2023
Corporate Strategic Partnership Program

A legacy of serving the public procurement profession for over 75 years.

nigp.org
Who We Are

We are procurement – NIGP is the largest professional association exclusively devoted to public procurement. Since 1944, we have been the voice of state and local public procurement professionals across the U.S. and Canada.

Our goal is to develop a strong and engaged community of procurement practitioners, to support their professional growth and development, and to empower them by promoting and advocating the public procurement profession.

MISSION
Develop, Support and Promote Public Procurement through...

• Education and Professional Development
• Resources and Position Papers
• Values and Guiding Principles
• Peer Networks
• Global Public Procurement Practices

“NIGP has provided me an opportunity to develop personally and professionally while incorporating excellence into each step of my journey.”

Jody Jacoby, NIGP-CPP, CPPO
Director, Contracts & Procurement
Metropolitan Council, St. Paul, MN
NIGP By The Numbers

STATE & LOCAL PROCUREMENT IS BIG BUSINESS

+16,000
Individual Members

+3,000
State & Local Agencies

+72
Chapters in U.S. & Canada

Total U.S. State & Local Government Spend

$4.07 TRILLION

- $122B Interest
- $146B General Government
- $219B Welfare
- $284B Protection
- $326B Transportation
- $357B Pensions
- $538B Other Spending
- $945B Healthcare
- $1.13T Education

Source: https://www.usgovernmentspending.com/year_spending_2020USbc_21bc2n#usgs302
NIGP By The Numbers

16,000+ INDIVIDUAL MEMBERS

Typical Roles Served

- 49% Buyer, Analyst, Contract Administrator
- 21% Clerk, Office Manager
- 30% Chief Procurement Officer, Director, Manager

3,000+ STATE & LOCAL AGENCIES

Types of Agencies Represented

- 31% City/Town/Village
- 20% County/Region
- 16% State
- 12% K-12
- 10% University
- 4% Utilities
- 4% Special Authorities
- 3% Other

OVER 70 LOCAL/REGIONAL CHAPTERS IN THE U.S. AND CANADA
Elevating the profession, accelerating your performance

NIGP Member Personas

CHRISTINE
Procurement Director

Experience:
15 years

Education & Credentials:
NIGP-CPP, CPPO, CPPB, MBA, BA

PROFILE:
Christine leads a procurement team of 85 and is responsible for acquiring all commodities and services for the Mayor’s Office, City Council and all City Departments. She is a process and performance thought leader with supply chain management experience and strong negotiation skills.

Her top priority is to build and maintain an effective and successful supplier program that adds value and efficiency to the organization.

Spending Budget:
$212.4 billion

ALEX
Procurement Manager

Experience:
8 years

Education & Credentials:
CPPB, BA

PROFILE:
Alex is a recent graduate of the NIGP Leaders Edge program and is focused on strengthening his management and leadership skills.

As the procurement manager at his agency, Alex ensures the right products are sourced and purchased from reliable suppliers at the best price. Supplier collaboration is absolutely critical to his team’s ability to get the job done.

Spending Budget:
$95.8 billion

DAVID
Procurement Administrative Clerk

Experience:
3 years

Education & Credentials:
Working towards getting the NIGP Designated Public Procurement Associate

PROFILE:
David reports directly to the Procurement Manager of a school district. He fell into procurement as a profession and loves it - he can’t imagine doing anything else. He enjoys the positive impact his team makes in their community. David is responsible for creating and tracking purchase orders to ensure they arrive as scheduled.

David is the critical point of contact for suppliers at this agency.

Spending Budget:
$20.9 billion

NANCY
Local Chapter Leader

Experience:
11 years

Education & Credentials:
CPPO, MBA, BA

PROFILE:
Nancy is passionate about recruiting talented individuals to join the profession, educating them with best practices, and inspiring those around her through positive feedback and mentorship.

Nancy spends a great deal of her volunteer time organizing chapter events and tradeshows. She is always looking for suppliers to participate and share their product releases and expertise at these events.

Spending Budget:
$69.1 billion
Partner With Us

Our Corporate Strategic Partnership Program is a critical way for NIGP to deliver on our organizational mission and provide tangible value to our members.

As an exclusive partner, you will have access to directly engage with our executive leadership team and reach our membership base of over 16,000 public procurement professionals working across a range of city, state and local agencies.

