

2023 NACo ANNUAL CONFERENCE & EXPOSITION

# EXHIBITOR & SPONSORSHIP PROSPECTUS

TRAVIS COUNTY/AUSTIN, TEXAS ★ AUSTIN CONVENTION CENTER

**JULY**  
**21** *thru* **24**



# ABOUT NACo

2023 ANNUAL CONFERENCE & EXPOSITION

**TRAVIS  
COUNTY**

AUSTIN, TEXAS | 

**JULY 21 *thru* 24**

## The National Association of Counties invites you to exhibit with or sponsor with us in Travis County at the 88th Annual Conference and Exposition!

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 DATES: **JULY 21-23**



### SPONSORSHIP SALES

Cara Hackett  
202-661-8835  
[chackett@naco.org](mailto:chackett@naco.org)

### EXHIBIT SALES

Gavin McAuliffe  
847-702-2742  
[NACo@corcexpo.com](mailto:NACo@corcexpo.com)

### VISIT

[www.naco.org/annual](http://www.naco.org/annual)

[Reserve Your Booth Here!](#)

# 88<sup>TH</sup> ANNUAL CONFERENCE & EXPOSITION

2023 ANNUAL CONFERENCE & EXPOSITION

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

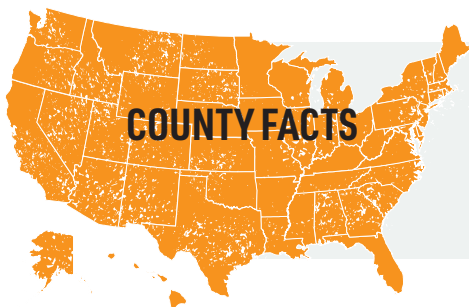
Exhibiting at the NACo Annual Conference will provide you with benefits you don't get at other trade shows. As an exhibitor you are granted full registration and access to all sessions and social events to increase networking opportunities for you and your company. Conference sessions will give you unique insight in to 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.



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

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# WHY EXHIBIT/ SPONSOR

2023 ANNUAL CONFERENCE & EXPOSITION

# TRAVIS COUNTY

AUSTIN, TEXAS | 

**JULY 21 *thru* 24**

## 2022 BY THE NUMBERS

3035 total attendees

**59%** county officials & staff

**29%** private sector

**7%** other

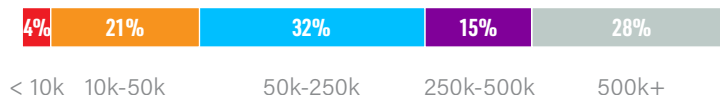
**5%** state association

### COUNTY ATTENDEES:

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



### COUNTY SIZES OF ATTENDEES:



## 2021 BY THE NUMBERS

2084 total attendees

**70%** county officials & staff

**18%** private sector

**7%** state association

**5%** other

### COUNTY ATTENDEES:

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



### COUNTY SIZES OF ATTENDEES:



EXHIBIT DATES: **JULY 21-23**



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# 2023 ANNUAL CONFERENCE EXHIBIT INFO

2023 ANNUAL CONFERENCE & EXPOSITION

**TRAVIS  
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AUSTIN, TEXAS | 

**JULY 21 *thru* 24**

## Important Dates

### INSTALLATION

Thursday, July 20

1:00 p.m. - 5:00 p.m.

Friday, July 21

8:00 a.m. - 3:00 p.m.

### DISMANTLE

Sunday, July 23

12:00 p.m. - 6:00 p.m.

## Exhibit Hall Hours

### SHOW HOURS

Friday, July 21

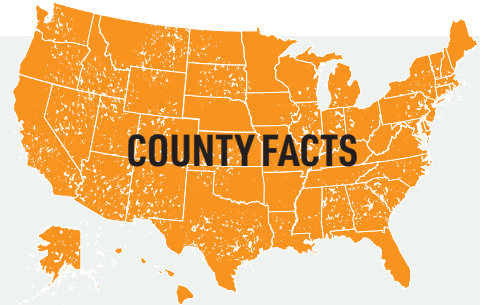
4:00 p.m. - 6:00 p.m.

