



ANNUAL CONFERENCE
& EXPOSITION

EXHIBITOR & SPONSORSHIP PROSPECTUS

HILLSBOROUGH COUNTY/TAMPA, FLORIDA | JULY 12-15, 2024

ABOUT NACo

ANNUAL CONFERENCE & EXPOSITION
**HILLSBOROUGH
COUNTY** TAMPA, FLORIDA
JULY 12-15, 2024



The National Association of Counties invites you to exhibit and sponsor our 89th Annual Conference & Exposition in Hillsborough County, Fla.!

The National Association of Counties (NACo) is the only national organization that represents all county governments throughout the United States. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas, build leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service.

County Facts

Counties are one of America's oldest forms of government, dating back to 1634 when the first county governments were established in Virginia.



SPONSORSHIP INQUIRIES

Cara Hackett
202-661-8835
chackett@naco.org

EXHIBIT SALES

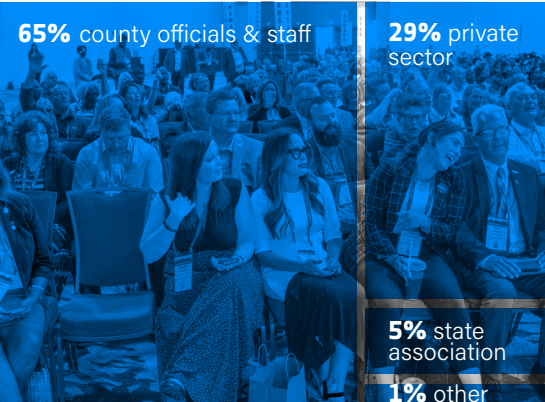
Gavin McAuliffe
847-702-2742
NACo@corcexpo.com

[Reserve your booth here!](#)

WHY EXHIBIT OR SPONSOR?

2023 BY THE NUMBERS

3185 total attendees

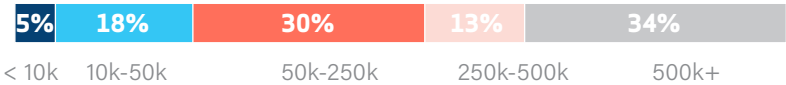


County Attendees:

- 58%** elected board members, executive or row officers
- 20%** other county staff
- 16%** county department heads
- 6%** county administrators

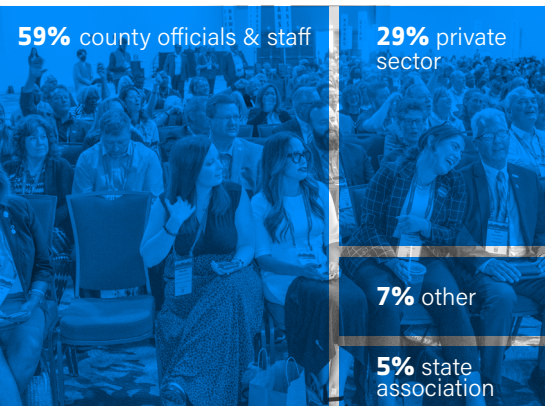


Attendees by County Population:



2022 BY THE NUMBERS

3035 total attendees

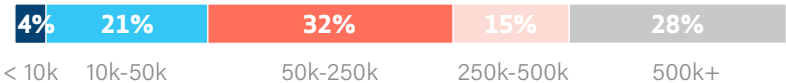


County Attendees:

- 57%** elected board members, executive or row officers
- 20%** other county staff
- 17%** county department heads
- 6%** county administrators



Attendees by County Population:



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EXHIBIT INFORMATION

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Important Dates

INSTALLATION

Thursday, July 11
1:00 p.m. - 5:00 p.m.

Friday, July 12
8:00 a.m. - 3:00 p.m.

DISMANTLE

Sunday, July 14
12:00 p.m. - 6:00 p.m.

Exhibit Hall Hours

SHOW HOURS

Friday, July 12
4:30 p.m. - 6:30 p.m. (Opening Reception)

Saturday, July 13
9:00 a.m. - 3:00 p.m.

Sunday, July 14
9:00 a.m. - 12:00 p.m.



