National Education Conference Sponsorship Prospectus

www.sgmp.org

Sign up today to reserve your spot at the Annual SGMP National Education Conference (NEC) being held May 4-6, 2027 in Pittsburgh, PA. Your support guarantees access and engagement with government and contract meeting planners, suppliers and event professionals from all over the United States.

Don't delay! This is the only conference that reaches this very exclusive market.

Susan Shaffette, CGMP
NEC Sponsorship Co-Chair, National Board
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NEC Sponsorship Co-Chair, National Board
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MAY 4-6 2027

Pittsburgh, PA

PLATINUM SPONSORS $10,000

Opening Keynote Speaker
Wednesday, May 5, 2027

- Two (2) conference registrations included.
- Up to five (5) minutes of podium time during the Opening Keynote General Session.
- Opening Keynote Speaker will be selected by Gilmer Trustees from national industry leaders.
- Complete contact list of all SGMP NEC attendees.
- 1/2-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in general session room during sponsored event or advertising centerpiece placed on session tables.
- One table during our Mad Men Exhibitor Experience (includes all options).
- Guaranteed first right of refusal on your sponsorship.

Closing Keynote Luncheon
Thursday, May 6, 2027

- Two (2) conference registrations included.
- Up to five (5) minutes of podium time during the Closing General Session.
- Closing Keynote Speaker will be selected by Gilmer Trustees from national industry leaders.
- Complete contact list of all SGMP NEC attendees.
- 1/2-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in general session room during sponsored event or advertising centerpiece placed on session tables.
- One table during our Mad Men Exhibitor Experience (includes all options).
- Guaranteed first right of refusal on your sponsorship.

GOLD SPONSORS

$8,000

Wednesday CGMP Recognition Luncheon Sponsor SOLD!
Wednesday, May 5, 2027

- One (1) conference registration included.
- Up to four (4) minutes of podium time during the Wednesday CGMP Luncheon General Session and CGMP celebration.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in general session room during sponsored event.
- Guaranteed first right of refusal on your sponsorship.

Conference Photographer / LinkedIn Photo Station

- One (1) conference registration included.
- One (1) fully white-labeled headshot booth.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table at photo station during sponsored event.
- Guaranteed first right of refusal on your sponsorship.

Conference Mobile App
also available as an in-kind sponsorship

- One (1) conference registration included.
- High-visibility advertisement in mobile app.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table near registration on Wednesday morning.
- Guaranteed first right of refusal on your sponsorship.

GOLD SPONSORS

$8,000

NEC Exhibitor Game & Room Key Card Holder Sponsor

- One (1) conference registration included.
- Branding on all game materials.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table at the Gilmer Reception.
- Guaranteed first right of refusal on your sponsorship.

Emcee Sponsor

- One (1) conference registration included.
- Emcee to personally thank sponsor during all general sessions, and will wear sponsor “flare” onstage as part of all general sessions.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome Table in breakfast foyer Thursday morning.
- Guaranteed first right of refusal on your sponsorship.

SILVER SPONSORS

$5,000

Note that this sponsorship level does not include complimentary conference registration.

Reception Entertainment Sponsor
Wednesday, May 5, 2027

- Branded materials | OR | Give 2-minute toast during the reception.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connection magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table at Gilmer Reception, Wednesday evening.

Fundraising Sponsor

- Up to 4 minutes of podium time during a general session.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in luncheon foyer at Wednesday luncheon.

OTHER OPPORTUNITIES

Note that this sponsorship level does not include complimentary conference registration.

Break Sponsor 1 remaining

$3,000

Choose: Morning Break or Afternoon Break, Wednesday

- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table near break station during sponsored break.

Education Breakout Sponsors

$3,000

- One breakout room branded with your company name and logo.
- Option to play 30-second sponsor video & introduce yourself prior to session.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in breakout room.

Late Night Activity Sponsor

$3,000

- Work with our NEC Committee to select a fun late night activity for the NEC!
- Help host and guide our attendees at the activity
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

Learning Labs (5 available)

$1,500

Accompany our attendees at our offsite learning experience!

