



National States Geographic Information Council

2023 Business Partnership Benefits & Opportunities

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WHY BE A BUSINESS PARTNER?

Through a year-long partnership commitment, geospatial organizations join NSGIC as partners. This unique business partnership model is designed to create a community for continuous collaboration and to benefit both business partners and states year-round. State Geographic Information Officers (GIOs), statewide GIS coordinators, state agency GIS leads, state GIS coordinating council representatives, local GIS managers, federal agency partners, tribal representatives, national nonprofit collaborators, academicians, and fellow private sector colleagues all have a seat at the table.

Moving into 2023, NSGIC continues to provide a variety of virtual programming options to connect business partners and states. In alignment with received feedback from the entire NSGIC community, the Mid-Year Meeting and Annual Conference will be held in-person to provide the best experience possible. None of this would be possible without the support of NSGIC business partners. You are our financial backers, subject matter experts, advocates, and solution-providers. Thank you for being such a vital part of the NSGIC community.

NSGIC leadership is committed to providing the best ROI to our business partners which includes:

Access to GIS Decision-Makers and Influencers through:

- Social/networking events
- Speed Networking facilitated activity
- Individual consultations with the NSGIC Board
- Interactive discussions/workshops
- Digital attendance lists

Insights via:

- State activities, progress, and needs - through the Geospatial Maturity Assessment and annual Roll Call of States
- Articles and publications
- Programmatic initiatives, including 3DEP for the Nation, 3DHP, Geo-Enabled Elections, and more
- My.NSGIC online discussion communities
- Updates on the greater geospatial ecosystem through NSGIC reps and liaisons

Opportunities to Demonstrate Thought Leadership with:


















- Conference-based presentations
- Webinars and on-demand content in NSGIC's Learning Link
- Business Partner spotlights

Increased Visibility with Branding:

- Roll Call of States company overview
- Multiple conference related branding opportunities



BUSINESS PARTNERSHIP LEVELS & PRICING

Business Partnership Levels, Benefits & Fees	Bronze	Silver	GOLD	Platinum
Number of registrations included with your annual fee to both the Midyear Meeting and Annual Conference	1	2	4	6
Points Included for the year to be used toward Opportunities	75	150	200	275
Company description and logo linked to your URL on the NSGIC.org Business Partners Page				
Participation in the Corporate Leadership Committee (CLC) <i>(see below for details)</i>				
Recognized on NSGIC social media twice a year				
Company logo linked to your URL on the NSGIC.org homepage				
Recognition at the Awards Reception held during the Annual Conference				
Early access to benefits and opportunities enrollment <i>(one week prior to opening up to all business partners)</i>				
ANNUAL FEES	\$8,000	\$11,000	\$17,500	\$24,000

To submit a 2023 business partnership agreement form, [click here](#).

FIRST TIME BUSINESS PARTNERS

If your company has never attended a NSGIC conference before and you are interested in learning more before committing to an annual business partnership, we offer a one-time discounted conference registration rate. For more information, contact Amy Holmes at amy.holmes@nsgic.org.

SMALL BUSINESS & EMERGING PARTNER PROGRAM

Each year, NSGIC offers 5 spots in an Emerging Partner business partnership program. The program is designed for smaller companies, with 10 or fewer employees, so that they may participate fully in NSGIC conferences and grow towards becoming a NSGIC annual business partner at the bronze, silver, gold, or platinum level. [Click here to learn more about the Emerging Partner Business Partnership program.](#)

[CLICK HERE to Enroll as an Emerging Partner!](#)

If you do not already have a NSGIC account, please contact Amy Holmes at amy.holmes@nsgic.org.



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CUSTOMIZE YOUR BUSINESS PARTNERSHIP EXPERIENCE

Each business partnership level comes with a set amount of points to be spent on opportunities of your choice in the following areas:

- [Networking & Relationships](#)
- [Conference Presentations](#)
- [Webinars & Thought Leadership](#)
- [Event Business Partnerships](#)
- [Branding & Recognition](#)
- [Additional Memberships & Registrations](#)

POINT ALLOCATION

Business Partners secure opportunities by allocating points on a first-come, first-serve basis, opening to Gold and Platinum business partners a week before full open enrollment begins in January.

Please note that you are not required to allocate all of your points at the beginning of the year. You can reserve points to allocate as NSGIC determines conference logistics and confirms business partner opportunities. You may also reallocate points at any time during the year, depending on availability of business partner opportunities.

