at 202 East Pratt Street, Baltimore, MD 21202. Please clearly mark your boxes with the hotel representative's name, Kristina Lute, the conference reference name, "Transforming Culture," and the conference dates, July 27-29. For more information about shipping, please contact the hotel at 410-547-1200.

EXHIBITOR AGREEMENT

Exhibitor understands and agrees with the exhibitor Prospectus terms and conditions.

Exhibitor understands and agrees that the exhibit space will be assigned at the sole discretion of The Bureaucrat, Inc. (TBI). TBI will assign space on a first-come-first-served basis applied to each application accompanied by full payment.

The exhibit fees and associated packages are identified in the exhibitor Prospectus.

All cancellations must be in writing. Registration payment, less an administrative fee of \$100, will be refunded if notification is received prior to May 1, 2008. Cancellations received between May 1, 2008 and July 1, 2008 will receive a refund of 50 percent of the registration payment. No refunds will be given for cancellations received after July 1, 2008.

All exhibits must be in place by 9:00 a.m. on July 28, 2008. Dismantling may not begin before 2:30 p.m. on July 29, 2008.

All commercial, exhibit activity must be confined to the prescribed exhibit area and will not interfere with the educational components of the Conference. Collateral materials and brochures cannot be placed on any tables outside of the exhibit area without specific TBI authorization.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend, and hold harmless TBI, *The Public Manager*, Graduate School, USDA, and the American Society for Public Administration (ASPA), and their respective employees and agents against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of, or caused by, exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit area or a part thereof.

Exhibitors must maintain sufficient liability insurance that covers all potential problems during the exhibit. In addition, exhibitor acknowledges that TBI, *The Public Manager*, Graduate School, USDA, and ASPA do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain insurance covering such losses.

Exhibitor agrees to abide by the Prospectus for Conference, which is made a part of this Agreement. This Agreement will be effective upon exhibitor signature on the Conference registration form. TBI reserves the right to cancel any exhibitor registration at any time for cause.

This Agreement shall be governed by the laws of the District of Columbia without regard to its conflict-of-law provisions.

In the event of the breach by the exhibitor of any obligation set forth in this Agreement, TBI shall have the right to injunctive relief, in addition to all other rights and remedies available at law or equity, restraining the exhibitor from engaging in any act restricted by this Agreement.

All booths must be staffed during exhibit hall hours. No fixture or equipment will be placed where it will block the sight of another exhibitor unless mutually agreed upon by the exhibiting company's on-site contact. Aisles and exits shall be kept clean and free of obstructions. Empty packing containers, wrapping, or extra materials must be removed from the exhibit hall during exhibit hours. Amplified music, vocal presentations, audio, or any other noise-making machines are permitted if not audible in neighboring booths or causing an annoyance or disruption to adjacent exhibitors. TBI will have final decision regarding use of any such noise-making machines.

Agreed by:

Name: _____

Title: _____

Date: _____