



National States Geographic Information Council

## 2024 Business Partnership

If you are looking to customize your business partnership experience by expanding on your support of and participation with NSGIC beyond what is included in your partnership level, there are a la carte opportunities in the following areas:

- Networking & Connections
- Thought Leadership
- Branding & Recognition
- Additional Memberships & Registrations

### BUSINESS PARTNERSHIP BENEFITS BY LEVEL

2024 BENEFITS Included with Annual Business Partner Fees	Bronze \$8,000	Silver \$11,000	Gold \$17,500	Platinum \$24,000
# of Registrations to the NSGIC Annual Conference	1	2	3	4
# of Registrations to the NSGIC Midyear Meeting	1	1	2	3
% Off regular member rate for conference registrations beyond allotment	-	5%	10%	20%
My.NSGIC membership accounts giving direct access to state members	2	4	6	8
One Seat on the Corporate Leadership Committee (CLC)	✓	✓	✓	✓
Company Logo and description on both conference mobile apps	✓	✓	✓	✓
Company Logo linked to URL on the NSGIC.org business partner page	✓	✓	✓	✓
Conference Attendee Lists ( <i>both conferences</i> )	\$*	✓	✓	✓
Logo recognition on break slides at both conferences	-	✓	✓	✓
Company logo rotating on the NSGIC.org Home Page	-	-	✓	✓
Gold & Platinum Level recognition on NSGIC social media twice per year	-	-	✓	✓
On-Stage Emcee/Introduction opportunity at conference of choice: <i>PLATINUM: AM or PM Emcee role for (1) day   GOLD: Welcome/daily kick off for (1) day</i>	-	-	✓	✓
Platinum/Gold level recognition on signage at both conferences during meals	\$\$*	\$*	✓	✓
Speed Networking ( <i>Midyear Meeting &amp; Annual Conference</i> )	\$\$*	\$*	✓	✓
Platinum recognition on signage & verbal shout out at annual Awards Reception	\$\$\$*	\$\$*	\$*	✓
Platinum recognition on signage at both conference Spatial Socials	\$\$\$*	\$\$*	\$*	✓
Roll Call slot at the Annual Conference	\$750	\$550	\$350	✓
(1) NSGIC-Hosted Webinar per year	\$1,500	\$1,250	\$1,000	✓
(1) GeoJava Blog & Newsletter Highlight per year	\$500	\$400	\$300	✓
<i>*please reference the a la carte menu for pricing per event</i>				

# À LA CARTE MENU

## NETWORKING & CONNECTIONS

**NOTE:** The online form does not provide access to secure the Awards Reception or either Spatial Social Events due to the nature of their variable cost options to co-sponsor or be the exclusive sponsor. If you are interested in these opportunities, please contact NSGIC Staff at [info@nsgic.org](mailto:info@nsgic.org) to coordinate.

### Annual Awards Reception

#### \$8000 - Annual Conference

Held at the Annual Conference, this reception features the presentation of NSGIC Geospatial Excellence and Service Awards. Typically held in the evening, mid-week, the awards reception is always well attended to congratulate the awardees and enjoy some good company, food and beverage. Business Partners will be given the opportunity to be the exclusive sponsor and pay the \$8,000 or to split this cost between other business partner organizations to be co-sponsors. Limited to five business partners per event.

- ★ *If interested in supporting the Awards Reception, please reach out to [info@nsgic.org](mailto:info@nsgic.org) to coordinate as this offering is not available to secure via the online form.*

Deliverables provided by NSGIC include:

- On-site signage with logo(s) being noted as the event sponsor(s)
- Napkins featuring logo(s)
- Other custom deliverables such as custom drink tickets and additional branding dependant on venue and TBD
- If choosing the exclusive opportunity: Potential for mic time to assist with awards presentations.

### Spatial Social Events

#### \$5000 - Midyear Meeting

#### \$8000 - Annual Conference

Attendees look forward to these social events as a time to relax and connect. Spatial Socials vary in format, but always include food, beverage and a good time. Limited to five sponsors per Spatial Social with the opportunity to be the exclusive sponsor (\$5000 at the Midyear Meeting or \$8000 at the Annual Conference) or to split the cost between other business partner organizations to be co-sponsors.