BUSINESS PARTNERSHIP OPPORTUNITIES

NETWORKING & RELATIONSHIPS

Speed Networking

(40 points per meeting)

This fast-paced activity has business partners moving from table to table of state representatives, as you rotate through the entire roster over 2-3 days. Limited to 20 business partners per conference, 40 total available.

Hospitality Suite at Conferences

(0 points)

Host an evening in the NSGIC Hospitality Suite at either the Midyear Meeting or Annual Conference. Held at the end of each conference day, this setting offers attendees a chance to gather for casual conversation. **As host, the business partner is solely responsible for room expenses (if applicable) and organization/expenses of drinks and optional snacks (must be coordinated in advance with NSGIC staff).** On-site signage will also feature your logo noting you as the evening's business partner. Limited to one business partner per night per conference, seven total available. Dates will be assigned closer to the meetings' dates.

Virtual Happy Hours

(20 points)

Host a virtual happy hour event for NSGIC members. Business partners may choose to host a trivia game, virtual bartenders, fun playlists, or more. Limit one business partner per month. Date must be coordinated in advance.

Access to Digital Attendance Lists

(10 points per conference or 15 for both)

Augment your meeting preparation and follow-up efforts with attendance lists provided before and after the conference. Lists include attendee names, states/organizations, and email addresses.

CONFERENCE PRESENTATIONS

Presentations: Annual Conference & Midyear Meeting

In line with NSGIC's strategic direction, conference content will be selected on a highly competitive basis. For business partners, that means that there are fewer opportunities for "guaranteed spots" on the agenda. However, competitively-selected sessions will not require the use of business partner points. Due to this shift, we encourage business partners to pay close attention to deadlines for abstract submissions and to frame proposed sessions in terms of highest value content to the NSGIC audience. Please note that the expansion of other content delivery options offer alternative opportunities for business partners to share their messages with NSGIC members (and, in fact, have additional benefits such as extensive playback).

Details on formats and requirements will be provided in the Call for Abstracts (early January for the Midyear Meeting and July for the Annual Conference).



Lunch & Learn

(85 points)

The stage is yours. The Annual Conference will feature two hour-long Lunch & Learn sessions and the Mid-Year Meeting will have one slot available, where business partners present in person or virtually while the guaranteed audience of attendees enjoy a meal. These sessions are not selected competitively, but on a first-come, first-served sign-up basis.

On-Demand Presentation

(40 points)

Both conferences in 2023 will feature on-demand content. This content is included as part of the conference agenda offerings and made available on the NSGIC website in addition to being accessible through the conference app. These pre-recorded sessions can be up to 60 minutes in length.

WEBINARS & THOUGHT LEADERSHIP

Business Partner Webinar

(40 points)

Host a webinar for NSGIC state representatives or the full NSGIC community. NSGIC will promote the webinar via newsletter, e-blasts, and social media. Webinars will be recorded and available to members on-demand in the Learning Link. Business partners are limited to one webinar per year. Business partners will have a second opportunity to provide an additional webinar after the date of June 1st, 2023. (Subject to slots still being available) Limited to one per month, 12 total webinars per year.

Business Partner Spotlight

(25 points)

Spotlight your company's work on the NSGIC [GeoJava blog](#) and in the monthly newsletter. Article content to be provided by the business partner with final approval by NSGIC editorial staff. Article may be up to 700 words and include up to three images or graphics. Business partners may provide up to two spotlights per year. Limited to 12 total spotlights per year, one per month

EVENT BUSINESS PARTNERSHIPS

Spatial Social

(35 points for Apex Business Partner; 25 points for Social Business Partnership)

Held at both the Annual Conference and Midyear Meeting, participants look forward to this social event as a time to relax and engage. Social events vary in format, but always include food and drink. Apex business partners (limit one per event) receive recognition in conference materials and a shout-out during the reception, while Social business partners (limit six) receive recognition in conference materials.

Holiday Party

(15 points)

To be held in December 2023, the virtual Holiday Party is open to the entire NSGIC community. Business partners will be recognized in event invitations and materials. Limited to six Business partners.



BRANDING & RECOGNITION

Conference App Business Partner

(40 points)

Business Partner logo and tagline will be prominently featured on the welcome screen of the NSGIC conference app. Limited to one business partner per conference.

Lanyard Business Partner

(40 points)

Business Partner may provide custom branded lanyards for all in person attendees to wear for the duration of either the Midyear Meeting or Annual Conference. Business Partner to cover costs to produce and ship lanyards to the venue. Limited to one business partner per conference.

WiFi Business Partner

(30 points)

Business Partner logo will be featured in the Annual Conference or Midyear Meeting app alongside the WiFi login information and on-site signage. Business partners may also have the opportunity to create a custom password for the network. Two available, one business partner per conference.

