



**In-Person & Digital**

**August 25-28, 2024**

**Charlotte, NC**

*Visioning the future of procurement:  
creating collaborative opportunities to do business.*

Conference Presented by:



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# 2024 Sponsorship Opportunities

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## Why Sponsor NIGP's Forum 2024?

NIGP's Forum is not just an event; it's a powerhouse of thought leadership, with unparalleled opportunities for speaking engagements and product branding. This year, we are taking it a step further by live-streaming ALL sessions from Charlotte directly to our virtual attendees.

### Unrivaled Exposure:

With an anticipated attendance of over 1,250+ procurement officials in-person and an additional 1,300+ professionals virtually, NIGP's Forum brings together at one time from a diverse audience from cities, counties, state governments, educational institutions, and more, totaling over **2,500+ attendees** making Forum the largest gathering of public sector procurement officials in North America!

This is your chance to showcase your brand to those responsible for procuring a staggering \$4 Trillion worth of goods and services annually.

### Tailored Engagement:

Our event is designed to facilitate meaningful connections in the way your audience prefers. Whether it's in-person networking or virtual interactions, NIGP Forum 2024 offers a broader and larger platform for you to engage with our community. Position your brand strategically, establish deeper relationships with customers, and generate robust leads that translate into increased sales.

### Sponsorship Opportunities:

Choose from a variety of sponsorship packages to suit your marketing goals. Elevate your position, enhance your visibility, and boost brand awareness among key decision-makers. Act now to secure your preferred sponsorship level and ensure maximum exposure before, during, and after the event.

Don't miss this opportunity to be at the forefront of the largest gathering of procurement professionals. Join us at NIGP Forum 2024 and watch your brand reach new heights.



## Plenary Sponsorship- Keynote: **SOLD**

(In-person and all sessions broadcast virtually from Charlotte)

Introduction of all four-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 four (4) plenary speakers.
- Sponsor recognition on the NIGP.org Forum website.
- 10 x 10 booth space at the Charlotte Forum.
- Two (2) all-access registration tickets for all sessions plus three (5) expo-hall booth registrations.

Investment: \$50,000

## Learning Paths: **SOLD OUT**

(In-person and all sessions broadcast virtually from Charlotte)

Be the EXCLUSIVE sponsor of NIGP sessions created under a themed Learning Path educational breakout session in both in-person and virtual programming. Learning Path sponsors provide opening comments and introduce speakers/panelists and help lead the Q&A portion of the session for four (4) 75-minute Learning Path sessions delivered live in Charlotte AND delivered live through the virtual platform.

### Three (3) Learning Paths Offered

1. **Technology** (Advanced): focused on new innovations and current issues procurement professionals face (cyber, cloud, AI, large system implementations (ERP, etc.) as determined by the SMEs. **SOLD**
2. **Construction** (Advanced): focused on new innovations and current issues procurement professionals face (current issues, new innovations, contracts, bonds, etc.) as determined by the SMEs. **SOLD**
3. **RFP** (All Audience): Evaluations, new processes /technologies, etc. relate to other content builds by NIGP and the learning labs, as determined by the SMEs. **SOLD**

### Benefits:

Each Learning Path will be exclusive to 1 sponsor for all 4 sessions. The sponsor role may include the following:

- Exclusive marketing and branding at each Learning Path session within topic area for both in-person and virtual formats.

- Offers highly visible brand and leadership position within all Learning sessions within Path.
- Sponsor recognition at both in-person and virtual formats.
- Ability to introduce each session and the speakers.
- If appropriate, help develop content as a SME. For example, being a procurement expert in each particular discipline (technology, construction, or RFPs)
- Participate in a session as a speaker if appropriate to the content. For example, on the technology path sharing their expertise in AI.
- The ability to assist in marketing/advertise your presence as the learning path participant through their respective communication channels.
- Sponsor recognition on the NIGP.org Forum website.
- 10 x 10 booth space at Charlotte Forum included.
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.

Investment: \$35,000



## **Educational Track Sponsorships: *Cornerstones of Procurement and Leadership:*** (In-person and all sessions broadcast virtually from Charlotte)

Be the EXCLUSIVE sponsor of four (4) NIGP Educational Track topics presented by procurement professionals. created under a themed educational breakout session in both in-person and virtual programming. Each session is 75 minutes in length and sponsor gets to choose which sessions to be associated with.

