

2022 NACo Annual Conference & Exposition

EXHIBITOR PROSPECTUS

Adams County, Colorado | Gaylord Rockies Resort & Convention Center

JULY 21 - 24, 2022

Note new date pattern!



ABOUT NACo

EXHIBIT DATES: JULY 21-23

The National Association of Counties invites you to exhibit with us in Adams County at the 87th Annual Conference and Exhibition!

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 and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service.

EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



87th ANNUAL CONFERENCE & EXPOSITION

EXHIBIT DATES: JULY 21-23

The NACo Annual Conference & Exposition is the only meeting that draws a cross section of elected officials and county staff from across the country.

Exhibiting at the NACo Annual Conference will provide you with benefits you don't get at other trade shows. As an exhibitor you are granted full registration and access to all sessions and social events to increase networking opportunities for you and your company. Conference sessions will give you unique insight into the challenges counties and our residents face – and the solutions we're pursuing.

Make contact with over 2,500 of the nation's local government leaders who represent over 80% of the nation's population! Showcase your product to county government leaders, state associations of counties, county professional affiliates and more.

Attendees from rural and urban counties with large and small budgets and staff come together for four days of education and networking to improve residents' lives and the efficiency of county government.

Counties are one of America's oldest forms of government, dating back to 1634 when the first county governments (also known as shires) were established in Virginia. The organization and structure of today's 3,069 county governments are chartered under state constitutions or laws and are tailored to fit the needs and characteristics of states and local areas.

No two counties are exactly 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 with structural, functional and fiscal powers.

Though organizational structures and specific responsibilities vary, all county governments are on the front lines of delivering vital services to residents.

COUNTY FACTS

Counties support over 900 hospitals and more than 1,900 public health departments

EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



WHY SPONSOR/ EXHIBIT?

2022 NACo ANNUAL CONFERENCE & EXPOSITION
ADAMS COUNTY
COLORADO

EXHIBIT DATES: JULY 21-23

2021 BY THE NUMBERS

2084

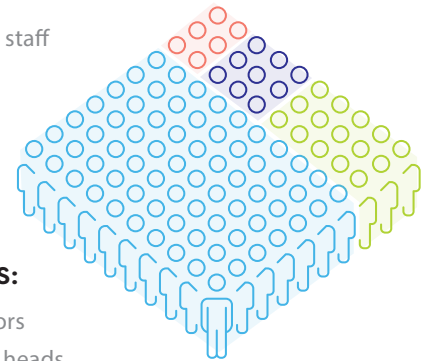
TOTAL ATTENDEES

70% county officials and staff
18% private sector
7% state association
5% other



OF THESE ATTENDEES:

10% county administrators
12% county department heads
23% other county staff
55% elected board members, executive, or row officers



COUNTY SIZES OF ATTENDEES:



EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



2019 BY THE NUMBERS

2787

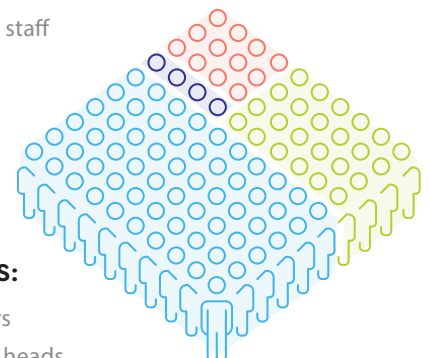
TOTAL ATTENDEES

65% county officials and staff
25% private sector
4% state association
11% other



OF THESE ATTENDEES:

7% county administrators
12% county department heads
25% other county staff
56% elected board members, executive, or row officers



COUNTY SIZES OF ATTENDEES:



2022

EXHIBIT INFO

EXHIBIT DATES: JULY 21-23

EXHIBIT HALL HOURS

SHOW HOURS

Thursday, July 21

4:00PM - 6:00PM

Friday, July 22

9:00AM - 3:00PM

Saturday, July 23

9:00AM - 12:00PM

IMPORTANT DATES

INSTALLATION

Wednesday, July 20

1:00PM - 5:00PM

Thursday, July 21

8:00AM - 3:00PM

DISMANTLE

Saturday, July 23

12:00PM - 6:00PM

EXHIBIT SALES

312-265-9646

NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson

202-661-8805

jpeterson@naco.org

Cara Hackett

202-661-8835

chackett@naco.org



COUNTY FACTS

Counties invest more than \$23 billion annually in the operation, construction and maintenance of public mass transit systems