- ★ *If interested in supporting either Spatial Social event, please reach out to [info@nsgic.org](mailto:info@nsgic.org) to coordinate as this offering is not available to secure via the online form.*

Deliverables provided by NSGIC include:

- On-site signage with logo(s) being noted as the event sponsor(s)
- Napkins featuring logo(s)
- Other custom deliverables such as wristbands, custom drink tickets, koozies, cups, branding on monitors etc. dependant on venue and TBD
- If choosing the exclusive opportunity: Potential for mic time to welcome attendees.



## NETWORKING & CONNECTIONS (Cont.)

### Speed Networking

**Midyear Meeting - Bronze: \$3000 | Silver: \$2000**

**Annual Conference - Bronze: \$5000 | Silver: \$4000**

*(Both conferences are included with the Gold and Platinum levels)*

This fast-paced activity has business partners moving from table-to-table visiting with state representatives, rotating through the states in attendance over three days. This is a guaranteed time to meet with states who you may not yet have a relationship with and time to catch up with others you may already be doing work with. It is also time to listen to what the needs of each state are and to share your expertise with them on how you might be able to help with a solution. This activity is limited to 20 business partners per conference.

### Official Conference Hospitality Suite

**\$1500 - Midyear Meeting**

**\$2500 - Annual Conference**

Host an evening Hospitality Suite which will be promoted on the official conference agenda. This setting offers attendees a chance to gather for casual conversation, to catch up with old friends and make new connections. As host, the business partner is responsible for any room rental fees (if applicable) as well as expenses and coordination of food and beverage (must be approved in advance with NSGIC staff). Limited to one business partner per evening per conference. Deliverables provided by NSGIC include:

- On-site signage featuring your logo being noted as the event host
- Promoted on the official conference agenda (mobile app, online and printed)
- Other custom deliverables dependant on venue and TBD
- Day/date will be assigned by NSGIC staff closer to the conference start

### Conference Attendee Lists

**\$500 - per conference**

**\$1000 - both conferences**

*(Both conference lists are included with the Silver, Gold and Platinum levels)*

Augment your meeting preparation and follow-up efforts with attendance lists provided before and after the conference to ensure the most inclusive list. Distribution lists include names, states/organizations, and email addresses.

# THOUGHT LEADERSHIP

## On-Demand Conference Presentations

**\$1000 - Midyear Meeting**

**\$1500 - Annual Conference**

Business Partners have the opportunity to submit pre-recorded, on-demand content to be included and promoted as part of the official conference agenda. These on-demand sessions will be made available to registered attendees and accessible through the mobile app prior to, during and after the event. Recordings can be up to 60 minutes in length.

## Business Partner-Led Webinar

**Gold: \$1000 | Silver: \$1250 | Bronze: \$1500**

*(Included with Platinum level)*

Host a webinar for NSGIC state representatives or the full NSGIC community. NSGIC will promote the webinar via newsletter and e-blasts. Webinars will be recorded and available to NSGIC membership on-demand post-presentation. Limited to one webinar per month, 12 total webinars available per year.

- ★ NSGIC staff will reach out to assist in assigning your date/month based on availability once you have selected the webinar option via the form. Alternatively, if you would like to discuss dates prior to selecting via the online form please reach out to [info@nsgic.org](mailto:info@nsgic.org) for the most up-to-date availability.

## Roll Call of States at Annual Conference

**Gold: \$350 | Silver: \$550 | Bronze: \$750**

*(Included with Platinum level)*

Held during each Annual Conference, the Roll Call of States is a highly anticipated session open to all in attendance. State representatives and federal partners 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 highlights from the year.

## GeoJava Blog & Newsletter Highlight

**Gold: \$300 | Silver: \$400 | Bronze: \$500**

*(Included with Platinum level)*

Have your company's work highlighted on the [GeoJava blog](#) and in the bi-monthly NSGIC newsletter. Content must be approved by NSGIC staff prior to publication and may be up to 700 words and include up to three images or graphics. Business partners may provide one highlight per year. Limited to one per bi-monthly newsletter.

- ★ NSGIC staff will reach out to assist in assigning your month based on availability once you have selected the blog & newsletter highlight option via the online form. Alternatively, if you would like to discuss dates prior to selecting via the online form please reach out to [info@nsgic.org](mailto:info@nsgic.org) for the most up-to-date availability.

# BRANDING & RECOGNITION

## Conference Lanyards

**\$2500 - Midyear Meeting**

**\$4000 - Annual Conference**

Tons of exposure! Be the organization that “hangs out” with all attendees. Limited to one business partner per conference.

