



WE WILL CONNECT YOU DIRECTLY
WITH GOVERNMENT COMMUNICATORS
AT THE LARGEST SOCIAL MEDIA EVENT
FOR GOVERNMENT IN THE U.S.

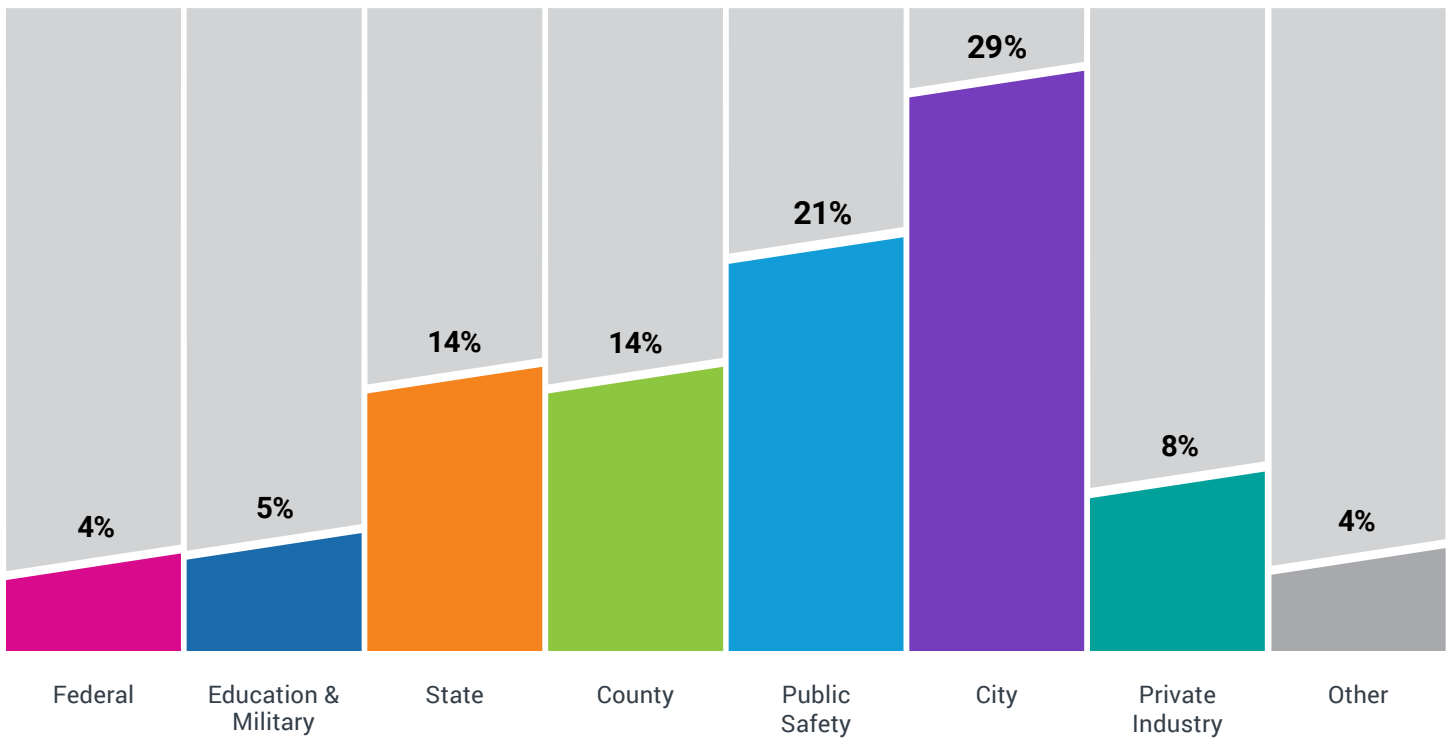
#GSMCON 2020

GOVERNMENT SOCIAL MEDIA CONFERENCE

MARCH 24-26, 2020
SEATTLE, WASHINGTON

**SPONSOR & EXHIBITOR
PROSPECTUS**

ATTENDEE AGENCY TYPE



The Government Social Media Conference is the only major social media training event in the United States 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.

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.