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Included with booth rental:

- 8' high back drape and 3' high side rails
- One (1) booth identification sign per 10'x10' exhibit space
- Two (2) complimentary full conference registrations per 10'x10' exhibit space
- Complimentary pre-show attendee mailing list (includes name, title, county/organization, physical address, state and zip code)
- Complimentary post-show attendee mailing list (includes name, title, county/organization, physical address, state and zip code)
- Company listing in exhibitor directory
- Company listing on online floor plan and conference app
- Drink tickets for the opening reception in the exhibit hall (8 tickets per 10'x10' exhibit space)
- Opportunity to purchase additional full conference registrations at a reduced rate (\$400 per attendee)

Below rates are per 10'x10' exhibit space:

- NACo Corporate Premier Partners: \$2,200
- Non-Member Company: \$3,000
- Non-profit/Government: \$2,000

County Facts

No two counties are the same! Counties are governed by locally elected officials and, in some instances, operate under home rule authority, which allows for more local flexibility and control through structural, functional and fiscal powers.



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Traffic builders:

NACo is committed to generating traffic in and throughout the exhibit hall during our Annual Conference. To that end, this conference will offer the following traffic boosters:

- **Exhibit Hall Opening Reception:** The conference will kick off with an opening reception in the exhibit hall where attendees will spend the evening enjoying food, drinks and entertainment while connecting with vendors.
- **Passport to Prizes Program:** This booth traffic game encourages conference attendees to visit each participating exhibit booth for a “stamp” on their exhibit hall passports, which they can turn in to win exciting prizes (additional sponsorship required, not included in standard booth rental, see next page).
- **County Talks Series:** Subject matter experts will give short, interactive presentations on relevant topics on the stage in the exhibit hall (see sponsorship options for more details).
- **Exhibit Hall Service Project:** Organized conference-wide service project in the exhibit hall to benefit the local community.
- **County Vehicles:** Our Hillsborough County hosts will display unique vehicles in the exhibit hall for attendees to view.



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PASSPORT TO PRIZES

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Join NACo's Passport to Prizes game today!

NACo Annual Conference attendees love a challenge! You are invited to participate in Passport to Prizes, a booth traffic game in the exhibit hall. Attendees will be highly motivated to spend time at all participating exhibit booths to receive their "stamp." Once the card is full, participants can drop them off for inclusion in the prize drawings. We hope you will join in on the fun!

This activity is open to all exhibitors, but space is limited: only twenty-five (25) vendors may participate. Applications will be accepted on a first-come, first-served basis and the cost to take part is \$1,000. If you would like to apply, please email Gavin McAuliffe at gavin@corcexpo.com.



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SPONSORSHIP TIERS

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NACo is excited to offer various opportunities to deepen engagement and collaboration between the private sector and county officials at our 2024 Annual Conference.

The sponsorship levels below offer increased exposure, complimentary registrations, speaking opportunities and more. Members of [NACo's Corporate Premier Program](#) receive a discount on additional conference sponsorships, as outlined in their 2024 sponsorship agreement.



OSPREY SPONSORSHIP: \$7,500

- Three (3) complimentary conference registrations
- One (1) resource displayed in the Sponsor Resource Display Area next to NACo's library of resources
- Logo promotion on signage, at general sessions, in the program and elsewhere as appropriate



SEA TURTLE SPONSORSHIP: \$25,000 (CAPPED AT 8 TOTAL SPONSORS)

- Six (6) complimentary conference registrations
- One (1) complimentary 10'x10' booth in the exhibit hall (includes 8' back drape and 3' high side rails, booth identification sign, pre-and post-show attendee mailing list and company listing in exhibitor directory, online floor plan and conference app)
- One (1) speaking opportunity (developed with NACo as part of a workshop, committee meeting, exhibit hall presentation or other opportunity)
- Option to select **one** (1) of the following events for additional logo recognition (not an exclusive opportunity, does not include a speaking role):
 - » All-Conference Opening Reception
 - » Large Urban County Caucus (LUCC)/Rural Action Caucus (RAC)/Board of Directors Reception
 - » Arts & Culture Commission Reception
 - » All-Conference Closing Reception
- One (1) resource displayed in the Sponsor Resource Display Area next to NACo's library of resources
- Logo promotion on signage, at general sessions, in the program and elsewhere as appropriate



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TROUT SPONSORSHIP: \$40,000 (CAPPED AT 4 TOTAL SPONSORS)

Everything in the Sea Turtle Sponsorship Tier, plus:

