

2022 Sponsorship Opportunities



In-Person: Boston, MA
August 20-24, 2022

Digital: Virtual Platform
August 22-24, 2022

Through its sponsorships, NIGP offers a wealth of thought-leadership, speaking and product branding opportunities across the two formats: the in-person NIGP Forum in Boston and the virtual component with live streaming from Boston, pre-recorded content, and exclusive networking opportunities.

By investing in one or more of the following opportunities, suppliers in this market will increase their position, visibility, and brand with procurement officials from across the country and attract more visitors to their products and services.

NIGP Forum 2022 offers a much broader and larger way to connect with our community in the format in which THEY choose to engage with you. With NIGP Forum being one event, expanding into two different formats, suppliers can engage with an even larger audience of procurement officials than any previously held Forum. Forum 2022 is built to better position our supplier partners, establish deeper and more meaningful relationships with customers, generate strong leads which ultimately, leads to more sales.

Studio Sponsor - NIGP Forum News Desk: (In-person and virtual)

The EXCLUSIVE sponsor of the NIGP Forum News Desk managed and broadcast live from NIGP's Forum in Boston MA and simulcast to our virtual audience and to the larger NIGP.org audience of procurement officials.

Benefits:

- Daily interview for NIGP-TV distributed to virtual audience via video player and larger community via NIGP.org
- Daily product/supplier partner interviews from the NIGP-TV Studio and exhibit hall distributed to virtual platform, NIGP.org, social media and email distribution.
- Ten testimonials (edited) with end users to be used for social media, website, and sales presentations.
- Logo/Watermark on all NIGP-TV segments where appropriate
- 10 x 10 booth space at Boston Forum and virtual expo/resource center presence included
- 30-second commercial to be run during TV segment
- Sponsor recognition on the NIGP.org Forum website (??)
- Investment: \$75,000

Plenary Sponsorship- Keynote: (In-person and virtual)

Introduction of all five-keynote session delivered live and simulcast real-time to our virtual audience. A 3–5-minute video to run prior to each speaker (or equivalent podium time) for you to recognize the community, discuss your organization and introduce the upcoming speaker. Exhibit booth, registration, and branding opportunities included.

Benefits:

- Sponsor recognition as Plenary Sponsor for in-person and the virtual Forum event.
- Brand Exposure and high visibility speaking role. A 3–5-minute video or podium time for executive to introduce five (5) plenary speakers
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Boston Forum and virtual expo/resource center presence included
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.
- Investment: \$50,000 - **SOLD**

Educational Track Sponsorship: (In-person and virtual)

Be the EXCLUSIVE sponsor of NIGP sessions created under a themed track of educational breakout sessions in both in-person and virtual programming. Track sponsors provide opening comments and introduce the speakers/panelists and help lead the Q&A portion of the session for a minimum of five (5) Educational Track sessions delivered live in Boston with two of these sessions, also delivered thru the virtual platform.

EDUCATIONAL TRACK TOPICS:

- 1. Cornerstones of Procurement – SOLD**
- 2. Construction – SOLD**
- 3. Cooperatives – SOLD**
- 4. Technology Procurement**
- 5. Leadership & Strategy**

Benefits:

- Exclusive marketing and branding at each Educational Track session within topic area for both in-person and virtual formats
- Offers a highly visible brand and leadership position within all educational sessions within your Track
- Sponsor recognition at both in-person and virtual formats
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Boston Forum and virtual expo/resource center presence included
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.
- Investment: \$35,000

Visual Illustration - Graphic Recording of Key Learnings

Visual Illustrations capture big ideas to promote more effective communication and better collaboration to bring about real change. NIGP plans to have a graphic artist create sketches for each of our keynote sessions to capture the discussions, ideas, and key learnings.

Benefits:

- Be the exclusive sponsor of ALL sketches created.
- Corporate Logo and brand positioning to be positioned on each board with high visibility placement in the conference hallway following the sessions for attendee review and provide feedback.
- Following Forum, NIGP will publish these boards to all registrants as we promote the rich discussions and content covered during the event.
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Boston Forum and virtual expo/resource center presence included
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.
- Investment: \$25,000



Opening Night Reception and Dessert Sponsor: One Slot Available

Opportunity to be the opening night reception and dessert sponsor on Saturday evening. This reception will be before the annual Awards Dinner, followed by desert and entertainment (details TBD).

