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Outstanding Award Application

Chapter Name:	Arizona State Capitol Chapter of NIGP
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List Program(s) that will be highlighted in application	2025 Reverse Trade Show

☒ Has your chapter submitted your Performance Standard SEAL?

Check the box for the Outstanding Chapter Award you are submitting:

- ☐ **Outstanding Chapter Operations Award**
Does your chapter excel in its operating processes, including policies and procedures, budgeting, recognition of agencies and individuals and involvement with NIGP?
- ☐ **Outstanding Chapter Membership Award**
Does your Chapter excel in membership benefits and resources and what are your methods for membership retention and growth?
- ☒ **Outstanding Chapter Advocacy and Outreach Award**
Does your Chapter utilize best practices and operations that have been demonstrated to be an effective advocate for members and our profession?
- ☐ **Outstanding Chapter Professional Development Award**
Does your chapter excel in providing educational resources and other opportunities to your membership?

1. **PROGRAM** (Worth 10 points)

a) Explain the program/event/best practice that you implemented in 2025 in detail.

The Arizona Capitol Chapter of NIGP (AZNIGP) proudly submits its 2025 Reverse Trade Show as an exemplary model of procurement advocacy, supplier engagement, and operational excellence. Building on the enhancements implemented during the 2024 event, the 2025 Reverse Trade Show truly became a transformational event that refined operations, expanded educational outreach, strengthened statewide participation, and significantly increased long-term financial sustainability with the addition of a sponsorship program.

The event featured participation from school districts, higher education institutions, municipalities, counties, special districts, state agencies, and industry trade groups that support local and diverse vendors. Expanded outreach beyond the Phoenix metropolitan area resulted in increased statewide entity participation, broadening opportunities for vendors seeking to do business across Arizona.



The 2025 event expanded procurement education through breakout sessions focused on procurement processes, ethics, supplier engagement, and strategies for securing public contracts, including cooperative purchasing opportunities. These sessions provided vendors with practical, real-world insight into navigating the public sector marketplace from a panel of seasoned procurement professionals representing all levels of the public sector and cooperative agencies.

A significant advancement in 2025 was the introduction of formal sponsorship opportunities and the Chapter's first professionally developed event brochure. The 15-page, full-color [brochure](#) included a welcome letter from the Chapter President, breakout

session schedules, participating public entity contact information, sponsor recognition, philanthropic initiatives, and promotion of future Chapter events. The brochure enhanced the overall professionalism of the event while serving as a valuable post-event resource for vendors and stakeholders. The brochure also promoted the Chapter's Regional Conference and Vendor Expo, helping generate additional vendor registrations for that event.

Through enhanced planning, expanded geographic participation, and the addition of sponsorship opportunities, the Reverse Trade Show has evolved into a scalable and replicable best practice model that strengthens supplier relationships, enhances procurement awareness, and drives long-term chapter sustainability.

2. **RESULTS** (Worth 10 points)

a) How did the program change from what happened before in your Chapter with data from 2025?

The 2025 Reverse Trade Show demonstrated continued growth in operational efficiency, financial performance, educational outreach, and expanded statewide engagement. AZNIGP focused on improving the attendee experience, creating sponsorship opportunities, and expanding outreach efforts to both vendors and public entities across Arizona.

Key improvements implemented in 2025 included:

- Introduced a formal sponsorship program, generating \$11,000 in new revenue
- Developed the Chapter's first professional 15-page, full color, event brochure
- Enhanced outreach to public entities outside the Phoenix metropolitan area, increasing statewide participation that created more value for vendor attendees
- Provided box lunches for all public agency attendees and sponsors in a shared space
- Increased visibility of the Chapter's charitable initiatives by providing them with a table at the event and featuring them within the event brochure
- Enhanced event signage and vendor navigation
- Enhanced educational breakout sessions with a diverse panel of professionals
- Improved registration coordination and event logistics
- Strengthened pre-event communication with vendors and public agencies

A major milestone for the Chapter was the introduction of formal sponsorship opportunities in 2025. Sponsors were recognized through event signage, brochure advertising, breakout session visibility on projection screens throughout the venue (see photo), lunch with entities, and promotional acknowledgements throughout the event. Top tier sponsors were also provided with a table at the event. This sponsorship structure increased supplier engagement while generating sustainable financial support for future Chapter initiatives. The Chapter created three [sponsorship](#) tiers that included two Center Stage Sponsorships at \$2,000 each, two Spot Light Sponsorships at \$1,000 each, and 20 Front Row Sponsorships at \$250 each. A total of \$11,000 was generated through the new sponsorship program.