Saturday, July 22

9:00 a.m. - 3:00 p.m.

Sunday, July 23

9:00 a.m. - 12:00 p.m.



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



EXHIBIT DATES: **JULY 21-23**



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**TRAVIS**  
**C O U N T Y**  
AUSTIN, TEXAS |   
**JULY 21** thru **24**

## Included with Booth Rental

- 8' high backdrape & 3' high side rails
- Booth identification sign per 10'x10' exhibit space
- Three (3) complimentary full conference registrations per 10'x10' exhibit space
- Complimentary pre-show attendee mailing list
- Complimentary post-show attendee mailing list (includes name, title, county/organization, address, state, zip code)
- Company listing in printed exhibitor directory
- Company listing on online floor plan and conference app
- Set number of drink tickets to distribute to attendees during the Opening Reception in the Exhibit Hall on Friday, July 21

## 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 workshops conducted by county experts
- Ability to network with county leaders at social events

## Looking for other ways to maximize your exposure?

Check out our other sponsorship options listed later in this packet.

## Booth rental fees\*

Below rates are per 10 x 10 exhibit space:

- NACo Premier Members: \$2,200
- Non-Member Company: \$2,900
- Non-profit/Government: \$2,000

\*per 10'x10' booth

## Traffic builders

- Friday Exhibit Hall Reception
- Passport to Prizes Program
- County Talks
- Exhibit Hall Service Project

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# PASSPORT TO PRIZES

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**JULY 21** thru **24**



## Join NACo's Passport to Prizes Program 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. Players will be highly motivated to spend time at all participating exhibitors booths because this is where they will receive their "stamps" which are required to be included in the prize drawing. The winners will receive fantastic prizes - you don't want your company to miss out on the fun!

## How does it work?

Participating attendees will receive a "passport" with their registration materials and will be instructed to stop by each participating exhibitor to receive a "stamp". The attendee must have the entire passport filled out in order to be eligible for the Prize Drawings, which will take place in the Exhibit Hall on Saturday, July 22 and Sunday, July 23.

## How do Exhibitors participate?

There is a \$1,000 fee for Exhibitors to join and no more than fifteen (15) companies can participate. If you would like to participate, please email Gavin McAuliffe at [gavin@corcexpo.com](mailto:gavin@corcexpo.com) Applications will be accepted on a first-come, first-serve basis.

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**JULY 21 *thru* 24**

- Aardvark Mobile Tours
- Accela, Inc
- Adobe
- Aetna
- Allstate Benefits
- Amazon Web Services
- American Kennel Club
- Andrews Technology
- AT&T
- Austin Air Systems Ltd
- B2Gnow
- Bergkamp Inc
- Binti
- Bio-key International
- Buck
- Bureau of Economic Analysis
- Capital Group
- Carahsoft
- Casebook PBC
- CaseWorthy
- Celerium Inc.
- Center for Internet Security
- CentralSquare Technologies
- CGI Digital
- CIGNA
- Cintas Corporation
- CivicPlus
- Civix
- CivStart
- ClearGov
- Commercial Music Service Co
- Community Leaders of America|Forum for Community Leaders
- Connected Nation, Inc.
- County Executives of America
- Coupa
- Crayon Software Experts LLC
- CrowdStrike
- CVS Caremark
- Detera Drug Deactivation and Disposal System
- Dominion Voting Systems
- DRC Emergency Services, LLC
- Druva | AWS | Carahsoft
- DynaTouch Corporation
- EagleView Technologies
- eCivis, Inc.
- Election Systems & Software, Inc.