- Welcome table at registration prior to Wednesday afternoon learning labs.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

OTHER OPPORTUNITIES

Note that this sponsorship level does not include complimentary conference registration.

Early Morning Activity Sponsor
Choose: Wednesday or Thursday

$1,500

- Mix and mingle with attendees at an early-morning activity
- Welcome table at registration during morning activity.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

$1,200

Speakeasy Exhibit Hall (Rye Whiskey Tasting/Pairing)

- Includes an 8' skirted table + 2 chairs, event tasting materials and supplies
- Special Event Wednesday 5:30pm - 7:30pm

18 remaining

- Option to retain table in high-traffic area throughout event
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

$1,000

Joint Leadership Meeting (JLM, Tuesday) Sponsor (5 available)

- Up to 3 minutes of podium time at the JLM, and opportunity to introduce a JLM speaker OR, Welcome table outside the JLM conference room to greet attendees before the JLM, during the JLM lunch, and after the JLM.

4 remaining

- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

$500

CVB Swag Bag Sponsor
Open exclusively to CVBs - up to 20 available

- Send CVB materials and giveaways to SGMP for inclusion in the attendee swag bag! Sponsors will be listed in the flysheet included in the bag.

9 remaining

- Complete contact list of all SGMP NEC attendees.
- Organization's name on signage, conference emails, and materials and promoted on social media and SGMP website.

AT A GLANCE

	Reg	Podium Time	Contact List	GC Mag Ad	Logo on Site	Welcome or Exhibit Table	Other Benefits	Photo Booth	Logo on Quest	Swag Bag	Price
Opening Keynote	2	5 mins	X	1/2 page	X	X					$10,000
Closing Keynote Luncheon	2	5 mins	X	1/2 page	X	X					$10,000
CGMP Luncheon	1	4 mins	X	1/4 page	X	X					$8,000
NEC Signature Quest	1		X	1/2 page	X	X	X		X		$8,000
Emcee Sponsor	1		X	1/2 page	X	X	X				$8,000
Photo Station Sponsor	1		X	1/4 page	X	X	X	X			$8,000
Conference App	1		X	1/2 page	X	X	X				$8,000
Reception Entertainment	1	2 mins	X	1/2 page	X	X	X				$5,000
Fundraising	1	4 mins	X	1/4 page	X	X					$5,000
Breaks (Morning, Afternoon)			X		X	X					$3,000
Education Breakouts		2 mins	X		X	X					$3,000
Late Nite			X		X						$3,000
Learning Labs			X		X	X					$1,500
Morning Activity			X		X	X					$1,500
Speakeasy Exhibitor			X		X	X					$1,200
JLM		3 mins	X		X						$1,000
CVB										X	$500

HOW TO BOOK YOUR SPONSORSHIP

Please understand many of the sponsorships listed are subject to availability as the sponsors from last year's NEC reserve the right of first refusal in continuing the sponsorship for the 2027 events.

STEP 1
Contact our SGMP National Education Conference Sponsorship Co-Chairs to discuss sponsorship opportunities.

STEP 2
Beginning in November 2026, our headquarters staff will contact you to book your sponsorship and process payment. Payment may be made by check or credit card.

STEP 3
The SGMP headquarters staff will contact you between November 2026 and June 2027 to ensure fulfillment of all your sponsorship benefits. We will provide you with registration instructions, room reservation instructions, travel and shipping information, and important onsite information.

QUESTIONS?
Contact Susan Shaffette at susan@teamdyn.com or Mark Richardson at mrichardson@csdoubletree.com with any questions.

POLICIES
Please note that it is against SGMP Policy AC-1 to host an event that conflicts or competes with the SGMP National Education Conference. Booking such an event will result in a one-year suspension of conference participation. Suitcasing is not permitted under SGMP Policy. SGMP Policies can be found at https://www.sgmp.org/policies.

All conference attendees are expected to comply with all SGMP Policies and Procedures. Our events are intended to benefit the broader government meeting planning community. Thank you for your participation and understanding.

All sponsors must purchase a registration to the conference except where explicitly included in the sponsorship.