

strengthening  
 trust<sup>in</sup>  
government

Opening Dialogues,  
Building Collaborations

November 2-3, 2009

Walter E. Washington Convention Center

# SPONSOR/EXHIBITOR PROSPECTUS



Expert speakers

# PRACTICE

EXPERIENCED PRACTITIONERS

APPLIED RESEARCH

collaborative technologies

Exposure techniques

social networking tools;

# "AGENDA BUILDING"



# OVERVIEW



**The Public Manager and the American Society for Public Administration's 2009 Practitioner Conference—** Strengthening Trust in Government: Opening Dialogues, Building Collaborations — **will offer an insightful, practitioner-oriented exchange on effectively addressing the strategic** challenge of maintaining confidence in democratic governance.

**This second transformational management conference—** presented with the American Society for Training and Development (ASTD) and dozens of key sponsors, exhibitors, and supporters— will feature social networking interaction between expert speakers from the worlds of practice and applied research and participants before, during, and after the event.

**Concurrent sessions** on Monday, November 2 will explore ways to **engage the public** and **engage the public organization workforce** by examining innovative solutions for achieving *transparency in a Web 2.0 environment* and measuring public satisfaction. On Tuesday, November 3, participants will work toward the creation of a management agenda for the new administration during the culminating plenary session.

**THE SUPPORT FOR THIS CONFERENCE EXPRESSED BY THE PUBLIC MANAGEMENT COMMUNITY CREATES A DYNAMIC OPPORTUNITY TO SHOWCASE YOUR ORGANIZATION TO A KEENLY INTERESTED AND INFLUENTIAL AUDIENCE FROM THE FULL SPECTRUM OF SECTORS CONCERNED WITH EFFECTIVE GOVERNANCE.**

The conference is being **actively promoted** to 23,000 readers of *The Public Manager*, 9,000 members of ASPA, and thousands of affiliate organizations members, including ASTD, the Graduate School, and numerous other government organizations and networks. An innovative Web 2.0 approach to marketing and building pre-conference collaboration has been designed to engage an audience far beyond conference attendees. To find out more, visit [www.thepublicmanager.org/2009Conference](http://www.thepublicmanager.org/2009Conference).

**Register today** to secure unique and creative opportunities to engage an anticipated audience of 300 or more representing all levels of government, young government professionals and public administration students, applied academics and researchers, public management consultants and trainers, and managers from public not-for-profit and international non-governmental organizations.

The influence of the diverse attendees who share an interest in your products and services will prove varied and extensive. As an integral part of the conference, exhibitors will have face-to-face interaction with busy decision makers and interested professionals looking for the latest tools and practices available to manage effectively in the information age and strengthen trust in government.

Exhibits will be at the epicenter of the conference. For two days, the exhibit hall will receive traffic from all conference goers as the site for registration, an evening reception, and breaks, and as a general networking area.



# JOIN US

November 2nd and 3rd at the  
Walter E. Washington Convention Center  
in Washington, D.C.,  
for the anticipated return of this transformative event.

## REACH—AND INTERACT WITH—YOUR TARGET AUDIENCE

### EXHIBITION HOURS

Monday, November 2 7:00 AM-7:00 PM  
Tuesday, November 3 7:30 AM-1:30 PM

### ACTIVITIES IN EXHIBIT AREA

Sunday, November 1  
2:00-6:00 PM Exhibitor Set Up

### Monday, November 2

7:00 AM-7:00 PM Exhibit Hall Open  
7:00-8:30 AM Continental Breakfast in Exhibit Hall  
10:00-10:30 AM Break in Exhibit Hall  
3:00-3:30 PM Break in Exhibit Hall  
5:00-7:00 PM Networking Reception in Exhibit Hall

### Tuesday, November 3

7:30 AM-1:30 PM Exhibit Hall Open  
7:30-8:30 AM Continental Breakfast in Exhibit Hall  
10:00-10:30 AM Break and Treasure Hunt Drawing in Exhibit Hall  
1:30-5:00 PM Exhibitor Tear-Down



The Public  
Manager





# SPONSORSHIP AND EXHIBIT OPPORTUNITIES

## EXHIBIT BOOTHS

### Standard Exhibitor Package **\$1,750** (**\$2,100 value**)

- One Table Top Display includes a 6' table, two chairs, and company sign
- Two Exhibit Hall only passes
- Company logo in *Conference Program*, proceedings, and website
- Company contact listing in the *Conference Program*

### Premium Exhibitor Package **\$2,000** (**\$3,595 value**)

- One Premium Table Top Display includes a 6' table, two chairs, and company sign near the entrance or food and beverage
- One Full Conference registration, includes all meals and educational sessions
- Two Exhibit Hall only passes
- One-time usage of the post-conference mailing list
- Company logo in *Conference Program*, proceedings, and website
- Company contact listing in the *Conference Program*

## SPONSORSHIPS

Upgrade to a sponsorship for higher visibility at the conference and throughout the year to the public management community.