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- Balancing Act
- Equifax
- ESRI (Environmental Systems Research Institute, Inc.)
- ExeVision
- ExtraHop
- Falcon, Inc.
- FASTER Asset Solutions
- FEMA Integrated Public Alert and Warning System (IPAWS)
- Findhelp
- Finley Engineering
- Fireside, Part of FiscalNote
- FirstStep Pavement Management
- FranklinCovey
- Gallagher
- GHD Digital
- GM Fleet
- GovDeals, Inc.
- GovOffice LLC
- GovOS
- Granicus, Inc.
- Grant Thornton Public Sector
- Guidehouse
- Harris ERP
- HUD User
- IBM
- Indigent Healthcare Solutions
- Indigov
- Infor
- Integrated Prescription Management (IPM)
- Ivalua
- Ivanti
- Juniper Networks
- Keep America Beautiful, Inc.
- KNOWiNK
- Kofile
- KUBRA
- LCPtracker, Inc.
- LetsGetChecked
- Linebarger Goggan Blair & Sampson, LLP
- Logitech, Inc.
- Masimo
- Meta
- Motorola Solutions
- NACo FSC
- National Association of Conservation Districts (NACD)

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- National Commission on Correctional Health Care
- The National Council for Mental Wellbeing
- National Domestic Preparedness Consortium (NDPC)
- National Grants Management Association
- National Renewable Energy Laboratory (NREL)
- Nationwide
- Neapolitan Labs
- NeoSan Labs Inc.
- Netsmart
- nextScan
- NICE Public Safety
- NOAA - National Oceanic & Atmospheric Administration
- NuHarbor Security
- Office of Justice Programs (OJP)
- Okta
- OpenGov, Inc.
- Oracle
- Pallet Shelter
- PetData
- PetHub, Inc.
- PMA Financial Network
- The Public Group
- Public Promise Insurance
- Public Risk Management Association
- Purple Wave Auction
- QScend Technologies
- Qualtrics
- QuesGen Systems
- Questica, Inc.
- Quickbase
- Quicket Solutions
- RDPC - Rural Domestic Preparedness Consortium
- Readjustment Counseling Service / Vet Center
- RedMane Technology
- Resource Exploration
- Retiree First, LLC
- Revenue Solutions, Inc.
- Revize Government Websites
- Ricoh USA, Inc.
- RingCentral
- Rock Solid Technologies
- RRM-CLM Services, LLC dba Vista Recreation
- Rubicon

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- Rubrik
- Rx 'n Go
- s-Comm, Inc.
- SAFEbuilt, Inc
- Salesforce
- Samsara
- SAP Concur
- SecurityScorecard
- ServiceNow
- Sharp Electronics Corporation
- Sicora Consulting, Inc.
- SimpliGov
- Status Solutions
- Tanium
- TechShare LGC
- TEEX - NERRTC
- Tetra Tech Inc.
- Thomson Reuters
- three+one
- Tidal Basin Group
- Tyler Technologies, Inc
- US Census Bureau
- U.S. Citizenship & Immigration Services
- U.S. Election Assistance Commission
- U.S. Fire Administration
- Value Payment Systems
- Vanir Construction Management
- Varis
- Vector Disease Control International (VDCI)
- Verite Group, Inc.
- VetPro - Panoramic Software
- Via Benefits by WTW
- Voice of Healing Ministries
- VotingApp
- Wagners
- Witt O'Brien's
- Xcel Energy
- Zencity
- Zonar Systems
- Zscaler

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# 2023 ANNUAL CONFERENCE SPONSORSHIP TIERS

2023 ANNUAL CONFERENCE & EXPOSITION  
**TRAVIS**  
**C O U N T Y**  
AUSTIN, TEXAS |   
**JULY 21 *thru* 24**

## NACo is excited to offer private sector partners a variety of opportunities to deepen your engagement with county officials at our 2023 Annual Conference.

The varying 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 2023 sponsorship agreement.

