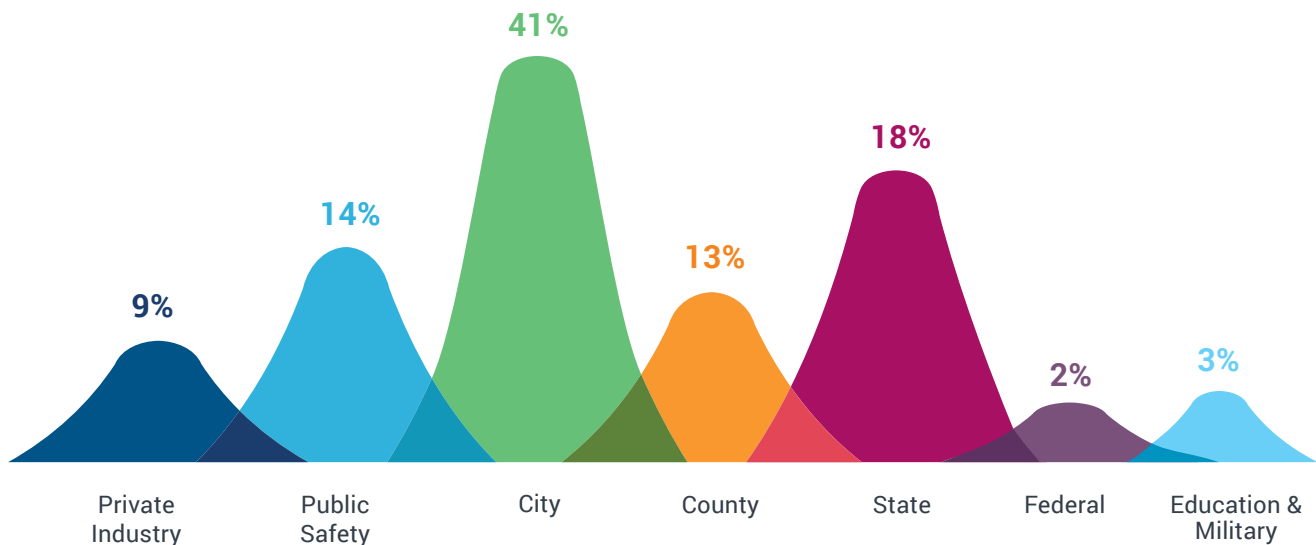


**SPONSOR &  
EXHIBITOR  
OPPORTUNITIES**

**GOVERNMENT SOCIAL MEDIA CONFERENCE  
APRIL 2-4, 2019 | NASHVILLE, TN**

The Government Social Media Conference is America's only major social media training event for local, regional and state government. Agencies send social media staff from all over the world to participate. Our previous conferences have brought in representatives from social networks including Facebook, Twitter, LinkedIn, Snapchat and Nextdoor as well as top social media platforms and services to connect directly with government agencies.

## 2017/2018 ATTENDEE AGENCY TYPE



## PAST ATTENDANCE



**JOB TITLES:** Most popular job titles include Manager/Coordinator/Director/Specialist in the areas of Communications, Digital Communications, Public Affairs, Public Information, Social Media and Media Relations.

**BUDGET:** The majority of GSMCON attendees have an annual social media budget.

# EXHIBITOR LEVELS

#GSMCON 2019

PREMIER – \$12,000

SOLD

Exclusive partnership offering the highest visibility and title-level status, including premium 17'x8' exhibit space, 6 conference passes, keynote remarks, breakout session, pre-con attendee list, thought-leadership webinar & much more.



RECEPTION – \$10,000

1 AVAILABLE



Unique Welcome Reception sponsorship includes kickoff remarks, drink ticket branding, exclusive cocktail table signage at our activity-filled reception including entertainment, snacks and more! Also includes 8'x8' exhibit space, 5 conference passes, breakout session, post-con attendee list & more.

INNOVATOR – \$7,000

SOLD

High-level exhibitor sponsorship includes 8'x8' exhibit space, 4 conference passes, breakout session, post-con attendee list & more.

LEADER – \$5,000

17 AVAILABLE

Maintain a strong exhibitor presence with exhibit space (either 8'x8' or 8'x6' on first-come basis), 3 conference passes, 1/4 page ad and more.

TECH TABLE – \$2,500

3 AVAILABLE

This entry-level exhibitor sponsorship is an affordable way to get face time with attendees and demo your products. Includes 6'x4' exhibit space with one cocktail table and 1 conference pass.