Benefits:

- Exclusive branding at event
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Two (2) all-access registration tickets for all sessions.
- Investment: \$15,000 – **SOLD**

Awards Dinner Sponsorship and Chair Drop

Saturday night's opening awards dinner sponsor with branding and logo placement at reception, corporate and executive call out from the podium and a chair drop for all attendees

Benefits:

- Exclusive sponsorship of the annual awards dinner.
- Marketing and branding as a awards sponsor and conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Two (2) all-access registration tickets for all sessions.
- Investment: \$15,000 – **SOLD**

Forum Social Networking Sponsor: Three spots available

Brand domination with one of just three NIGP Forum Social sponsors. Location TBD. Heavy corporate signage and executive presence offered. Boston's social event will be open to ALL attendees.

Benefits:

- One of just three social event sponsors at NIGP's Forum
- Exclusive branding at networking event
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Boston Forum and virtual expo/resource center presence included
- Two (2) all-access registration tickets for all sessions.
- Investment: \$18,000 – **2 SOLD, 1 Available**

Case-Study Sponsorship: Five Spots Available

Speaking opportunity! Do you have a case study you might like to highlight? Sponsor a case study and host your own educational breakout session at Forum in Boston. This 60-minute session is for you to develop a session that informs, educates, and engages the attendee's while exploring customer partnerships and highlighting solutions.

Benefits:

- Exclusive ownership of a breakout session to deliver your educational content.
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Two (2) all-access registration tickets for all sessions.
- Investment: \$15,000 - **2 SOLD, 3 Available**
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Beverage Sponsor:

Sponsor breaktime beverages at the Boston Forum. Coffee and drink tables will be plentiful compliments of your company.

Benefits:

- Exclusive marketing and branding signage at all coffee stations.
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Two (2) all-access registration tickets for all sessions.
- Investment: \$15,000

Wi-Fi Sponsor:

Named sponsor of the Wi-Fi offered to all guests at the Boston Forum.

Benefits:

- Exclusive marketing and branding signage promoting this sponsorship
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Two (2) all-access registration tickets for all sessions.
- Investment: \$15,000

Forum Newsletter Advertising Sponsor:

4-consecutive days of email messaging to be sent to all attendees with today's Forum agenda and log-in instructions with program information. Two exclusive ad positions offered, a top leaderboard position along with a middle-text, ad slot.

Benefits:

- Exclusive sponsor of this message sent to all registered Forum attendees.
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Investment: \$5,000 - **SOLD**

Pre-Forum Webinar

Schedule a webinar to run the week or two before Forum to get a jump start on connecting with Forum attendees. NIGP will promote your webinar to the larger NIGP membership base of 16,000 but will also send a special invitation to those Forum registrants signed up to attend.

Benefits:

- Spend an hour to communicate directly with the procurement community and Forum attendees. Design the message, determine the hour of content, and choose the speakers.
- Average 200-400 participants per Webinar
- Drive Leads: Access to full attendee list with contact info
- Customized pre-Webinar communications and post-Webinar survey
- Investment: \$10,000

Brand Building: NIGP Forum Supplier Partner (In-person and virtual)

Give a boost to your brand visibility with this brand extension program offering branding on-site with signage in Boston and logo placement in the virtual platform. For just a little you can affirm your commitment to this community by becoming a NIGP Forum Supplier Partner.

Benefits:

- All Supplier Partners will receive brand recognition with logo prominently displayed on signage at both NIGP Boston Forum and within the virtual platform.
- Investment: \$700

Virtual Branding and Marketing Sponsorships (Virtual only)

- Rotating pre-roll ad placement in slide deck prior to all virtual sessions
 - \$700
- Company produced 60-second video ad placed in pre-roll position and run prior to beginning of breakout sessions
 - \$1,500
- Retargeting of ads to Forum attendee's
 - 25,000 impressions = \$2,500
 - 50,000 impressions = \$4,000

NEW Presentation / Demo Slot on Exhibit Floor (7 Slots Available)

For those that are looking for an economical speaking slot in front of procurement officials! During the 7-hours set aside for exhibit time, NIGP will offer time slots for our suppliers to present from our exhibit hall stage. Host your very own 30-minute presentation or demo to our attendees. Time slots available both Sunday and Monday.

Benefits:

- 30-minute speaking time slot for you to present a demo or presentation.
- Investment: \$2,500

For custom sponsorships, conference branding and signage opportunities.

Please contact Fred Kuhn, Chief Growth Officer to create a unique sponsorship level that fits your organizations unique goals and marketing objectives. Fred can be reached directly at fkuhn@nigp.org or via his cell at 202-427-0007

Exhibit Information

NIGP Forum

Exhibit Booth: \$28.00 sq ft. (10x10)

NIGP Forum – Virtual

Resource Center company tile: \$1,500

Exhibit sales are being coordinated by Spargo Inc. Please contact Exhibit Sales at: nigpexhibits@spargo.com or call 888-744-1449