### RAINEY STREET SPONSORSHIP: \$10,000

- 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

### SOUTH CONGRESS SPONSORSHIP: \$25,000

- Six (6) complimentary conference registrations
- One (1) complimentary 10'x10' booth in the Exhibit Hall (includes 8' back drape & 3' high side rails, booth identification sign, pre-and post-show attendee mailing list and company listing in printed 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 a speaking opportunity, not exclusive):
  - Opening All-Conference Reception
  - Large Urban County Caucus/Rural Action Caucus Joint 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

EXHIBIT DATES: **JULY 21-23**



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## RED RIVER SPONSORSHIP: \$50,000 (CAPPED AT 4 TOTAL SPONSORS)

*Everything in South Congress Sponsorship Tier, plus:*

- Four (4) additional complimentary registrations (10 total)
- Option to select ONE of the following items for an enhanced branding sponsorship:
  - NACo's "First Time Attendee Breakfast" (exclusive opportunity, includes logo recognition and a two minute speaking opportunity which typically draws 300+ attendees)
  - Logo display on water coolers throughout the convention center (exclusive opportunity)
  - NACo Board of Directors Reception (logo recognition, two registrations. Limited to 3 total sponsors)
  - Naming of the conference WiFi and password (exclusive opportunity)
  - Sponsorship of the conference app (includes one push notifications to attendees, available to multiple sponsors)
- One (1) 20-minute presentation opportunity in the Exhibit Hall

## NORTH LOOP SPONSORSHIP: \$100,000 (CAPPED AT 3 TOTAL SPONSORS)

*Everything in the Red River 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 & 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 for an interactive activation and/or serve as display area for promotional materials and additional signage (additional costs such as power and furniture must be paid by the partner)
- Half-page ad in the conference program (deadline for submission is 5/31/23)
- One (1) short (2-3 minutes) speaking opportunity during a General Session
- One (1) additional speaking opportunity during a workshop or committee meeting (2 total)
- Opportunity to present one Achievement Award category winner at the all-attendee luncheon
- Opportunity to create a welcome message of your choosing on large marquees throughout the convention center

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# RECEPTION SPONSORSHIPS

2023 ANNUAL CONFERENCE & EXPOSITION

# TRAVIS COUNTY

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**JULY 21** *thru* **24**

## Reception Sponsorships

Annual Conference Sponsors and existing [Corporate Premier Partners](#) have two additional options for further leveraging NACo's 2023 Annual Conference & Exposition to create a successful event:

- **Promoting an Existing Event:** Have you already secured event space and planned a reception, and you want NACo to promote it? For a \$2,500 sponsorship fee,\* we will include your event in our conference app and printed booklet.
- **Co-Hosting an Event with NACo:** Alternatively, if you would like to co-host an event with NACo, we will work with your team to set up a new reception. This option requires a sponsorship of \$5,000,\* plus the sponsoring organization must cover all associated costs with the reception (food, beverages, venue rentals, signage, décor, etc.).

*\*Fees will be waived for North Loop Sponsors.*



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# ADDITIONAL SPONSORSHIP OPTIONS

## Coffee & Beverage Stations Sponsorship

You'll be sure to reach all 2023 Annual Conference attendees by sponsoring the coffee and beverage stations! Throughout the conference, attendees will have access to at least four (4) complimentary coffee and soft drink stations. Interested companies have the opportunity to sponsor individual stations for a set number of days.

As a sponsor of a station, your organization will receive a complimentary six-foot table next to/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.

Sponsorship options include:

|        | 1 STATION | 2 STATIONS | 3 STATIONS | 4 STATIONS |
|--------|-----------|------------|------------|------------|
| 1 DAY  | \$5,000   | \$8,500    | \$12,500   | \$15,000   |
| 2 DAYS | \$8,500   | \$15,000   | \$17,500   | \$25,000   |
| 3 DAYS | \$12,500  | \$17,500   | \$27,500   | \$35,000   |
| 4 DAYS | \$15,000  | \$25,000   | \$35,000   | \$45,000   |

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