- Four (4) additional complimentary registrations (10 total)
- Option to select **one** of the following items for an enhanced branding sponsorship (exclusive opportunity, does not include a speaking role):
 - » NACo's First Time Attendee Breakfast sponsorship which includes logo recognition and a two-minute speaking opportunity to an audience of approximately 300
 - » NACo Board of Directors Reception sponsorship which includes logo recognition and two (2) registrations to the invite-only event
 - » Conference WiFi and password sponsorship
 - » Conference app sponsorship which includes logo recognition and one push notification to all attendees
- One (1) 20-minute presentation in the exhibit hall



MANATEE SPONSORSHIP: \$75,000 (CAPPED AT 3 TOTAL SPONSORS)

Everything in the Trout Sponsorship Tier, plus:

- Five (5) additional complimentary registrations (15 total)
- Upgrade to one (1) complimentary 10'x20' booth in the exhibit hall (includes 8' back drape and 3' high side rails, booth identification sign, pre-and post-show attendee mailing list, company listing in printed exhibitor directory and on online floor plan and conference app)
- One (1) designated space outside of the exhibit hall that can be used as an invitation-only lounge or meeting room. This room can also serve as a display area for promotional materials, signage, etc. Refreshments or meals can be purchased for an additional cost
- One (1) half-page ad in the conference program (deadline for submission is 5/31/24)
- One (1) short (2-3 minutes) speaking opportunity during a General Session
- One (1) additional speaking opportunity during a workshop or committee meeting (3 total)
- Opportunity for logo promotion on digital signage throughout the convention center



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RECEPTION SPONSORSHIPS

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Annual Conference Sponsors and existing [Corporate Premier Partners](#) have two additional options for further leveraging NACo's 2024 Annual Conference & Exposition to create a successful event.

Promote an Existing Event: Have you already secured an event space and planned a reception, but want NACo to promote it? For a \$2,500 sponsorship fee,* we will include your existing event in our online agenda, conference app and printed booklet.

Co-Host an Event with NACo: Are you interested in working together to plan and execute a co-branded reception during the conference? Select this option and our teams will collaborate on a new event (roles and responsibilities included below). This option requires a sponsorship of \$5,000* and the sponsoring organization must cover all additional associated costs with the reception (food, beverages, venue rentals, signage, décor, etc.).

NACo responsibilities for a co-hosted event include:

- Include the reception date and time in the printed conference agenda, on the event website and on the conference app, listed as invitation only
- Book the venue and pay all costs associated with the development of the reception, subject to Sponsor approval
- Send Sponsor an itemized invoice no later than two weeks after the event

Sponsor responsibilities for a co-hosted event include:

- Process a sponsorship fee of \$5,000 to NACo prior to the 2024 Annual Conference, in accordance with the timeline listed above
- Develop and share a list of target counties and/or individuals who will be targeted invites to the reception
- Reimburse NACo for all costs associated with the reception, which includes food, beverages, venue and furniture rentals, signage, décor and other costs associated with the production of the event
- Pay final invoice within 60 days of receipt

**Fees will be waived for Trout and Manatee Sponsors*

These sponsorship opportunities are only available to Annual Conference Sponsors or NACo Corporate Premier Partners.



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ADDITIONAL SPONSORSHIP OPTIONS

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Coffee & Beverage Stations Sponsorship

You will be sure to reach all 2024 Annual Conference attendees by sponsoring the coffee and beverage stations! Throughout the conference, attendees will have access to at least three (3) complimentary coffee and soft drink stations. Interested companies have the opportunity to sponsor individual stations for a set number of days.

By sponsoring a station, your organization will receive a complimentary six-foot table near the coffee and beverage station, driving traffic directly to representatives of your organization. Your company name and logo will also be displayed on a sign next to the coffee and beverage station. These sponsorship opportunities are only available to Annual Conference Sponsors or NACo Corporate Premier Partners.

Sponsorship options include:

	1 STATION	2 STATIONS	3 STATIONS
1 DAY	\$2,500	\$4,000	\$6,000
2 DAYS	\$4,000	\$8,000	\$10,500
3 DAYS	\$6,000	\$10,500	\$16,500



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2023 ANNUAL CONFERENCE EXHIBITOR LIST

