



September 24-26, 2018

Boise Centre

Boise, Idaho

Guide to Conference Sponsorship and Exhibit Opportunities



2018 IAC Annual Conference

Build your brand; increase sales and market share through exhibits and sponsorships at the 2018 IAC Annual Conference.

YOU are invited to sponsor an event and exhibit your company's products and services at the 2018 Idaho Association of Counties Annual Conference.

The conference is scheduled for September 24-26, 2018 in Boise, Idaho at the Boise Centre. By sponsoring and exhibiting, you will be able to reach 250-300 county elected officials (commissioners, clerks, assessors, sheriffs, treasurers, coroners, and prosecuting attorneys) and their staff from around the state of Idaho. Historically, all 44 counties have been represented at the meeting.

You may already be familiar with the IAC Annual Conference and the sponsor and exhibitor opportunities. If not, please take a few minutes to browse through the opportunities on the following pages.

IAC's Annual Conference is a great OPPORTUNITY to position your company, increase market awareness, and increase sales of your products and services by addressing an interested audience of county elected officials.

If you have any questions, please contact Kristin Cundiff at IAC by phone (208.514.0403) or email (kcundiff@idcounties.org).

We look forward to seeing you in Boise!

Register
Today!

WHO ARE WE?

The Idaho Association of Counties (IAC), formed in 1976, is a nonprofit, nonpartisan service organization dedicated to the improvement of county government. It was designed and incorporated by county elected officials to provide services, research, uniformity and coordination among member counties, in order for the county elected officials to serve their constituents better.

MISSION

IAC promotes county interests, encourages ethical behavior, advocates good public policy on behalf of Idaho counties, supports best practices, and provides education and training to assist Idaho county officials in performance of public service.

VISION

Be the most trusted source for county government policy information and the leading source of knowledge for county officials.

VALUES

IAC conducts its affairs in a professional, accountable manner acting with the highest integrity. We are knowledgeable, resourceful and credible and adhere to these values at all times.

SPONSORSHIPS

Platinum, gold, and silver sponsorships include the following:

- 10' x 8' booth with 8' draped table, two chairs, and a wastebasket
- Additional full conference registrations
- Premium listing in conference program, with logo and contact information
- Slide in Sponsor PowerPoint presentation shown during each in general session.

PLATINUM Level

\$5000

PLATINUM sponsors earn tremendous, sales-building exposure starting with your choice of one of four sponsorships: the President's Welcome Reception; Annual Awards Banquet; the conference app, or our Keynote Speaker. You'll bring additional staff to help with networking using up to 6 conference registrations, and you'll gain top billing with a premium listing in the conference program. With PLATINUM, there's no better way to build brand and look like a leader.

GOLD Level

\$2500

Show your market leadership with a GOLD level sponsorship. As a Gold sponsor, you will choose from one of six sponsorships: ice cream social; conference lanyards; our technology Sponsor; a continental breakfast sponsor; a trail mix refreshment break, or our photography station. You'll add to your networking ability with up to 4 conference registrations and benefit from added brand exposure through the premium listing in the conference program.

SILVER Level

\$1000

As a SILVER sponsor, you'll receive greater brand exposure than is possible with an exhibit alone. Silver sponsors choose from either the coffee break sponsor (6 available) or the Technology sponsor. You'll earn the right to bring 2 staff members to network with attendees using your 2 conference registrations. Silver is a GREAT value, and a chance to step up to market leadership.

BRONZE Level

\$500

As a BRONZE sponsor, your company will be recognized as one of our general sponsors. The Bronze sponsorship does not include an exhibit, so it is perfect for those that might not be able to attend, but still want to get their name in front of the county elected officials.

EXHIBIT TABLE Only

\$550/\$650

Not interested in sponsoring? Exhibit tables can be purchased without a sponsorship for \$550 if you are an IAC Associate Members and \$650 for non-members. Exhibit tables include one conference registration, an 8x10 booth with an 6' table, two chairs, and a wastebasket.

PRESIDENT'S WELCOME RECEPTION Sponsorship

You'll create big news and brand exposure on the first night of the conference by providing a casual and relaxed setting for the group to meet new contacts, reconnect with familiar faces, and get geared up for the informative and fun-filled conference days ahead. As a sponsor, your company logo will be featured on event signage, table tops, screens and other areas of interest throughout the reception space. A representative from your company will be invited to address attendees of the reception during welcome remarks from IAC leadership.

AWARDS BANQUET Sponsorship

Our off-property dinner will be the highlight of the conference. Sponsors of the dinner will go down in history for hosting this unforgettable evening. As a sponsor, your company will be recognized on signage throughout the event. You'll receive recognition from the stage as a host of the event and, if desired, an opportunity to address the group at a designated time during the program. A printed menu featuring your logo will be displayed at the event.

CONFERENCE MOBILE APP Sponsorship

Conference attendees use the mobile app to create a personalized agenda, receive event alerts and updates, and connect to their peers. The sponsor of our mobile app will receive their logo and company links on all app marketing materials, a logo included on the app splash screen, and up to three push notifications.