Educational Track sponsors provide opening comments and introduce speakers/panelists and help lead the Q&A portion of the session for four (4) 75-minute Cornerstones of Procurement or Leadership sessions delivered live in Charlotte AND delivered live through the virtual platform.

### **Cornerstones of Procurement**

#### **Suggested Topics**

- New to procurement
- Career guidance
- PCards
- Wellness – all audiences
- Economics, budget, and Financials
- Contract Management and Administration

## Leadership

### Suggested Topics

- Supplier management and diversity
- Legal, bonds, risk, grants
- Business analytics: spend and risk analysis.
- Project management
- Staff & Talent management / Developing the Team / Succession Planning
- Essential skills:
  - a. Conflict Management
  - b. Critical Thinking
  - c. Emotional Intelligence
  - d. Communication
  - e. Influencing Skills
- Relationship Management
- Change Management & Change Leadership

### **Benefits:**

Each Educational Track sponsor will be exclusive sponsor of up to 4-sessions. The sponsor role may include the following:

- Exclusive marketing and branding at each Educational Theme session within topic area for both in-person and virtual formats.
- Offers highly visible brand and leadership position within all Educational sessions within theme.
- Sponsor recognition at both in-person and virtual formats.
- Ability to introduce each session and the speakers.
- The ability to assist in marketing/advertise your presence as the learning path participant through their respective communication channels.
- Sponsor recognition on the NIGP.org Forum website.
- 10 x 10 booth space at Charlotte Forum included.
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.

Investment: \$35,000

## **Workshop Sponsorship: Eight (8) topics offered.**

(In-person and each session broadcast virtually from Charlotte)

New to Forum this year, each Workshop is a deep dive into a critical topic from the procurement community. Each Workshop is 3 hours in length with seating limits removed. Content is targeting for 3 Foundation level, 3 All Audience and 3 Advanced. Note, a topic can have more than 1 workshop.

### Suggested Topics

- Coops + supplier management and diversity (All Audience) **SOLD**
- Staff management (Advanced)
- Economics, budget, and Financials (Advanced)

- Relationship management (Advanced)
- New to procurement (All Audience)
- Contract Management and Administration (All Audience)
- Federal Funds (All Audience)
- Legal, bonds, risk (All Audience)

#### Benefits:

The sponsor role may include the following:

- Exclusive marketing and branding at chosen Workshop for both in-person and virtual formats.
- Offers highly visible brand and leadership position within Workshop session.
- Sponsor recognition at both in-person and virtual formats.
- Ability to introduce each session and the speakers.
- The ability to assist in marketing/advertise your presence as the learning path participant. through their respective communication channels.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all sessions plus three (2) expo-hall booth registrations.

Investment: \$15,000

#### Case-Study Sponsorship: **All Four-Slots SOLD**

(In-person and each session broadcast virtually from Charlotte)

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 Charlotte. **This 75-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 educational sessions.

Investment: \$15,000





## **Awards Dinner Sponsorship with Chair Drop: One available**

The ever-popular awards program is set for a dinner this year and spans more than 2-hours of programming. Sponsorship includes branding and logo placement, corporate and executive call out from the podium and a chair drop for all attendees.

### **Benefits:**

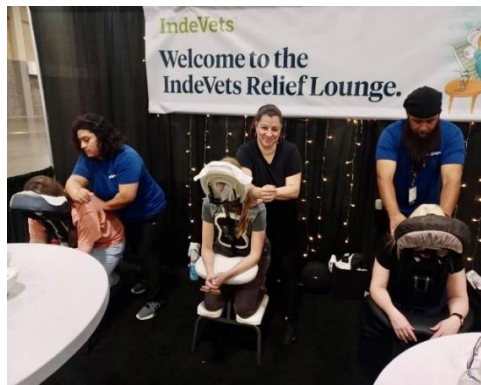
- Exclusive sponsorship of the annual awards dinner.
- Marketing and branding as a awards sponsor and conference sponsor.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all sessions.

Investment: \$12,000



## **Massage & Relax Center: One Opportunity Available**

Be the exclusive sponsor of the Massage and Relax Center for NIGP attendees. It's been a tough year, let these licensed massage therapists keep attendees energized, refreshed, and focused throughout the conference.