NIGP will work with you to maximize the impact of our partnership based on your business needs – whether it is to serve as a thought leader by joining a select group of companies on our Business Council, increase your brand awareness and relevance among our members through targeted marketing communications, or enhance our members’ professional growth and development by participating in our annual conference or any number of additional events we host.

“Graybar strongly believes having an educated Government sales force is key to our company’s success in this market. To further build on this educational foundation, Graybar has embraced the opportunity to be a part of the NIGP Business Council. We believe this enables our national management team members of the council to invest in what we learn and share it with our sales team to better serve our government and education customers.”

Robert Rhoads, Strategic Contract Manager
OMNIA Partners, Public Sector
Eastern United States
Graybar

There are a variety of ways for you to partner with us...
Corporate Partner

Become a member of the Business Council, a year-long exclusive thought-leadership engagement program to strengthen relations between the public and private sectors. Only a select few companies are invited to become members of the Council, ensuring your voice will be heard and your impact felt.

CALENDAR YEAR 2022 BENEFITS

Exclusivity
- The ability to work on exclusive thought leadership content and programming with Business Council members and NIGP Governing Board.
- Bi-annual engagement with NIGP Governing Board members
- Exclusivity in company’s principal or key market segment on Business Council
- Visibility above and beyond any other NIGP partnership throughout the calendar year
- 2 complimentary Supplier Essential Core Certificate Registrations
- 2 complimentary Public Procurement Supplier Masters Designation Registrations

Thought Leadership Opportunities
Two (2) senior-level executives serve on the Council and have the following opportunities for live and interactive speaking engagements:
- Presenter at a NIGP Business Council breakout session held at NIGP Forum conference
- The opportunity for your organization to host a Topic-Based Networking breakout session at Forum. This is a 45-60-minute session run live at the 2022 NIGP Forum event in Boston, MA.
- Participation at NIGP’s Spring Virtual Conference - dates and role to be established as content for each event is established.
- Opportunity to speak at multiple NIGP Chapter events throughout the year
- Post-Forum webinar of Business Council’s presentation delivered to the NIP membership

Branding, Marketing, and Promotion
- Year-round corporate logo displayed on nigp.org plus exclusive corporate partner page designed specifically for your organization.
- Corporate and sponsorship recognition on NIP’s Forum website
- Pre- and post-Forum registration attendee list
- Corporate branding with a featured listing in the Forum virtual platform
- Registrations for all NIGP Virtual and NIGP Forum events.
  - In-person events: Two (2) full-conference registrations at Forum plus four (4) exhibit-only registrations at Forum
  - NIGP’s Headliner Series and Spring VCon: Two (2) full conference registrations
- 20% discounts on every webinar NBC member company produces each year ($2,000 savings per webinar)
- 10x20 booth space at NIGP’s Forum

Investment: $28,500
Value: $100,000+

Elevating the profession, accelerating your performance
Events Partner

Leadership Summit - February 2023 | St. Louis, MO  NEW
A three-day mega leadership event bringing together three critically important and distinct audiences together in one setting.
Total expected audience of 400+. All attendee's will gather for plenary and networking sessions then break into their separate groups for learning and breakout sessions.

• 300+ senior-level entity procurement leaders from across North America
• 100+ NIGP Chapter leaders from our network of 72 Chapters
• 40+ emerging leaders attending the Leaders Edge

Multiple sponsorship opportunities are available to network and market your products and services to these important procurement decision makers plus.

• Premier Sponsors
• Educational Track Sponsors
• Social Event sponsors
• Breakfast sponsors
• Tabletop exhibit and networking event

NIGP Forum - August 2023 | Louisville, KY
NIGP Forum, the largest gathering of procurement officials across state and local government. With a reach of close to 2,000 procurement professionals for both the in-person and virtual events, Forum is your opportunity to showcase your organization and network with today's most important government buyers.

NIGP Forum 2023 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 2023 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.

• Thought Leadership opportunities
• Speaking roles
• Case Studies
• Social Event Sponsor
• Educational Track Sponsorships
• Extended Branding Opportunities

Elevating the profession, accelerating your performance
Events Partner continued

Headliner Series
A quarterly real-time, real-world, real-news event series that’s on the pulse of what’s trending in public procurement. Designed as compact sessions, each Headliner topic is delivered live, it’s interactive and impactful. Topics and conversations get right to the heart of the matter and explores the most important topics our community is facing at this moment.