- Your logo/brand will be distributed, via the official conference lanyard, to all attendees along with their badges to be worn all day, every day of the selected conference.
- Business partner is responsible for costs to produce and ship lanyards to the venue.

## Conference Mobile App

**\$2500 - Midyear Meeting**

**\$4000 - Annual Conference**

Be seen front and center multiple times a day by all attendees who use the mobile app for the most up-to-date conference information. Limited to one business partner per conference.

Deliverables provided by NSGIC include:

- Your logo featured on marketing communications and on-site signage along with the instructions on how to download the mobile app
- Choose to have logo or custom banner artwork linked to your URL prominently featured on the welcome screen of the conference app recognizing you as the app sponsor

## Conference Attendee WiFi

**\$2500 - Midyear Meeting**

**\$4000 - Annual Conference**

Who doesn't use WiFi? How many times have you asked “what's the password?” Be the organization with the answer! Limited to one business partner per conference. Deliverables provided by NSGIC include:

- The opportunity to create a custom password for the network
- Your logo will be featured in the conference mobile app and on-site signage alongside the WiFi login information

## Conference Registration

**\$1500 - Midyear Meeting**

**\$2000 - Annual Conference**

Be seen by each attendee as they register for the conference. Limited to one business partner per conference. Deliverables include:

- Logo recognition on the conference registration form, confirmation page and confirmation emails sent to all attendees after they register
- Pre-event marketing communications sent to the entire NSGIC community and the event website will also have your logo alongside the registration button

## Hotel Key Cards

**\$1500 - Midyear Meeting**

**\$2000 - Annual Conference**

Be placed in the hands of each person within our official conference group hotel block. Limited to one business partner per conference.

- Your branding/custom design to be featured on the official conference hotel's key cards
- Business Partner is responsible for covering costs to have key cards produced and shipped to the hotel. NSGIC staff will assist with coordination and logistics.



## BRANDING & RECOGNITION (Cont.)

### Water Station

**\$1500 - Midyear Meeting**

**\$2000 - Annual Conference**

Where is the water? Why not be the organization featured next to the water stations placed throughout the conference venue. Limited to one business partner per day, per conference.

Deliverables provided by NSGIC include:

- Cups featuring your logo
- Logo recognition in the mobile app, online agenda & on-site signage
- Verbal recognition from the main stage

### Coffee Bar

**\$1500 - Midyear Meeting**

**\$2000 - Annual Conference**

The always-popular all-day coffee bar is a great way to have your organization recognized for helping to fuel folks through each day. Limited to one business partner per day, per conference.

Deliverables provided by NSGIC include:

- Cups & napkins featuring your logo
- Logo recognition in the mobile app, online agenda & on-site signage
- Verbal recognition from the main stage

### Breakfast

**Midyear Meeting - Bronze: \$750 | Silver: \$550**

**Annual Conference - Bronze: \$1000 | Silver: \$750**

Breakfast, the first thing people look forward to each day! Be recognized for helping to kick start the mind and body of each attendee. Limited to one business partner, per day, per conference.

Deliverables provided by NSGIC include:

- Napkins featuring your logo
- Logo recognition in the mobile app, online agenda & on-site signage
- Verbal recognition from the main stage

### Lunch

**Midyear Meeting - Bronze: \$750 | Silver: \$550**

**Annual Conference - Bronze: \$1000 | Silver: \$750**

Mid-day lull? Who doesn't look forward to lunch? Be the organization recognized for keeping attendees moving and focused into the afternoon sessions. Limited to one business partner, per day, per conference. Deliverables provided by NSGIC include:

- Napkins featuring your logo
- Logo recognition in the mobile app, online agenda & on-site signage
- Verbal recognition from the main stage.



## BRANDING & RECOGNITION (Cont.)

### Conference Swag Item

**\$500 - Midyear Meeting**

**\$750 - Annual Conference**

Be placed in the hands of each conference attendee and carried home with them. Your logo will be featured on the official conference swag item to be distributed to all attendees upon picking up their badge at registration. NSGIC will be responsible for item selection, production and distribution. Limited to four business partners per conference. Potential for three other organization's logos to be on the give away item along with the NSGIC/conference art.