### Bronze Sponsor Package **\$2,450** (**\$5,140 value**)

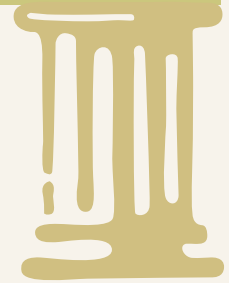
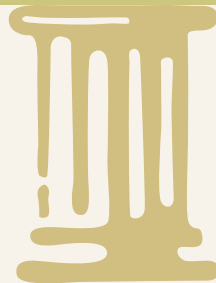
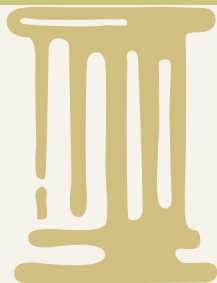
- One Premium Table Top Display includes a 6' table, two chairs, and company sign near the entrance or food and beverage
- Two Full Conference registrations, includes all meals and educational sessions
- One Exhibit Hall only pass
- One 1/2 page, 4-color ad in the *Conference Program*
- One-time usage of the post-conference mailing list
- Company logo in *Conference Program*, proceedings, and website
- Company contact listing in the *Conference Program*
- Logo recognition in the ASPA's *PA Times*

**Silver Sponsor Package – 3 available****\$4,650****(\$9,115 value)**

- Reception Sponsor
- One Premium Table Top Display includes a 6' table, two chairs, and company sign near the entrance or food and beverage
- Treasure Hunt/ Prize Partner Vendor—attendees must visit your table to receive a stamp on their “map” to be eligible for prizes during the conference.
- Two Full Conference registrations, includes all meals and educational sessions
- One Exhibit Hall only pass
- One 1/2 Page, 4-color ad in *The Public Manager*
- Two-time usage of the post-conference mailing list
- Company logo in *Conference Program*, proceedings, and website
- Company contact listing in the *Conference Program*
- Logo recognition in the ASPA's *PA Times*
- One 1/2 page, 4-color ad in the *Conference Program*

**Gold Sponsor Package - 3 available****\$7,500****(\$13,210 value)**

- Key Item Sponsor (Choice of Tote Bag, Lanyard, Padfolio, or alternative item provided by and delivered to conference by the sponsor)
- One Premium Table Top Display includes a 6' table, two chairs, and company sign near the entrance or food and beverage
- Treasure Hunt/ Prize Partner Vendor—attendees must visit your table to receive a stamp on their “map” to be eligible for prizes during the conference.
- Two Full Conference registrations, includes all meals and educational sessions
- Two Exhibit Hall only registrations
- One full page, 4-color ad in the *Conference Program*
- One full page, 4-color ad in *The Public Manager*
- One month banner ad on *The Public Manager's* website
- Two-time usage of the post-conference mailing list
- Company logo in *Conference Program*, proceedings, and website
- Company contact listing in the *Conference Program*
- Logo recognition in the ASPA's *PA Times*

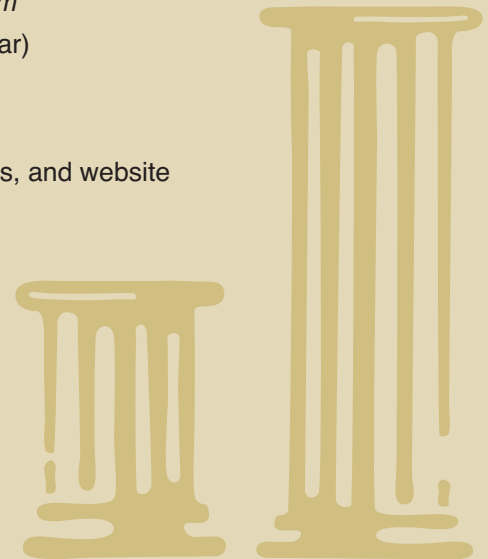


**Diamond Sponsor Package - 4 available      \$10,500      (\$18,355 value)**

- Plenary Sessions or Lunch Sponsor
- One Premium Table Top Display includes a 6' table, two chairs, and company sign near the entrance or food and beverage
- Treasure Hunt/ Prize Partner Vendor—attendees must visit your table to receive a stamp on their “map” to be eligible for prizes during the conference.
- Two Full Conference registrations, includes all meals and educational sessions
- Two Exhibit Hall only registrations
- One full page, 4-color ad in the *Conference Program*
- Two full page, 4-color ads in *The Public Manager*
- 3-month banner ad on *The Public Manager's* website
- Two-time usage of the post-conference mailing list
- Company logo on *Conference Program* cover, proceedings, and website
- Company contact listing in the *Conference Program*
- Logo recognition in the ASPA's *PA Times*