**Please view the exhibitor spec sheet for more details.**

# EXHIBITOR SPEC SHEET

#GSMCON 2019

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

	↙ SOLD!	↙ SOLD!	↙ SOLD!		
	<b>PREMIER</b> \$12,000 (SOLD)	<b>RECEPTION</b> \$10,000 (1)	<b>INNOVATOR</b> \$7,000 (SOLD)	<b>LEADER</b> \$5,000 (17)	<b>TECH TABLES</b> \$2,500 (3)
<b>Exhibit Space</b> Includes 6'x30" skirted table, power & wifi	Premium 17'x8'	8'x8'	8'x8'	8'x8' or 8'x6' Based on Availability	6'x4'
<b>Conference Passes</b> Sponsor access to sessions, Welcome Reception & provided meals	6 (\$4,770 value)	5 (\$3,975 value)	4 (\$3,180 value)	3 (\$2,385 value)	1 (\$795 value)
<b>Keynote Remarks</b> 25 mins on general session stage during the opening session	✓	--	--	--	--
<b>Thought Leadership Webinar</b> Held 2-6 months post GSMCON	✓	--	--	--	--
<b>Breakout Session</b> 1-hour concurrent session on approved topics	✓	✓	✓	--	--
<b>Pre-Conference Attendee List</b> Includes name, email, agency and address – 1 month and also 1 week prior to event	✓	--	--	--	--
<b>Post-Conference Attendee List</b> Includes name, email, agency and address	✓	✓	✓	--	--
<b>Reception Remarks</b> Welcome statement @ mic during kickoff Reception. Your brand signage appears throughout + photo prop.	--	✓	--	--	--
<b>Sponsor Speed Dating</b> 3 minutes on general session stage to promote your services to entire audience	✓	✓	✓	--	--
<b>Ad in Conference Brochure</b> Submit a full-color advertisement	Full Page	1/2 Page	1/2 Page	1/4 Page	--
<b>Logo Placement</b> Website, Mobile App and Conference Brochure	✓	✓	✓	✓	✓
<b>Mention in Conference Follow-Up</b> Email sent by GSM to attendees	✓	✓	✓	✓	--
<b>Signage</b> Printed on GSMCON sign in addition to sponsor's exhibit signage	Expo Hall & Premium Locations	Expo Hall & Reception	Expo Hall	Expo Hall	--
<b>Submit Item for "#Hashtagmybag"</b> Submit branded pins, luggage tags, etc. for attendees to dress up their event bags	✓	✓	✓	✓	--
<b>Submit Item for Attendee Bag</b> Literature and/or branded giveaway	✓	✓	✓	✓	--
<b>Social Media Acknowledgment</b> (GSM Twitter and Facebook profiles)	✓	✓	✓	✓	--

## Attendee Zen Lounge – \$4,000 (1)

Sponsor our Zen lounge and offer our attendees a memorable experience on Tuesday and Wednesday. We'll provide comfy pillows with your branding, seating, a charging station, and relaxation ambience.

## Focus Group – \$3,000 (8)

Valuable opportunity for new or established vendors in the government space. GSMCON will arrange up to eight attendees in your target market and provide a private room for you to facilitate a 30-min focus group to gain insight on your products/market.

## Tech Playroom – \$3,000 (4)

Our innovative new tech lab packs incredible value by allowing you to showcase product hardware with interactive demonstrations. This unique opportunity allows you to let our buyers play with your latest gadgets and gear in our dedicated space with a custom setup of your choosing.

## WiFi Sponsor – \$3,000 (1)

Highly visible sponsorship with your brand appearing after every attendee logs in to the free conference WiFi. Includes mention during general session and conference program.

## Thought Leadership Webinar – \$3,000 (5)

Keep the GSMCON momentum going with continued conversation on your brand by partnering with us for a collaborative industry-related webinar held 2-6 months post event. We market to our lists and you get opt-in leads.

## First-Timers Meet & Greet Sponsor – \$2,500 (1)

Special opportunity for face-to-face engagement with first-time attendees. Meet up at 6pm on Monday evening to help new attendees break the ice with a networking activity. Our host committee member will help share GSMCON tips & advice and you get to walk participants to the welcome reception at 6:50pm.

## Lunch Sponsor – \$2,500 (2)

Ring the lunch bell on the general session stage to let attendees know the feast is on by sponsoring a lunch on either Tuesday or Wednesday! Your logo displays on the big screens and on buffet table signage during lunch service until the program begins.

## Breakfast Sponsor – \$2,000 (3)

Give attendees a memorable start to their day by sponsoring breakfast on one of the three conference mornings. Your logo displays on the big screens in the general session room and on buffet table signage during breakfast service.

## Break Sponsor – \$1,500 (2)

Keep attendees energized by sponsoring both the AM & PM breaks on either Tuesday or Wednesday. Your brand on "Sponsored by" signage and program mention.

## Sponsor Speed Dating – \$1,500 (5)

Get 3 high-impact minutes in front our entire audience on the general session stage during our Tuesday luncheon to make your best product pitch and win our attendees over! We raffle an item in between each presenter, which you can provide or we can. Our attendees heart this activity!

## Raffle Sponsor – \$1,500 (1)

Great opportunity for vendor wanting exposure on the general session stage with an activity all attendees love - raffles! We purchase raffle prizes (included in price) and you're allowed 2 branded giveaways (you provide). We hand out prizes during closing session and you get an onstage mention & logo on big screen.

## Bag Literature – \$1,000 (15)

Great opportunity for non-exhibitors. Mail us your printed collateral (1 insert) and we'll insert it in up to 1,000 attendee bags provided to attendees at check-in.

## Transportation Sponsor – \$1,000 (2)

Help GSMCON attendees get off to a fun night on our Downtown Transportation to explore Nashville Tuesday evening. We'll place a sign outside your bus and you get to give a 3-minute welcome onboard before the bus departs. This time is yours: Introduce your company, talk about what's hot in the Music City and feel free to pass out goodies!

## Premium Signage – \$1,000 (12)

We provide signage with your branding in a high traffic location in our expo hall. Perfect for non-exhibitors wanting visibility or as a signage upgrade for exhibitors to direct attendees to your booth.

## Bag Swag – Custom Pricing (5)

Perfect way to let attendees know about your company even if you're not an exhibitor. Either ship us your own branded giveaway item or choose from options that we print for you. We'll place the swag in attendee bags to be given away at conference check-in.

 = Denotes opportunities with premium visibility