



<http://GSMCON.com>

TERMS & CONDITIONS

The following Terms and Conditions apply to any GSMCON sponsorship. Government Social Media LLC (GSM) reserves the right to accept or refuse sponsor applications at its sole discretion.

Exhibit Space: Each exhibit space includes one skirted table (6 feet by 2 1/2 feet) and two chairs. One electrical outlet and complimentary access to wireless Internet is provided. Other requests may be made for additional charge. Exhibit space is assigned based on the order the agreement was received and sponsorship level. GSM reserves the right to move or substitute exhibit areas if necessary.

Signage: SPONSOR signage is limited to the assigned exhibit space. Tabletop displays, banners and free standing signage are welcomed as long as it fits within the assigned exhibit space and does not interfere with any other SPONSOR exhibit. Table skirting is provided, but can be left off upon request. SPONSOR shall not affix or hang any material on the venue walls, ceiling or flooring. Ceiling banners are prohibited.

Setup/Takedown: Specific times are allocated for set-up and take-down of the SPONSOR materials in the exhibit area. SPONSOR agrees to abide by the established times. GSM reserves the right to make adjustments as necessary to conference programming, speakers, and schedule.

Promotional Activities: Activities such as receptions, breakfasts, dinners or other activity hosted by SPONSOR are not permitted during the conference without explicit GSM approval in writing.

Payment: By signing the agreement, SPONSOR agrees to submit payment in full by the established deadlines. Failure to pay in full may result in re-assignment of exhibit space and SPONSOR will continue to be obligated to pay in full. GSM is not obligated to issue refunds under any circumstances. SPONSOR will not be allowed to exhibit if any sponsorship monies are still owed.

No-Shows & Cancellations: GSM is not obligated to issue any full or partial refund in the event that SPONSOR does not attend GSMCON, and SPONSOR is obligated to pay remainder of any balance owed. In the event that GSMCON is cancelled due to Acts of God, disaster, or other acts beyond the control of GSM, GSM will not be held liable for not holding the conference as scheduled. GSM will determine if any amount of sponsor fees will be refunded.

Other: Attendee contact information may not be re-sold or shared with another entity. Any GSMCON session may be videorecorded for the Virtual Pass and video and/or photos of exhibits may be used by GSM for marketing purposes.



AGREEMENT FORM

This agreement represents a binding contract between SPONSOR and Government Social Media LLC (GSM) and must be signed by an authorized representative of the company wishing to sponsor. Agreement is subject to the Terms & Conditions set forth on the adjacent panel. Application is approved only by countersignature by GSM representative.

Company:

Contact (First/Last):

Address:

City:

State/Region:

Postal Code:

Telephone:

Email:

GSMCON 2017 Sponsorship Level (click or mark by hand)

Title (\$9,000)	Reception (\$6,500)	Diamond (\$4,900)
Platinum (\$3,200)	Gold (\$2,500)	Silver (\$1,200)

Custom:

Payment Terms: At least 50% payment is due upon submitting the signed contract, with the remaining balance due by Feb. 1, 2017 (or exhibit space may be re-assigned & contract cancelled at GSM discretion). Payment should be in form of a check or bank transfer.

Make checks payable to Government Social Media LLC and mail to: Government Social Media 200 S. Virginia St., Suite 250 Reno, NV 89501

Sponsor Authorization (Signature Required)

Signature: _____

Title:

Date:

Submit a PDF or JPG copy of this completed and signed form to: conference@governmentsocialmedia.com

GSM Signature: _____ Date: _____

(Agreement not valid without approval signature)

SPONSOR OPPORTUNITIES

★ New for 2017!
We have new offerings and have changed some deliverables based on attendee & sponsor feedback.

Limited Slots Available!
Book ASAP to Get Exhibit Space Priority. Custom Sponsorships Available.

Claimed!

Claimed!

	TITLE \$9,000	RECEPTION \$6,500	DIAMOND \$4,900	PLATINUM \$3,200	GOLD \$2,500	SILVER \$1,200
Exhibit Space (Includes 6'x30" skirted table & power)	Premium 10'x10'	10'x8'	10'x8'	8'x8'	8'x8'	No Exhibit
Conference Passes (Access to sessions, Welcome Reception & provided meals)	4 (\$2,980 value)	3 (\$2,235 value)	2 (\$1,390 value)	2 (\$1,490 value)	1 (\$745 value)	1 (\$745 value)
Keynote Remarks (25 mins)	✓	--	--	--	--	--
1x Pre-Event use of attendee emails (Sent via GSM on behalf of Title Sponsor)	✓	--	--	--	--	--
Welcome Remarks (Kick-off event at reception with welcome statement @ mic. Your brand signage appears throughout.)		✓	--	--	--	--
Sponsor Speed Dating (5 minutes on general session stage to promote your services to entire audience)	✓	✓	✓	--	--	--
Attendee Contact List (Post-conference list of regular attendees)	✓	✓	✓	--	--	--
Access to Sponsor Lounge (Perfect place to meet with attendees)	✓	✓	✓	--	--	--
Ad in Conference Brochure (Submit a full-color advertisement)	Full Page	1/2 Page	1/2 Page	1/4 Page	--	--
Logo on Conference Mobile App	✓	✓	✓	--	--	--
Mention in Conference Follow-Up (Email sent by GSM to attendees)	✓	✓	✓	✓	--	--
Signage (Printed on GSMCON banner in addition to sponsor's exhibit signage)	Expo Hall & Premium Locations	Expo Hall & Welcome Reception	Expo Hall	Expo Hall	Expo Hall	Expo Hall
Submit Item for "Bling Your Bag" (Submit branded pins, luggage tags, etc. for attendees to dress up their event bags)	✓	✓	✓	✓	--	--
Submit Item for Attendee Bag (Literature and/or branded giveaway)	✓	✓	✓	✓	✓	✓
Social Media Acknowledgement (GSM Twitter and Facebook profiles)	✓	✓	✓	✓	--	--
Logo in Conference Brochure	✓	✓	✓	✓	✓	✓
Mention on Conference Mobile App	✓	✓	✓	✓	✓	✓
Logo on Conference Website	✓	✓	✓	✓	✓	✓

Attendee Favorite!



WHY GSMCON?

GSMCON is the ONLY major social media conference for U.S. city, county and state government agencies. Major social networks also participate in GSMCON: Facebook, Twitter, LinkedIn, Google and Yelp have all sent representatives to GSMCON events.

Our third annual conference in Spring 2017 will bring together a unique audience of social media managers, communicators, elected officials, webmasters, law enforcement - everyone who manages social media for their public agency.

We anticipate attendance of 400-500 key decision makers in the government social media space.

WHO SHOULD SPONSOR?

State & local government is a 3 trillion dollar industry and represents a new market for social media products and services. GSMCON is ideal for companies offering these services and more:

- Social Media Management Software
- Content Creation / Management Services
- Mobile Apps / App Development
- Social Networks
- Analytics / Measurement Software
- Social Listening / Monitoring Tools
- Content Management Systems / Microsites
- SMS Alert Services
- Email Marketing Automation Platforms



VENUE

GSMCON2017 will be in the heart of downtown Dallas, Texas!

Sheraton Dallas Hotel
400 Olive Street
Dallas, Texas 75201
Room Block Rate: \$138/night