



NIGP Forum is the largest educational conference exclusively for public procurement in North America, attracting nearly 3,000 procurement officials in-person and virtually.



Conference Presented by:



2026 Sponsorship Opportunities

Premier Sponsorship

The largest and most prominent sponsor of both in-person and virtual attendees.

This dominant 81st Anniversary Sponsorship positions your brand and solutions in front of this community before, during and after the Forum conference.

Before Forum:

- Messaging: digital advertising messaging dominance on NIGP.org and NSite websites leading up to Forum. Messaging to appear June, July, and August 2026
- Branding: Logo dominance on Forum websites
- Thought Leadership: Executive Briefing Webinar offered prior to Forum to drive additional awareness
- Registration list prior to conference start

During Forum:

- In-Person
 - Thought Leadership: a 75-minute breakout session to present directly to both the in-person and virtual attendees
 - Brand dominance as the largest and most prominent logo on all Forum sponsorship signage both in-person and on the virtual platform
 - Branding exposure with logo placement at Forum registration with exclusive front panel (kick panels) logo treatment
 - Exclusive Key Card branding for all Forum registrants
 - Chair drop at award ceremony luncheon
 - 8 full registrations

Post Conference:

- Exclusive sponsor of the 2026 Forum eBook with a recap of all sessions delivered and distributed to all attendees both in-person and virtual.
- Full registration list with contact information
- Thought Leadership: Executive Briefing Webinar offered post Forum to drive business development engagements

Investment: \$75,000

Plenary Sponsorship- Keynote: COMMITTED

Introduction of all four-keynote session delivered live and simulcast real-time to our virtual audience. A 3–4-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.

Benefits:

- Sponsor recognition as Plenary Sponsor for both in-person and virtual Forum event.
- Brand Exposure and high visibility speaking role. A 3-4-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 Columbus Forum and virtual expo/resource center presence included
- Three (3) all-access registration tickets for all sessions plus three (5) expo-hall booth registrations.

Investment: \$50,000



NIGP Forum Social Event Sponsor: Location TBD

Gain huge brand recognition by becoming the MAIN sponsor of this Forum's Social event.

Brand domination with being THE NIGP Social Event sponsor. The event location is still TBD but we're planning an exciting event for all 1,500+ attendees to celebrate this profession. Heavy corporate signage and executive presence offered. Columbus's social event will be open to ALL attendees.

Benefits:

- Brand dominance with exclusive branding at this special networking event
- Marketing and branding as a conference sponsor in addition to the social event sponsor
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Columbus Forum and virtual expo/resource center presence included
- Three (3) all-access registration tickets for all educational sessions, 10 Social Event tickets

Investment: \$50,000



Educational Learning Paths: (In-person and live-streamed from Columbus)

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

All attendees are encouraged to attend all four sessions and earn a digital badge of completion at the end of the conference.

Several Learning Paths Being Considered

1. **Legal** (TBD)
2. **Construction** (TBD)
3. **Project Management for Public Procurement** (TBD)
4. **Technology** (TBD)

Learning Path Benefits:

Each Learning Path will be exclusive to 1 sponsor for all 4 - 75-minute sessions of learning. The sponsor's role may include the following:

- Exclusive marketing and branding at each Learning Path session within topic area for both in-person and virtual formats
- Sponsor recognition at both in-person and virtual formats
- Ability to introduce each session and the speakers
- A one pager with sponsor informational slide shared and reviewed with attendees
- Assist with facilitating the Q&A portion of the sessions
- The ability to assist in marketing/advertise your presence as the learning path participant through your respective communication channels
- Sponsor recognition on the NIGP.org Forum website
- 10 x 10 booth space at Columbus Forum included
- Two (2) all-access registration tickets for all breakout sessions plus three (3) expo-hall booth registrations

Investment: \$35,000 - Four exclusive sponsorships available



Case Study: Five Educational Breakouts Slots Available from Industry **(In-person and live-streamed from Columbus) 5 slots available**

ALERT: Supplier speaking opportunity!

Do you have a case study you might like to highlight? Sponsor a Case Study session and host your own educational breakout session at Forum in Columbus. This 75-minute session is for you to develop a session that informs, educates, and engages the attendees while exploring customer partnerships and highlighting solutions. Ideal for corporate case studies. Case Study sponsors should work in coordination with NIGP to ensure session presentation receives maximum impact.

Benefits:

- Exclusive ownership of a breakout session to deliver your educational content both in-person and to the virtual audience
- 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
- Session time slots provided on first come, first-served basis.

Investment: \$17,500 - Five exclusive sponsorships available



Workshop Sponsorship: Four (4) topics, all delivered in-person and livestreamed

Each Workshop is a 2-session (75-minutes each) deep-dive into a critical topic from the procurement community. Content is from intermediate through the advanced level.