2022

EXHIBIT SALES

EXHIBIT DATES: JULY 21-23

ADDITIONAL EXHIBITOR BENEFITS

- Opportunity to purchase additional full conference registrations at a reduced rate
- Opportunity to attend general sessions featuring nationally recognized speakers and education sessions conducted by county experts
- Ability to network with county leaders at social events
- Company listing in printed exhibitor directory

INCLUDED WITH BOOTH RENTAL

- 8' high backdrape & 3' high side rails
- Booth identification sign
- Three (3) Complimentary full conference registrations per 10'x10'x booth
- Complimentary pre-show attendee mailing list
- Complimentary post-show attendee mailing list
- Company listing in printed final program (distributed on-site to 2,500 attendees)
- Company listing on online floor plan and conference app

ADDITIONAL OPPORTUNITIES TO MAXIMIZE YOUR COMPANY'S EXPOSURE

- Advertising packages around convention center & headquarters hotel
- Sponsorship of networking activities and general sessions

Contact the sponsorship sales team to find out more!

BOOTH RENTAL FEES*

Corner booth surcharge • \$150/corner

- NACo Premier Members | \$2,000
- Non-Member Company | \$2,800
- Non-profit/Government | \$2,000

*per 10'x10' booth

TRAFFIC BUILDERS

- Thursday Exhibit Hall Reception
- Friday Exhibit Hall Lunch
- Passport to Prizes Program
- County Talks & Meetups
- Exhibit Hall service project

EXHIBIT SALES

312-265-9646

NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson

202-661-8805

jpeterson@naco.org

Cara Hackett

202-661-8835

chackett@naco.org



2019 & 2021

EXHIBITORS

EXHIBIT DATES: JULY 21-23

EXHIBIT SALES

312-265-9646
 NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
 202-661-8805
 jpeterson@naco.org

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



- Accela, Inc
- Acivilate, Inc
- Aetna
- All Quality Memorial Markers
- Amazon Web Services / Amazon Business
- American City & County
- American Funds from Capital Group
- American Kennel Club
- AMR
- Ancestry
- AT&T
- Bandura Systems
- Battle Armor Designs
- BoardDocs - Emerald Data Solutions
- Brent and Becky's Bulbs
- Broadband USA / NTIA / U.S. Department of Commerce
- Bureau of Economic Analysis (BEA)
- Canon USA, Inc.
- Carahsoft Technology Corp
- CaseWorthy, Inc
- CGI Communications, Inc.
- CGL Management Group
- Cintas Corporation
- Citibot
- CityBase
- CivicPlus
- CobbleStone Software
- CommunityConnect Labs
- Connected Nation
- Consumer Financial Protection Bureau
- CoreCivic of Tennessee, LLC
- CPS Payment Services
- Creditron Corporation
- CVS Health
- Datanet
- Diamond Pharmacy Services & Medical Supply
- Digital Map Products, LLC
- Dispute Resolution Institute, Mitchell Hamline School of Law
- DLR Group
- DocuPet, Inc
- Dominion Voting Systems Corporation
- Doosan - Bobcat
- DRC Emergency Services
- Drug Enforcement Administration
- Dude Solutions
- eCivis, Inc.
- Edict Systems, Inc.
- Election Systems & Software, Inc.
- Ensofttek / DrCloudEHR
- Enterprise Fleet Management
- Envolve
- ESRI
- FEMA - Virtual Reality
- Fentress Architects Ltd.