Registration Business Partner

(30 points)

Logo recognition on the registration page, confirmation email and on-site signage at either the Midyear Meeting or Annual Conference. You may also choose to take a seat (or two) at the registration desk, where you will have an opportunity to interact with attendees as they pick up name badges and goodies. Two available, limited to one per conference.

Hotel Key Cards Business Partner

(20 points)

Business Partner's logo and custom design to be featured on hotel key cards at the official hotel for either the Midyear Meeting or Annual Conference. Key cards are provided at the Business Partner's expense through PLI Card Marketing Solutions. Two available, limited to one business partner per conference.

Learning Link Business Partner / Conference Webpage

(20 points)

Business Partner logos will be featured on the Annual Conference or Midyear Meeting event page within the Learning Link, NSGIC's virtual conference platform. Limited to four business partners per conference.

Hotel Door Drop or Hanger

(15 points)

Business Partner has the opportunity to provide a piece of literature or branded give away item to be either hung on the door or placed just outside of each attendees room at either the Midyear Meeting or Annual Conference hotels. Business partner to cover hotel costs for distribution and item/collateral to be produced and shipped by business partner. Limited to two business partners per conference.



BRANDING & RECOGNITION (cont.)

Limited Edition Swag Business Partnership

(25 points)

Business partner logo will be included on a limited edition NSGIC swag item to be distributed to all in person attendees at either the Midyear Meeting or Annual Conference. Limited to four business partners per event.

Keynote Business Partnership at Annual Conference

(15 points)

Provide welcome remarks, not exceeding two minutes, before the Keynote Presentation at the Annual Conference. Rather than a company message, this is a chance for visibility and to introduce the Keynote Speaker. Limited to one business partner.

Roll Call of States at Annual Conference

(15 points; complimentary for Gold & Platinum business partners)

Held during the Annual Conference, the Roll Call of States is a highly anticipated session. State representatives spend a few minutes sharing their year's accomplishments, challenges, and goals. Participating business partners will also have the opportunity to briefly introduce themselves and share a highlight from their year. These brief presentations are to be recorded in advance and posted on the official Roll Call of States webpage.

Coffee Bar Business Partnership

(10 points)

The always-popular all-day coffee bar at the Annual Conference or Midyear Meeting is a great way to have your company recognized. This benefit includes on-site signage recognition and the opportunity to provide branded napkins, cups and/or sleeves (branded items to be produced and shipped by business partners). One business partner per day per conference.

Breakfast Business Partnership

(15 points)

Business Partners will be recognized in the mobile app, online agenda and on-site signage during breakfast at the Annual Conference or Midyear Meeting. Limited to one business partner, per day, per conference.

Lunch Business Partnership

(15 points)

Business Partners will be recognized in the mobile app, online agenda and on-site signage during lunch at the Annual Conference or Midyear Meeting. Limited to one business partner, per day, per conference.

Break Business Partnership

(10 points)

Business Partners will be recognized in the mobile app, online agenda and on-site signage during either a morning or afternoon break at the Annual Conference or Midyear Meeting. Limited to two business partners, per day, per conference.



ADDITIONAL MEMBERSHIPS & REGISTRATIONS

Additional Annual Business Memberships

(20 points)

- Participate in topic-specific and full membership discussion forums.
- Join committees and work groups to provide your company's expert opinion on various topics via conference calls, webinars, emails, online discussions and in-person meetings.
- Access the member database for member-to-member communication.
- Explore program archives and other members-only resources.
- Enjoy expanded virtual networking opportunities.

Additional Conference Registrations

(20 points)

Secure additional meeting registrations beyond those allotted by your business partnership level for 20 points per attendee per conference.

FAQs

How long is the business partnership period?

Annual business partnership spans a period of one calendar year.

Can I purchase additional points?

Yes. Additional points may be purchased at \$125 per point.

Can I allocate some points now and some later?

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Do points roll over?

No. Points included with annual business partnerships must be spent during the correlating business partnership cycle.

Can introductory packages be purchased more than once?

The introductory business partnership level is limited to a two-time/two-conference use per company, after which a full, annual partnership level is required.

Can one business partnership package be shared between two companies?

Business partnerships may not be split between more than one company. Points may not be shared or reassigned to other business partners.

Can introductory level companies send more than one representative?

Yes. Introductory business partners can send additional representatives at the \$1,500 registration fee per attendee.

QUESTIONS?

Contact NSGIC Operations Manager Amy Holmes at amy.holmes@nsgic.org

To submit a 2023 Business Partnership agreement form, [click here](#).

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