2024 vs 2025 Event Comparison

Metric	2024 Actual	2025 Actual
Supplier Attendees	674	663
Public Entities	33	33
Sponsorship Program	None	Formal Sponsorship Program Introduced
Event Brochure	None	First Official Event Brochure
Sponsorship Revenue	\$0.00	\$11,000
Total Revenue	\$22,090	\$43,096

The event’s strong financial performance established the 2025 Reverse Trade Show as a sustainable Chapter initiative capable of supporting scholarships, professional development opportunities, and future educational outreach efforts. To support that statement, the funds generated from the 2025 Reverse Trade Show allowed the Chapter to nearly double the number of full Forum scholarships awarded for the 2026 Forum (from 5 to 9) and increased the 2026 General Scholarship budget from \$7,000 to \$10,000. The speed at which the sponsorship slots sold demonstrated increased supplier confidence in the event’s long-term value and impact within Arizona’s public procurement community.

b) Was this program/event/best practice successful or not and why?

Yes, the 2025 Reverse Trade Show exceeded expectations and successfully achieved its outreach, advocacy, educational, and financial goals.

The event strengthened relationships between suppliers and public agencies while promoting transparency and accessibility within the procurement profession. Educational breakout sessions provided practical guidance regarding procurement procedures, solicitation requirements, public sector contracting strategies, and cooperative procurement strategies reinforcing AZNIGP’s commitment to procurement advocacy and supplier development.

Operationally, the event demonstrated a high level of professionalism through effective venue coordination, streamlined registration processes, strategic event planning, sponsor engagement, and proactive communication with participants.

Financially, the event was overwhelmingly successful, nearly doubling the revenue from the previous Reverse Trade Show. Through the creation of the new sponsorship program, the Chapter established a sustainable revenue source capable of supporting scholarships, professional development opportunities, educational programming, and future Chapter initiatives.

c) What did members say? Share outcomes and results.

Participants consistently praised the beautiful venue, professionalism, organization, educational value, and networking opportunities provided during the event. Vendors appreciated the opportunity to engage directly with

multiple public entities in one location while gaining valuable insight into procurement processes and upcoming contracting opportunities.

Public entity representatives highlighted the strong attendance, quality supplier engagement, and educational benefit of the breakout sessions. 75% of public attendees rated the event as Excellent. One consistent feedback topic was that additional signage was needed to route vendors to different areas of the event space. 100% of attendees said they would attend next year's event. An additional feedback point was the need to improve the quality of the lunch provided. 75% of respondents felt the length of the event (6 hours) was "just right".

Feedback gathered through post event surveys of both entity representatives and vendor attendees will continue to guide future operational refinements and program enhancements.

3. DIFFERENTIALS (Worth 10 points)

a) Explain what makes your program/event/best practice different than other Chapters or different than what your Chapter has done before?

The AZNIGP Reverse Trade Show distinguishes itself from traditional networking events by serving as a comprehensive procurement outreach and advocacy platform that creates a high-quality program and atmosphere conducive to meaningful vendor and procurement interactions.

The 2025 event further distinguished itself through the introduction of formal sponsorship opportunities, expanded educational programming, and the development of the Chapter's first official event brochure. As noted above, this brochure created additional value to the event by creating a valuable take-away document that provided entity contact information, information about the Chapter and its future Regional Conference and Vendor Expo and provided more exposure to the Chapter charity. These enhancements elevated the quality and professionalism of the event, increased sponsor visibility, strengthened supplier engagement, and improved communication with attendees before and during the event. By showcasing our Chapter Charity at the event, additional valuable exposure was provided to further strengthen our partnership and support.

The 2025 event focused on creating a polished, professional atmosphere that clearly demonstrated the value that the Chapter places on the vendor/procurement partnership. The sponsorship program injected a long term sustainable revenue stream that will benefit the Chapter for years to come.

b) How did you come up with this idea?

The continued evolution of the Reverse Trade Show was driven by collaborative leadership within AZNIGP and consultation with the Arizona Copper Chapter and extensive participant feedback gathered from prior events. Committee members, Chapter leadership, vendors, sponsors, and public agencies collectively identified opportunities to improve accessibility, educational value, networking flow, supplier engagement, and operational efficiency. The idea to create a sponsorship program came from consultation with the Arizona Copper Chapter whose leadership shared information with the AZNIGP team that helped form the foundation of the Chapter's sponsorship program. The brochure was a creation of multiple talented individuals on the Reverse Trade Show Committee.

c) How is the program/event/best practice different from anything you or others have done?