KEYNOTE SPEAKER Sponsorship

In addition to pre-conference speaker promotion, our Keynote Speaker Sponsorship includes exclusive identification as the sponsor and company logo in the conference program. In addition, sponsor will have the opportunity to place printed material on attendee chairs prior to the keynote. Please note that this is a sponsorship of the keynote that IAC is hosting at the Annual Conference. It does not include the option to bring in an outside keynote speaker.



ICE CREAM SOCIAL Sponsorship

Feel like a kid again as a sponsor of our annual Ice Cream Social. Conference attendees will enjoy a late afternoon treat of ice cream in the exhibit hall. You'll receive recognition in the conference program, as well as on signage in the exhibit hall.

LANYARD Sponsorship

Have attendees "wear" your corporate logo all conference long! Imagine all of the IAC attendees as walking advertisements promoting your brand.

TECHNOLOGY Sponsorship

Associate your brand with wireless Internet capability for all attendees! Your corporate name and logo will appear on signs at each of several WiFi hot spots throughout the conference, and on business cards that show the login information.

CONTINENTAL BREAKFAST Sponsorship

A continental breakfast sponsorship provides a great opportunity for attendees to network and socialize in a relaxed environment before the general session and meetings begin for the day. Your company logo will be featured on printed signs and in the conference program.

TRAIL MIX BREAK Sponsorship

The attendees will thank you for providing a nutritious afternoon break with a build your own trail mix bar. Your sponsorship will come with signage during the break, as well as acknowledgment in the conference program and during the general session.

PHOTOGRAPHY STATION Sponsorship

Just picture it! In this LinkedIn and social media age, a good headshot photo is almost a necessity. As the sponsor, attendees will remember your generosity each time they see their profile picture, and your company's name and logo will be prominently displayed on signage at the station as well as in the conference program.



SILVER Level Options

\$1000

COFFEE BREAK Sponsorship

Connect your brand with IAC attendees during one of the coffee breaks at the conference. Prominent signage displays your corporate logo for all to see as they enjoy networking and a hot cup of coffee. Want even more exposure? Provide disposable coffee cups with your company logo at the break station.

BRONZE Level Options

\$500

GENERAL CONFERENCE Sponsorship

Can't attend the conference, but want to make sure your company's name is still in front of the conference attendees? This is the perfect sponsorship for you! The Bronze sponsorship does not come with an exhibit table, but you'll receive recognition in the conference program and on signage at the conference.

ADDITIONAL Sponsorship Options

Varies

Not finding the perfect sponsorship level for your company? Contact Kristin Cundiff at IAC to create a custom sponsorship package that fits your needs.

Email: kcundiff@idcounties.org
Direct Line: 208-514-0403



ADDITIONAL Information

EXHIBIT Hours

Setup will occur on Monday, September 24 from 7:00am-9:00am. Tear down will be Tuesday, September 25 at 4:00pm. Please see the conference agenda for exact event times as we near the event.

SPECIFICATIONS

Each 8-foot by 10-foot space comes with a 6' draped table, two chairs, and a wastebasket. All exhibits include one complimentary registration, as well as a listing in the conference program.

TABLE Location

Please select an exhibit location during the registration process. The registration form includes a link to the current exhibit map and the exhibits that are currently available.

EXHIBIT HALL Events

This year, attendees will all receive a game card in their registration materials to complete and turn in for a chance to win a door prize. As part of the exhibit hall game, each attendee will have to visit each exhibitor to complete their card. Once they have completed their game card, they can turn it in to be eligible for door prizes.

DOOR Prizes

We're asking that each exhibitor bring a door prize to donate for our exhibit hall activity (less than \$50). During the final exhibit break, you will have the opportunity to introduce your company, draw a completed game card and award your door prize.

HOTEL RESERVATIONS

IAC has reserved a block of rooms at the following rates and locations:

**Residence Inn Boise
Downtown**
401 S. Capitol Blvd.
208.424.9999
\$144/night

**Hampton Inn Boise
Downtown**
495 S. Capitol Blvd.
208.331.1900
\$144/night

Grove Hotel
245 S. Capitol Blvd.
208.489.2222
\$144/night

Safari Inn Downtown
1070 W. Grove St.
208-344-6556
\$104 queen/night
\$119 king/night

EXHIBITOR AND SPONSOR Guidelines

All exhibitors and sponsors must:

- Support the mission of IAC to promote county interests, encourage ethical behavior, advocate good public policy on behalf of Idaho's counties, supports best practices, and provides education and training to assist Idaho county officials in performance of public service.
- Address the professional needs of our members and Idaho's counties.
- Protect and maintain IAC's public trust, integrity, ethical standards, credibility, and identity.
- Not actively participate in or advocate for or against a specific policy position, political campaign, or political referendum or initiative at IAC events or use IAC communication materials, publications, or email lists for the furtherance of a prohibited activity.
- Be respectful and cautious when sending out emails and mailings to IAC members. Member contact information may not be harvested, sold to others, incorporated into any type of database, or used to generate mailing lists.

Companies or organizations that do not meet the above guidelines will be refused. Exhibitors or sponsors that do not comply with the guidelines will be asked to leave the conference.

