Visioning the future of procurement: creating collaborative opportunities to do business.
2024 Sponsorship Opportunities

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 2,500+ attendees, 1,250+ procurement officials in-person and an additional 1,300+ professionals virtually, NIGP's Forum is 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 $4.5 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 Levels Available

Educational Theme Sponsor

Topics: Cornerstones of Procurement and Leadership:
(In-person and all sessions broadcast virtually from Charlotte)

Be the EXCLUSIVE sponsor of four (4) NIGP Educational Theme sessions, either Cornerstones of Procurement or Leadership, presented by procurement professionals. created under a themed Learning
Path 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 sponsor.

Educational Theme 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.

Benefits:
Each Educational Theme sponsor will be exclusive sponsor of up to 4-sessions under the Cornerstones of Procurement or Leadership theme. 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.
- Two (2) all-access registration tickets for all sessions plus three (3) expo-hall booth registrations.

Investment: $25,000

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.

Sessions being delivered:

- **Level Up Your Cooperative Procurement Game**
  - Tammy Rimes
- **The "In The Know" Negotiator - An Advanced Workshop In Negotiating Tactics**
  - Sean Carol
- **Building Contract Administration Plans**
  - Kristy Varda
- **Driving Procurement Forward – For New Drivers**
  - Ron King, Terry McKee
- **Procurement and Public Speaking: Using Your Voice To Make Impact**
  - Christin Webb
- **Practical Hands-on Strategic And Tactical Applications Of Spend Analytics**
  - Mike Bevis
Procurement With A Purpose: Re-imagining City Contracting For More Equitable And Sustainable Results
  Kathrin Frauscher, Natalia Gulick de Torres, Laura Melle, Gennie Nguyen

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: $7,000

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

Morning Coffee Sponsor: Four Morning Slots-One Sponsorship
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 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:** $3,000 – Sponsor the go kart competition!
- **Equipment Rodeo:** - $3,000 – Become a sponsor and display your heavy equipment. (Multiple opportunities available)
- **Van Rides:** $3,000 – See the Charlotte Motor Speedway from a unique position inside the van.
- **Bus Transportation:** $5,000 – Be the sponsor of the bus transportation for all attendees to get from Forum to the speedway then back again. Busses are equipped with DVD players, and we can play a video for the 20-minute drive each way.
- **Yard Games:** $3,000 – Corn Hole, RC car racing and other games for everyone to play.
- **Misting Tents/Fans:** $3,000 – Keep attendee’s cool during the social event.
- **Cooling Neck Wraps:** $3,000
- **Ear Plugs:** $2,000
- **Live Entertainment Sponsor:** $5,000

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.

**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.
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 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: nigpexhibits@spargo.com or call 888-744-1449