**Platinum Sponsor Package – 2 Available      \$17,500      (\$38,070 value)**

- Conference Partner/ Track Sponsorship
- Key Item Sponsor (Choice of Tote Bag, Lanyard, Padfolio, or alternative item provided by and delivered to conference by the sponsor)
- Special Company Recognition in sessions, reception, and exhibit hall
- One Table Top Display includes a 6' table, two chairs, and company sign at entrance
- Treasure Hunt/ Prize Partner Vendor—attendees must visit your table to receive a stamp on their “map” to be eligible for prizes during the conference.
- Four full conference registrations, includes all meals and educational sessions
- Inside or back cover, 4-color ad in the *Conference Program*
- Four full page, 4-color ads in *The Public Manager* (Full year)
- 6-month banner ad on *The Public Manager's* website
- Two-time usage of the post-conference mailing list
- Company logo on *Conference Program* cover, proceedings, and website
- Company contact listing in the *Conference Program*
- Logo recognition in the ASPA's *PA Times*



# The Public Manager 2009

Walter E. Washington DC Convention Center  
Washington, D.C.  
Room 146A



139 Campanelli Drive  
Middleborough, MA 02346  
Phone: 508.946.8500  
Fax: 508.923.1409

Account Executive: Greg McCormack

Revision Date: 08.03.09

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Scale: Fit to Page

### BUILDING LEGEND

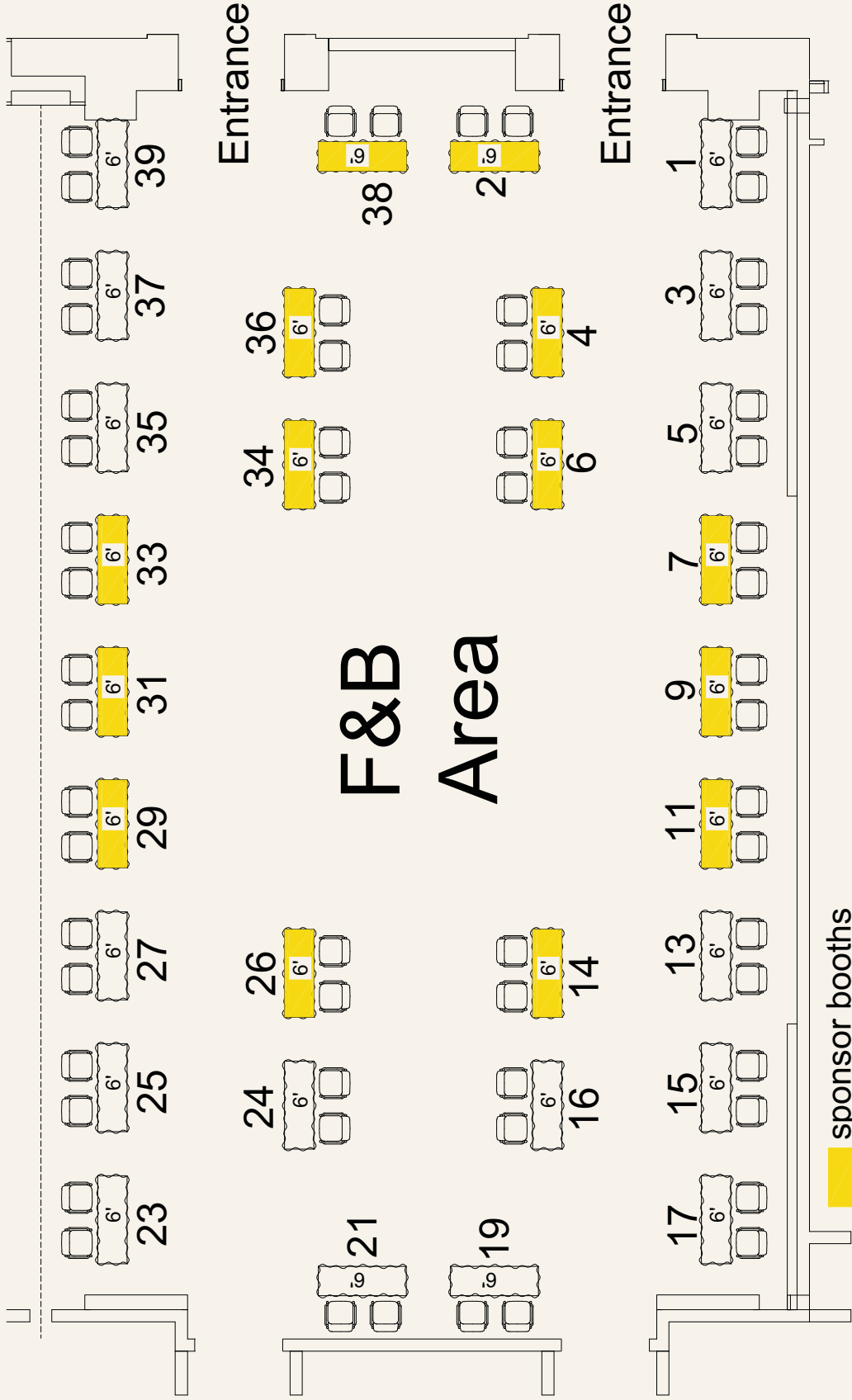
- TYPICAL COLUMNS
- WOMENS RESTROOM
- MENS RESTROOM
- STAIR
- ELEVATOR
- FREIGHT ELEVATOR
- CONCESSIONS
- EMERGENCY EXIT
- MECHANICAL AREAS