### **Benefits:**

- Exclusive ownership of the Massage and Relax Center with appropriate signage and brand exposure.
- Ability to offer a table with Branded swag for each massage given.

- Licensed Therapists can wear logoed shirts to further enhance your brand exposure.
- Marketing and branding as a conference sponsor.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all educational sessions.

Investment: \$10,000

## Program Guide Sponsor: One Exclusive Opportunity Available

Be the exclusive sponsor of the on-site Pocket Guide of activities handed out to all attendees at registration for the Charlotte Forum Conference.



### Benefits:

- Exclusive ownership of the Pocket Guide with conference schedules, room locations and calendar of activities.
- Logo and brand placement on front cover of the guide and the ability to place a half-page ad within the guide.
- Marketing and branding as a conference sponsor. \*Please note, all Forum sponsor logo's will be represented on the Pocket Guide but not to the size or dominance as the Pocket Guide Sponsor.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all educational sessions.

Investment: \$10,000

## Forum Social Event Sponsorship: Charlotte Motor Speedway!

Gain huge brand recognition by sponsoring one or more of the fun activities planned for this Forum's Social event being held at the Charlotte Motor Speedway.

- Competition Go Karting: \$5,000 – Sponsor the go kart competition!
- Kart Track Lighting: - \$5,000 – Help up light up the track for go-karting and other fun activities.



- Equipment Rodeo: - \$8,000 – Become a sponsor and display your heavy equipment. (Multiple opportunities available)
- Van Rides: \$5,000 – See the Charlotte Motor Speedway from a unique position inside the van.
- Bus Transportation: \$8,000 – Be the sponsor of the bus transportation for all attendees to get from Forum to the speedway then back again.
- Yard Games: \$5,000 – Corn Hole and other games for everyone to play.
- Ride or Drive Experience: \$12,500 - Sponsor the race car ride around the speedway.
- Misting Tents/Fans: \$5,000 – Keep attendee's cool during the social event.
- Cooling Neck Wraps: \$4,000
- Ear Plugs: \$3,000
- Entertainment and Dancing Sponsor - \$7,500

Each social event sponsor will receive brand recognition and signage at their designated event plus be recognized as a Forum sponsor on all signage displayed at the convention center and on NIGP.org.



## **Morning Coffee Sponsor: One Sponsor for all Four Morning Slots**

Be one of our Break Sponsors helping to provide the much-appreciated coffee each morning of the conference (Sunday through Wednesday).

### **Benefits:**

- Exclusive marketing and branding signage at all coffee stations.
- Marketing and branding as a conference sponsor in addition to Coffee Break Sponsor.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all sessions.

Investment: \$8,000

## **Forum Newsletter Advertising Sponsor: One Exclusive Opportunity - SOLD**

4-consecutive days of email messaging to be sent to all attendees with today's Forum agenda and virtual 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

## **Forum Poster Session Sponsor: One Exclusive Opportunity**

Held during exhibit hours, this inaugural Poster Session is the presentation of research/case studies/initiatives by a procurement individuals or group to display for the community. A section of the show floor will be reserved for these poster sessions where presenters accompany a poster illustrating their individual projects. During the exhibit hours, conference attendees can wander around the poster hall to browse at this work and speak with presenters to learn about their work and ask them questions.

### **Benefits:**

- Exclusive marketing and branding signage at the exhibit hall poster display.
- Marketing and branding as a conference sponsor in addition to Poster Session Sponsor.
- Sponsor recognition on the NIGP.org Forum website.
- Two (2) all-access registration tickets for all sessions.

Investment: \$3,000

## **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

## Presentation / Demo Slot on Exhibit Floor:

If you're looking for an economical speaking slot to get in front of procurement officials, perhaps this sponsorship level is perfect for you. Across the 6-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 attendee's. Time slots available during show hours both Sunday and Monday.

### Benefits:

- 30-minute speaking time slot for you to present a demo or presentation

Investment: \$3,500



## 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](mailto:fkuhn@nigp.org) or via his cell at 202-427-0007.

## Exhibit Information

### NIGP Forum

Exhibit Booth: \$31.00 sq ft. (10x10)

Exhibit sales are being coordinated by Spargo Inc. Please contact Exhibit Sales at: [laura.wills@spargoinc.com](mailto:laura.wills@spargoinc.com) or call 888-744-1449