2019 & 2021

EXHIBITORS

EXHIBIT DATES: JULY 21-23

EXHIBIT SALES312-265-9646
NACo@corcexpo.com**VISIT**www.naco.org/annual**SPONSORSHIP SALES**Jack Peterson
202-661-8805
jpeterson@naco.orgCara Hackett
202-661-8835
chackett@naco.org

- Financial Northeastern Companies
- First Concord Benefits Group
- Ford Motor Company
- Gallagher
- GameTime, Inc
- GEO Care
- GlobalFlyte Inc.
- Gordian
- Gov-Pay
- GovDeals, Inc.
- GovInvest
- GovPlanet
- GovQuote / GovSpend
- Grasshopper Company
- Hart InterCivic
- HD Supply
- HOK Architecture
- The Home Depot
- Honeywell
- HUD Office of Policy Development and Research
- Humana, Inc.
- ImageSoft, Inc.
- In God We Trust America, Inc.
- Institute for Building Technology and Safety (IBTS)
- International Association of Assessing Officers
- Janssen Pharmaceuticals, Inc.
- Language Testing International
- Lexipol, LLC
- LexisNexis
- Linebarger Goggan Blair & Sampson, LLP
- LiveStories
- LocalGov Academy
- LP Systems, Inc
- Manufactured Housing Institute
- MAXIMUS Consulting Services, Inc
- Mosquito Control Services, LLC
- Multi-Bank Securities, Inc.
- Multi-State Information Sharing and Analysis Center (MS-ISAC)
- NaphCare Inc.
- National Association of Home Builders
- National Fire Protection Association
- National Institute of Corrections
- Nationwide Retirement Solutions, Inc
- NCIC Inmate Phone Service
- Netsmart
- nextScan
- NIST Community Resilience
- Nutanix
- Office of Justice Programs
- Ofo
- OpenGov, Inc
- OPEX Corporation
- Optum
- Partner Plus

2019 & 2021

EXHIBITORS

EXHIBIT DATES: JULY 21-23

EXHIBIT SALES312-265-9646
NACo@corcexpo.com**VISIT**www.naco.org/annual**SPONSORSHIP SALES**Jack Peterson
202-661-8805
jpeterson@naco.orgCara Hackett
202-661-8835
chackett@naco.org

- PayPal Government Solutions
- PetChamp
- PetData, Inc.
- The PFM Group
- PMA
- PowerDMS
- ProChamps
- The Public Group / Public Surplus
- Public Risk Management Association
- QScend Technologies, Inc
- Qualtrics
- Redflex Traffic Systems, Inc.
- Revize Government Websites
- Ricoh USA, Inc
- Robbins, Geller, Rudman & Dowd
- RSM US LLP
- SAFEbuilt, Inc
- Salesforce
- SAP Concur
- SELS: Smart Era Lighting Systems
- Sharp Electronics Corporation
- Sicora Consulting
- Signs.com
- Sitmatic
- SolSmart
- Stalker Radar
- Steppin' Out
- Streamline Healthcare Solutions
- Superion
- Sutterfield Technologies
- Symantec Corporation
- TechCare
- TechShare
- TEEX - NERRTC
- Thomson Reuters
- TrackBill
- Travelers Insurance
- Tyler Technologies, Inc
- U.S. Census Bureau
- U.S. Communities
- U.S. Fire Administration
- U.S. Selective Service System
- Value Payment Systems
- Vanir Construction Management, Inc.
- Victoria Forms
- Visa, Inc
- Vision
- Wagners Composite Fibre Technologies
- Washington, DC / Statehood
- WeatherTrends International, Inc
- Ygrene

2022 ANNUAL CONFERENCE SPONSORSHIP TIERS

NACo is excited to offer private sector partners a variety of opportunities to deepen your engagement with county officials at our 2022 Annual Conference.

The varying sponsorship levels below offer increased exposure, complimentary registrations, speaking opportunities and more. Sponsorship for two specific events – our pre-conference golf tournament and our exhibit hall service project – are included at the end of this packet.

*Members of NACo's Corporate Premier Program receive a 20% discount on additional conference sponsorships.



GREEN SPONSORSHIP TIER: \$10,000

- 4 complimentary conference registrations
- 1 complimentary 10'x10' booth in the Exhibit Hall (see exhibit hall prospectus for what is included with this booth)
- One 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



BLUE SPONSORSHIP TIER: \$20,000

- Everything in the Green Sponsorship Tier, plus:
- 1 additional complimentary registration (5 total)
- 1 speaking opportunity (developed with NACo as part of a workshop, committee meeting, exhibit hall presentation or other opportunity)
- Option to select ONE of the following events for additional logo and verbal recognition (not a speaking opportunity):
 - Opening All-Conference Reception (Thursday night)
 - Large Urban County Caucus/Rural Action Caucus Joint Reception (Saturday night)
 - All-Conference Closing Reception (Sunday night)
 - Healthy Counties Advisory Board Luncheon
 - Arts & Culture Commission Reception (hosted in downtown Denver)

EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



2022 ANNUAL CONFERENCE SPONSORSHIP TIERS



BLACK DIAMOND SPONSORSHIP TIER: \$40,000 (CAPPED AT 5 TOTAL SPONSORS)

- Everything in the Blue Sponsorship Tier, plus:
- 3 additional complimentary registrations (8 total)
- Option to select ONE of the following items for branding sponsorship:
 - NACo's "First Time Attendee Breakfast" (includes logo recognition and a brief speaking opportunity)
 - NACo Board of Directors Reception (logo recognition, Friday night)
 - Naming and password of the conference WiFi
 - Logo display on attendee bags picked up at registration
 - Sponsorship of the conference app (includes push notifications to attendees)
- One 20-minute presentation opportunity in the Exhibit Hall



DOUBLE BLACK DIAMOND SPONSORSHIP TIER: \$100,000

- Everything in the Black Diamond Sponsorship Tier, plus:
- 4 additional complimentary registrations (12 total)
- 1 complimentary 20'x20' booth in the Exhibit Hall
- Half page ad in the conference program
- A short (2-5 minutes) speaking opportunity during a General Session
- 1 additional speaking opportunity during a workshop or committee meeting (2 total)
- Opportunity to present one (1) Achievement Award category winner at the all-attendee luncheon

EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

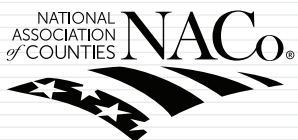
VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



2022 PRE-CONFERENCE GOLF OUTING SPONSORSHIPS

Prior to the 2022 Annual Conference, NACo will host a golf outing for up to 100 conference attendees on Wednesday, July 20 at the Riverdale Dunes Golf Course (owned and operated by Adams County)!

NACo is offering the following sponsorship opportunities for companies seeking direct engagement with county officials during a day of networking and fun.

*Members of NACo's Corporate Premier Program receive a 20% discount on additional conference sponsorships.



HOLE IN ONE SPONSORSHIP TIER (\$12,500)

- a. Title sponsor for the event, signage at the clubhouse
- b. Five player entries, including the option to select at least one county participant in each player's foursome
- c. Co-branded "swag bag" with your logo and NACo's logo for each player that includes:
 - i. Mini sunscreen with your logo
 - ii. Co-branded NACo/Adams County golf balls
- d. Green sponsorship level benefits for the entire conference (including comp exhibit booth) Limited to one sponsor



EAGLE SPONSORSHIP TIER (\$5,000)

- a. Logo recognition on signage at the clubhouse
- b. Three player entries (groups to be assigned by NACo; your players will not be in the same group)
- c. Sponsorship of either the longest drive or closest to the pin challenge
- d. Logo recognition as a conference sponsor
- e. 2 complimentary registrations for the conference

EXHIBIT SALES

312-265-9646
NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson
202-661-8805
jpeterson@naco.org

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



EXHIBIT HALL SERVICE PROJECT SPONSORSHIPS

NACo is seeking a private sector partner to support this year's Exhibit Hall Service Project.

In conjunction with other exhibit hall vendors, NACo will host a backpack stuffing drive to support local children and schools. More details will be released in the coming months on the beneficiaries of this project.

During specified Exhibit Hall hours, attendees will pick up a backpack and take it to various booths to collect other school supplies from various vendors.

To support this project, NACo is seeking an in-kind contribution of 500 youth backpacks. In return, the company will receive:

- One 20-minute speaking opportunity in the Exhibit Hall
- Recognition as a Blue Level Sponsor for the entire conference, including:
 - 1 complimentary 10'x10' exhibit booth
 - 4 complimentary registrations to the event
 - Logo recognition on signage throughout the event

EXHIBIT SALES

312-265-9646

NACo@corcexpo.com

VISIT

www.naco.org/annual

SPONSORSHIP SALES

Jack Peterson

202-661-8805

jpeterson@naco.org

Cara Hackett

202-661-8835

chackett@naco.org