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- AchieveIT
- Aetna
- Airbnb
- Alteryx
- Amazon Business
- Amazon Web Services (AWS)
- American Kennel Club
- American Public Human Services Association (APHSA)
- Andrews Technology
- Ascendant App, Inc.
- AT&T
- AVIVATECH LLC
- BayMark Health Services
- bciti solutions
- Beacon
- Bergkamp Inc
- BerryDunn
- BetterUp
- Bio-key International
- Biobot Analytics
- Bolton
- Bonterra
- Bureau of Economic Analysis (BEA)
- Business of Child Care
- CAI
- Carahsoft Technology Corp
- Catalis
- Celerium Inc.
- Center for Election Innovation & Research
- Center for Internet Security
- Ceridian
- Certified Payments by Deluxe
- CGI Communications, Inc.
- Cigna Healthcare
- CivStart
- Cloud 9 Telehealth
- The CNA Corporation
- Combined Arms
- Community Leaders of America
- Compliant Technologies
- Core Business Technologies
- Corporate Pharmacy Services
- Crosswalk Labs
- CrowdStrike
- CVS Health
- CyberArk Software, Inc.
- DebtBook
- Decision Point Systems LLC
- Delinea
- Detera Drug Deactivation and Disposal System
- Dominion Voting Systems Corporation
- Doosan - Bobcat
- DRC Emergency Services, LLC
- EagleView Technologies



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- Easy Expunctions
- Economic Impact Catalyst
- Election Systems & Software, Inc.
- Engage by Cell
- EnterpriseDB Corporation (EDB)
- Entrust
- ESRI
- Esri Canada
- ExeVision
- Exygy
- FacilityForce
- FairVote
- Falcon, Inc.
- FASTER Asset Solutions
- FEMA IPAWS
- Finley Engineering
- First Alert powered by Datamir
- FirstStep Pavement Management
- Forerunner Technologies
- Gallagher
- GHD Digital
- GM Fleet and Commercial
- GovDeals, Inc.
- Government Window, LLC
- GovExec
- GovOS
- Granicus, Inc.
- GrantWorks
- GTY Technology
- Guidehouse
- The Hartford
- HCL Software
- HDR
- Heritage Health Solutions
- HOK Architecture
- HUD User
- The Humane Society of the United States
- IBM
- Illinois Supply Company
- ImageSource
- In God We Trust America, Inc.
- Indigent Healthcare Solutions
- Indigov
- Infor Public Sector Group
- Integrated Prescription Management (IPM)
- JJ Kane Auctions
- Juniper Networks
- Justice Management Institute
- Kim Joyce and Associates
- Kofile Technologies
- Language Link
- LCPtracker, Inc.
- Lean Tail Labs
- Legatum Institute Foundation



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- LGS
- Library Systems & Services, LLC
- Linebarger Goggan Blair & Sampson, LLP
- Lithified Technologies
- LogicMonitor
- Loncar, Lyon, Lenkins
- Lumu Technologies
- Mack Injury Attorneys
- Maddock by Hurricane Ditcher
- Masimo
- MPACT Strategic Consulting
- MuniBit
- National Commission on Correctional Health Care
- National Domestic Preparedness Consortium
- National Fire Sprinkler Association
- National Grants Management Association
- National Institute of Corrections
- The National Service Office for Nurse-Family Partnership and Child First
- Neapolitan Labs
- Netsmart
- nextScan
- NICE Public Safety
- Nintex
- Office of Justice Programs
- Office of the Immigration Detention Ombudsman/DHS
- ON2IT Inc.
- Pallet
- PetData, Inc.
- POLCO.us
- Portadam, Inc
- Purple Wave Auction
- Qmatic
- Qualtrics
- Quickbase
- Quorum Analytics, Inc.
- Ranked Choice Voting Resource Center
- Recon InfoSec
- Referral Mate
- Revenue Solutions
- Revize
- Ricoh USA, Inc.
- RingCentral, Inc.
- RSC (Robert Stephen Consulting, LLC)
- RSM US LLP
- Rubicon Global
- Rubrik
- Rx'n Go
- SAP Concur
- SCPDC-MyGovernmentOnline (MGO)
- Sharp Electronics Corporation
- SigBee
- SOURCE
- StructureCraft



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- Texas Epidemic Public Health Institute/TEPHI -
UTHealth at Houston
- The Crowley Company
- Thomson Reuters
- Tidal Basin
- Tyler Technologies, Inc
- U.S. Bureau of Labor Statistics
- U.S. Census Bureau
- U.S. Citizenship and Immigration Services
- U.S. Election Assistance Commission
- U.S. Fire Administration
- UnitedHealthcare
- Vanir Construction Management, Inc.
- Vector Disease Control International (VDCI)
- Via Benefits by WTW
- ViaTRON Systems, Inc.
- VitalCore Health Strategies, LLC
- WGI West Palm Beach
- Witt O'Brien's
- Yardi
- Youturn Health
- ZenCity
- Zonar



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