• Participation in each Header could be with corporate branding and executive speaking role.
• Proposed schedule: September 2022, December 2023, March 2023, and June 2023
• Topics: TBD and based on current events

Virtual Conference
NIGP’s virtual conference brings this community together like no other as our virtual platform gathers members from across North America for each important conversation.

• Proposed schedule: May 2023
• Topics: TBD
• Attendance runs from 200-500+

“I learned so much about Emergency Management at the NIGP Forum. I was able to identify potential weak areas that would enable me to bring back ideas to help improve our current processes, as well as areas that confirmed that we were on point with our action plan. The timing was impeccable for these sessions, since I returned home at the end of Forum to deal with a possible Category 5 hurricane hitting my area. We were prepared and fortunately, not impacted.”

Brandy Hazel, CPPB
Procurement Manager
Denton County Transportation Authority, TX

Elevating the profession, accelerating your performance
Communication Partner

Gain brand recognition and credibility for your organization by reaching out to our members with relevant messaging and advertising across our marketing channels.

Executive Briefings: Webinars
Communicate directly with the procurement community. Design the message, determine the hour of content and choose the speakers for your custom webinar.

- Average 200-400 participants per Webinar
- Drive Leads: Access to full attendee list with contact info
- Customized pre-Webinar communications
- Customized post-Webinar survey

Investment: $10,000/Webinar

Digital Advertising: NIGP Procurement Network

NIGP.ORG - NIGP’s official website delivers relevant news, education learning and best practices to the procurement community making trillions of dollars of purchasing each year.

- Reach an average of 35,000 visitors/month
- Highly targeted audience

Nsite - NIGP’s exclusive online community for members. This Members-Only resource features over 60 member-created special interest communities where like-minded members connect, learn and share resources.

Aspire - NIGP’s premier learning platform offering an ever-expanding library of educational opportunities that can be accessed from anywhere, anytime and anyway.

- Reach an average of 5,800 members/year

Digital Advertising: NIGP Chapter Network

For the first time ever, suppliers now have an opportunity to reach out directly to our Chapter network and deliver your message through their NIGP built websites. A pilot program of 14 Chapter websites will be up and functional in 2022 with more Chapter sites coming on each month in 2023.

Year-long advertising campaigns available to the Chapter network. $10,000 for 12-months of digital advertising across all sites on the Chapter Network.

Advertising rates for NIGP website presence is $250 CPM
**Communication Partner continued**

**Content Syndication**
NIGP will post your targeted content on our website and promote in our newsletters so that it can be easily accessed by anyone in the industry.

- Increased brand awareness and perception by procurement audience

**Advertising rates for NIGP website presence is $250 CPM**

**eNewsletters**
NIGP offers various email marketing channels to communicate messages about your brand or to update members on new product offerings.

- Tuesdays - NIGP’s Education eNewsletter with a reach of 34,000 subscribers (1x/week)
- Wednesdays - NIGP’s Nform eNewsletter with a reach of 34,000 subscribers (1x/week)
- Thursday - NIGP’s Events eNewsletter with a reach of 34,000 subscribers (2x/month)
- Thursday - NIGP’s Jobs eNewsletter with a reach of 34,000 subscribers (2x/month)

**Pricing:**
Each newsletter sold on monthly basis and exclusively to one sponsor. Sponsorship includes two sales messages (Top leaderboard and middle 50-word text placed message) and includes every newsletter for that day for the entire month.

**Investment: $3,000 per month**
Example, sponsorship of Wednesday’s newsletters in September gets you all four Wednesdays for that month (4) for $3,000.

**Supplier Certificate Training Program**
Equip your sales team with the skills and knowledge to successfully engage and conduct business with the public procurement community. Take advantage of virtual offerings designed specifically for the supplier community that enable your team to confidently understand and effectively communicate with their procurement counterparts. Gain a better understanding of procurement best practices and restrictions required by legislation, regulation or policy. With 24/7 on-demand access, your sales team can learn anytime and anywhere.

- NIGP Supplier Essentials Core Certificate - Course Length: 7 hours
  **Investment: $385**
- NIGP Public Procurement Supplier Masters Designation - Course Length: 12 hours
  **Investment: $685**
# Digital Spec Sheet | 2023

## Digital Advertising

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## Newsletters

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<td>Middle Text Ad</td>
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## Format

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<tr>
<td>Send materials to</td>
<td>Ronni Levine, Web Content Manager at <a href="mailto:rlevine@nigp.org">rlevine@nigp.org</a></td>
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## Advertising Contact

**Fred Kuhn**  
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