“Gold standard of conferences I attend...Having vendors onsite is beyond amazing. I visited every single vendor and chatted. That’s not something I can say about most conferences.”

“This was truly one of the best conferences I’ve attended, and I’ve been to a lot of them!...Thanks again for an amazing event.”

“Thank you for a great conference!...Hands down the best and most organized conference I have ever attended!”

“You folks (organizers) are awesome!!! I go to many, many conferences, and this was one of the top I have ever been to. The level of professionalism, venue, speakers, the entire experience was outstanding”

“This was my first year and I was extremely impressed!!! The sessions were incredible. The event was very organized. The best conference I’ve ever attended.”

PERFECT MARKET FOR COMPANIES LIKE THESE

- SMS Alert & Citizen Notification Services
- Social Listening & Analysis Tools
- Crisis Simulation Tools & Exercises
- Social Media Data Analytics Software
- Social Media Management Software
- Mobile Apps / App Development
- Social Media Consulting Agencies
- Citizen/Neighborhood Engagement Platforms
- Livestreaming Cameras, Software and Peripherals

We will connect you directly with government communicators!



EXHIBITOR LEVELS

#GSMCON 2020

PREMIER – \$12,000

SOLD

Exclusive partnership offering the highest visibility and title-level status, including premium 16'x8' exhibit space, 6 conference passes, keynote remarks, breakout session, pre- and post-con attendee list & much more.



Premier includes keynote on general session stage.

RECEPTION – \$10,000

1 AVAILABLE



Unique Welcome Reception sponsorship offers kickoff remarks, drink ticket branding, exclusive cocktail table signage at our activity-filled reception including entertainment, snacks and more! Also includes 10'x8' exhibitor space, 5 conference passes, breakout session, post-con attendee list & more.

INNOVATOR – \$7,000

2 AVAILABLE

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

LEADER – \$5,000

MANY AVAILABLE

Maintain a strong exhibitor presence with 8'x8' exhibit space, 3 conference passes, 1/4 page ad & more.

TECH TABLE – \$2,500

MANY 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 2020

SOLD

Limited slots available!

Book ASAP to get exhibit space priority.
Custom sponsorships available.

	PREMIER \$12,000	RECEPTION \$10,000 (1)	INNOVATOR \$7,000 (2)	LEADER \$5,000	TECH TABLES \$2,500
Exhibit Space Includes 6'x30" skirted table, power & wifi	Premium 16'x8'	10'x8'	10'x8'	8'x8'	6'x4'
Conference Passes 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)
Keynote Remarks 20 mins on general session stage during the opening session	✓	-	-	-	-
Breakout Session 1-hour concurrent session on approved topics	✓	✓	✓	-	-
Pre-Conference Attendee List Includes name, email, agency, job title, & state 2 weeks prior to event	✓	-	-	-	-
Post-Conference Attendee List Includes name, email, agency, job title, & state	✓	✓	✓	-	-
Reception Remarks Statement at mic during Welcome Reception. Your brand signage appears throughout + photo prop.	-	✓	-	-	-
Sponsor Speed Dating 3 minutes on general session stage to promote your services to entire audience	✓	✓	✓	-	-
Ad in Conference Brochure Submit a full-color advertisement	Full Page	1/2 Page	1/2 Page	1/4 Page	-
Logo Placement Website, Mobile App and Conference Brochure	✓	✓	✓	✓	✓
Mention in Conference Follow-Up Email sent by GSM to attendees	✓	✓	✓	✓	-
Signage Printed on GSMCON sign in addition to sponsor's exhibit signage	Expo Hall & Premium Locations	Expo Hall & Reception	Expo Hall	Expo Hall	-
Submit Item for Attendee Bag Literature and/or branded giveaway	✓	✓	✓	✓	-
Twitter Acknowledgment (GSM profile)	✓	✓	✓	✓	-
Facebook & Instagram Acknowledgment (GSM 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.

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 committee will help share GSMCON tips & advice and you get to walk participants down to the Welcome Reception at 7:00 pm.

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 (3)

Get 3 high-impact minutes in front of 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 a 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.

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. We'll place the swag in attendee bags to be given away at conference check-in.

 = Denotes opportunities with premium visibility