### LINE TYPE LEGEND

- AIRWAYS
- AIRWAYS

WCC WASHINGTON CONVENTION CENTER

Disclaimer: The exhibitor has been made to ensure the accuracy of all information contained on this floor plan. However no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other building features are not shown on this floor plan, the exhibitor is responsible for their location. It is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.



\*This floor plan is subject to fire marshal approval.

# SPONSOR/EXHIBITOR CONTRACT

This is how your listing will appear in the Conference Program.

\_\_\_\_\_  
Last Name First Name

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Street

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

\_\_\_\_\_  
Daytime Phone Other Phone Fax

\_\_\_\_\_  
Email Website

\_\_\_\_\_  
Alternate Contact Person

\_\_\_\_\_  
Alternate Contact Phone Alternate Contact Email

**Please Indicate Your Target Audience(s)**

- Federal government managers
- State government managers
- Local government managers
- Not-for-profit managers
- Private-sector contractors
- Applied academics
- Young professionals
- Students

**How Did You Hear About This Conference?**

- ASPA communication
- ASTD
- Call from salesperson
- The Public Manager (Subscriber: Y or N)
- Website \_\_\_\_\_
- Partner/Affiliate \_\_\_\_\_
- Other \_\_\_\_\_

Sponsorship/Exhibit Level \_\_\_\_\_ \$ \_\_\_\_\_  
Additional Table/Ad \_\_\_\_\_ \$ \_\_\_\_\_  
Miscellaneous \_\_\_\_\_ \$ \_\_\_\_\_  
**Total \$** \_\_\_\_\_

Table Number Preference 1. \_\_\_\_\_ 2. \_\_\_\_\_

**Payment Method**

- Enclosed check (payable to Network Media Partners, Inc.)
- Purchase order  Visa  MasterCard  American Express

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

**Cancellation Policy:** This contract is non-cancellable from the moment signed and the exhibitor/sponsor will be liable for the full agreement price and terms of said agreement. Terms are enforced regardless if sponsor does not attend the conference or the exhibit space is resold. Should the agreement be referred to a collection agency/attorney for any reason, the client and or representing agency of said client, is responsible to pay a 25% attorney fee plus costs associated with any and all collections efforts.

I have read the back of this agreement and agree to all contract terms.

\_\_\_\_\_  
Print Name Title

\_\_\_\_\_  
Signature Date

## SPONSOR/EXHIBITOR AGREEMENT

Exhibitor understands and agrees with the Sponsor/Exhibitor Prospectus terms and conditions.

Exhibitor understands and agrees that the table top space will be assigned at the sole discretion of Network Media Partners, Inc., (NMP). NMP will assign space on a first-come, first-served basis applied to each application accompanied by full payment.

The exhibit/ sponsor fees and associated packages are identified in the Sponsor/Exhibitor Prospectus.

All exhibits must be in place by 6 p.m. on November 1, 2009. Dismantling may not begin before 1:30 p.m. on November 3, 2009.

All commercial, exhibit activity must be confined to the prescribed exhibit area and must not interfere with the educational components of the conference. Collateral materials and brochures cannot be placed outside the assigned table display without specific NMP authorization.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless NMP, *The Public Manager*, ASTD, 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 NMP, *The Public Manager*, ASTD, 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 Sponsor/Exhibitor Prospectus for conference, which is made a part of this agreement. This agreement will be effective upon exhibitor signature on the registration form. NMP 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 the agreement, NMP 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 table top displays 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 tables or causing an annoyance or disruption to adjacent exhibitors. NMP will have final decision regarding use of any such noise-making machines.



**Network Media Partners, Inc.**  
Executive Plaza One, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031

**Sheri Fuller, SVP of Sales**  
tpm@networkmediapartners.com  
Phone: 410.584.1973  
Fax: 410.584.8491