Planned Topics

- Contract Management
- Risk Management
- Negotiations
- RFPs

Benefits:

The sponsor's 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
- Ability to introduce each session and the speakers
- Sponsor recognition
- One all-access registration tickets for all sessions

Investment: \$10,000 – Seven sponsorships available

Unique offering: Fill it Forward Sponsorship Opportunity. Maximize brand exposure with a *Fill it Forward* water bottle with your corporate logo providing a charitable donation with every water bottle filled up!



How it Works:

NIGP will print your logo on 1,500 new custom water bottles and distribute one to each Forum attendee at registration. The concept is that every time the water bottle is filled, they use the sticker on the bottom to register this “fill” and a charity will receive a donation.

The charities Fill It Forward is affiliated with water charities around the world.



Investment: \$28,000 for clear bottle like shown. \$31,000 for upgraded aluminum bottle. Investment includes costs of materials, stickers and donations to the charity.

Branded Hotel Key Cards:

NIGP will be using six different hotels for this year’s Forum securing 2,300 hotel nights for the conference. This program allows us to print your corporate logo on every card used for the conference, handing them to all attendees upon check in.



Investment: \$17,000 for 2,300 Corporate branded hotel key cards for all hotels currently contracted with.

Wellness Center:

Be the exclusive sponsor of the NIGP Wellness Center for all Forum attendees. It's been a tough year, let this licensed massage therapists keep attendees energized, refreshed, and focused throughout the conference. Center could also include herbal teas and cooldown zone for folks to relax and de-stress.



Benefits:

- Exclusive ownership of the Wellness 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

Investment: \$15,000 - One exclusive sponsorship available

Awards Luncheon Sponsorship with Chair Drop:

The ever-popular awards program is set for a luncheon this year. Sponsorship includes specialized 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 luncheon
- Marketing and branding as an awards sponsor and conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- Chair drop to more than 1,200 in attendance and link provided for virtual attendees
- Two (2) all-access registration tickets for all sessions

Investment: \$15,000



Mobile App Sponsorship:

Be the exclusive partner with NIGP on its Forum Conference Mobile App. Traditionally, NIGP has not printed a session guide, so all attendees rely on the mobile app for key information on breakout session rooms, start and end times, etc. The app provides all contact information for attendees and exhibitors, plus your branding for all to engage with.

Benefits:

- Exclusive sponsor of the Forum conference mobile app
- 99% Usage during the 2025 Forum conference
- Sponsor receives up to seven (7) message pushes during the conference
- Logo placed exclusively on the mobile app
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website

Investment: \$15,000 - One exclusive sponsorship available

Program Guide Sponsor: One Exclusive Opportunity Available

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



Benefits:

- Exclusive ownership of the printed Program 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 an ad within the guide itself
- Marketing and branding as a conference sponsor
- Sponsor recognition on the NIGP.org Forum website
- One all-access registration tickets for all educational sessions

Investment: \$10,000

Combined with the Mobile App sponsorship: \$18,000

Forum Internet Sponsor:

Nothing seems to be more important when attending a conference than having strong internet connection. This is an exclusive opportunity for your company to provide internet to all attendees for Columbus's Forum and have exclusive branding on all live-streamed sessions.

Benefits:

- Exclusive marketing and branding to virtual audience and on-site acknowledging this internet is being brought to them by your company!
- Marketing and branding as a conference sponsor and recognition on the NIGP.org Forum website
- One all-access registration tickets for all sessions.

Investment: \$15,000 - One exclusive sponsorship available

Coffee and Mid-Day Break Sponsor: 5 available

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

Benefits:

- Exclusive marketing and branding signage at all coffee and break stations
- Opportunity to use your logo branded coffee cups and/or sleeves
- Marketing and branding as a conference sponsor in addition to Break Sponsor
- Sponsor recognition on the NIGP.org Forum website
- One all-access registration tickets for all sessions

Investment: \$10,000 each –

Forum Newsletter Advertising Sponsor: One exclusive opportunity

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
- One full registration

Investment: \$7,500

Forum Procurement Excellence Showcase Sponsor:

Held during exhibit hours, this popular showcase (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 Procurement Excellence Session Sponsor
- Sponsor recognition on the NIGP.org Forum website

Investment: \$3,500

Forum Session Summary Sponsor (E-Book):

As a follow-up to another successful Forum, we'll harness AI to distill insights from over 80 sessions into a comprehensive eBook. This valuable resource will be sent directly to ALL procurement professionals who attended Forum, both in-person and virtually.

Benefits:

- Exclusive marketing and branding to all Forum attendees through distribution of the Forum Session Summary eBook.
- Marketing and branding as a conference sponsor and recognition on the NIGP.org Forum website.

Investment: \$12,000 – One exclusive sponsorship available.



Specialized Branding Opportunities

- Escalator wraps
- Floor Stickers for outside your booth
- Registration kick-panel sponsorship
- Graffiti Wall sponsor
- Photographer for professional headshots



Investment: Pricing TBD

Pre-Forum Executive Briefing 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 18,000 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: \$12,000



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