### Hotel Door Drop

**\$300 - Midyear Meeting**

**\$500 - Annual Conference**

Have your brand and message delivered right to the door of each attendee in our block.

- Opportunity to provide a piece of literature or branded give away item to be either hung on the door or placed outside of each attendee's room at the official conference hotel.
- Business Partner to cover hotel fees for distribution and responsible for providing items to be distributed. NSGIC staff will help to coordinate all logistics with the hotel.

### Breaks

**\$250 - Midyear Meeting**

**\$500 - Annual Conference**

Keep folks nourished between meals. Limited to two business partners, per day, per conference.

Deliverables provided by NSGIC include:

- Napkins and on-site signage featuring your logo
- Logo recognition in the mobile app and online agenda
- Verbal recognition from the main stage

### Keynote Intro at Annual Conference

**\$250 - Annual Conference Only**

Do you want time to shine on the stage? 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 speaker. Limited to one business partner.

### Conference Webpage

**\$250 - Midyear Meeting**

**\$500 - Annual Conference**

Your logo linked to the URL of choice will be included on the NSGIC.org conference event page recognizing you as the webpage sponsor. Limited to one business partner per conference.



# MEMBERSHIPS & REGISTRATIONS

## Additional Conference Registrations

### Percent Off Regular Member Rate Dependant on Level

**Platinum: 20% off | Gold: 10% off | Silver: 5% off | Bronze: Regular Member Rate**

You are able to purchase additional conference registrations for your organization's staff with the designated discount per your level. These registrations will be available for purchase via the conference registration form once registration has launched for that conference. Please reach out to [info@nsgic.org](mailto:info@nsgic.org) if you are interested.

## Additional Annual My.NSGIC Memberships

### \$420 - per person

- 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 webinars, emails, online discussions and in-person meetings.
- Access the member database for member-to-member communication.
- Explore program archives and other member-only resources.
- Enjoy expanded virtual networking opportunities.

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## FAQs

### How do I access the online form to secure additional opportunities?

- The URL to access the online form to secure your a la carte menu items will be included with your annual fees invoice.

### When can I begin selecting additional opportunities from the a la carte menu/form?

- Selection and invoicing for a la carte items can begin as soon as the online offerings form URL is distributed along with renewal invoices, and selections can continue throughout the year reliant on availability.

### Will there be a limited number of Business Partners who can select an a la carte item?

- No level is limited in their selection of opportunities. There will, however, be a limited quantity of certain options available based on implementation logistics.

### Will NSGIC Staff decide who will be granted a la carte items?

- No. A la carte items will be available on a first come, first served basis, but NSGIC staff is happy to work with you to customize your participation and support to best fit your organization's needs.





# FAQs (Cont.)

## How will the a la carte items be reserved?

- These offerings will be available for purchase on a first come, first served basis via the online form starting in early November and continuing throughout the following year, based on availability, with the option to customize packages and opportunities as they arise. Each selection's full deliverables are outlined in the à la carte menu above.

## Can I secure some a la carte opportunities now and some later?

- Yes. A la carte opportunities are offered on a first-come, first-served basis throughout the year based on availability starting in November along with annual fees renewal invoices.

## When selecting a la carte items from the online form, when is payment due?

- Standard NSGIC invoices are NET 60, but all invoices must be paid prior to the event associated with the invoice.

## Online form facts and tips:

1. The online a la carte reservation and payment form will be hosted on the same platform, MemberClicks, as our event registrations, so it should be a familiar format to most.
2. All opportunities are on a first come first served basis! Once opportunities are “*sold out*” they will no longer be visible or available for purchase via the online form.
3. Business Partners will have the option to select specific opportunities beyond what is included with their level. Only what is available for purchase by your organization will be shown on the form. If you don't see an opportunity from the a la carte menu on the form, it is likely already reserved by another organization and “*sold out*” or is already included in your level.
4. The PDF a la carte menu will serve as your detailed outline of offerings to help assist when securing opportunities via the online form.
5. Through the online form you will have the choice to pay in full upon check out or request an invoice for payment. All invoices are due prior to the event associated with them.
6. You may revisit the online form at any time throughout the year to secure and purchase additional opportunities based on their availability.
7. Once your selections have been made and the form is submitted, just like a conference registration, it is a binding contract.

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## QUESTIONS?

Contact NSGIC Staff at [info@nsgic.org](mailto:info@nsgic.org)