Several enhancements distinguish the 2025 Reverse Trade Show from previous Chapter events and similar initiatives:

- The inclusion of a sponsorship program for this event was a new value-add feature
- The creation of the 15-page color brochure was a new multi-value-added feature
- Integration of procurement education and advocacy into the networking environment
- Expanded statewide participation from public entities and suppliers through collaboration with the Copper Chapter who helped recruit public entities throughout southern Arizona.
- Strategic reinvestment of event revenue that increased budgets for scholarships, educational programming, and member development initiatives
- Enhanced operational professionalism through venue coordination, logistics planning, and participant communication
- A scalable and sustainable event model that can be replicated by other NIGP Chapters seeking to strengthen procurement outreach and chapter sustainability

The 2025 event demonstrated how a mature and continuously improving reverse trade show model can serve as a long-term advocacy, outreach, and Chapter sustainability initiative that benefits members, agencies, vendors, and the broader procurement community. The Chapter, after benefiting from the Copper Chapter's advice, has paid that forward through recent discussions with San Diego State University who reached out to learn about the AZNIGP Reverse Trade Show process as they plan to conduct their first event this fall.

4. **LESSONS** (Worth 10 points)

a) **Indicate in detail what steps a Chapter or board must take to approve this idea.**

Successful implementation of a Reverse Trade Show requires Board support, strategic planning, strong committee support, and ongoing stakeholder communication.

Key implementation steps include:

- Establishing a dedicated and sufficiently staffed planning committee responsible for logistics, sponsorships, registration, marketing, catering, educational programming, and agency outreach
- Securing Board approval for venue selection, budgeting, sponsorship strategies, and operational planning
- Coordinating with venue staff, sponsors, caterer, vendors, and public agencies throughout the planning process
- Developing outreach and sponsorship opportunities to support financial sustainability
- Conducting post-event evaluations and survey collection to guide future improvements

b) **Who must be communicated with before/during/after?**

Effective communication is critical throughout the planning and execution process.

Before the event:

- Chapter leadership
- Event committee members
- Venue management
- Catering agent
- Public agencies
- Vendors and sponsors
- Speakers and panelists
- Chambers of Commerce
- Industry Trade Groups (Small Business Administration, Local business advocates, diverse supplier trade groups)

During the event:

- Volunteers
- Registration staff
- Venue personnel
- Sponsors
- Vendor attendees
- Procurement representatives
- Catering agent

After the event:

- Survey participants for both entities and vendors
- Chapter Board
- Sponsors
- Committee members to include post debrief on event
- Future planning teams

c) **What worked with your program/event/best practice?**

Several elements contributed significantly to the success of the 2025 event, including professional venue selection (Tempe Center for the Arts is a beautiful and centrally located venue), expanded sponsorship outreach, educational breakout sessions, streamlined registration processes, enhanced communication efforts, statewide agency participation, and the introduction of the Chapter's first event brochure. Strong committee collaboration and ongoing operational refinements continue to support the growth and sustainability of the Reverse Trade Show

program. A critical success factor is the need to assemble a strong and sufficiently staffed committee with effective Chair leadership, as this is a fully hands-on effort that takes everyone's expertise and contributions.

d) What did not work, or would you change about the program/event/best practice?

Although the event was highly successful, opportunities for continued improvement include enhanced wayfinding signage, expanded breakout session topics that provide specific suggestions for how to submit a strong and viable proposal, additional entity participation incentives, and expanded networking and sponsor advertising opportunities within future event brochures. A key area for improvement is related to the event planning timeline. The committee planned for a four-month timeline from start to event date and with the added complexities of the sponsorship program/event brochure this was not sufficient. An additional two months (total of six months) is needed to comfortably execute on this event.

Another area for improvement would be to increase the number of sponsorships available. The initial number that was offered sold fast, indicating there is strong demand for more sponsorship slots. A final idea to improve next year's event will be to possibly raise the attendee price (from \$50 to \$60) to allow for improvement in the quality of lunches, snacks and refreshments for all attendees.

e) Will your Chapter continue to do the program/event/best practice the same way? Different? As Often?

AZNIGP plans to continue hosting the Reverse Trade Show annually while refining the program based on participant feedback and operational evaluations.

Planned enhancements include:

- Expanded supplier educational resources – deeper dive into specific strategies for proposal success
- Increased statewide agency participation – greater participation throughout Arizona
- Incorporate additional sponsorship opportunities – strong demand
- Enhanced digital communication tools - more internal signage to support sponsorships and wayfinding
- Continued operational refinements to improve attendee experience - improve lunch and snack options
- Provide more planning time by increasing the start date by at least two months (from 4 to 6 months)

The Chapter views the Reverse Trade Show as a cornerstone outreach and advocacy initiative that advances the procurement profession by expanding opportunities for small and diverse businesses, strengthening supplier-agency relationships, supporting procurement education, and sustaining long-term chapter growth. Through continuous improvement, statewide collaboration, and strategic reinvestment, the event has become a leading outreach model and a best practice for NIGP chapters.

Thank you for considering the Arizona State Capitol Chapter's Outstanding Award submission.