

# It All Starts With Procurement

**2024**

**Corporate Strategic  
Partnership Program**

[nigp.org](https://nigp.org)



**NIGP is vital to increasing your business  
to government and education across North America.**

Every year, state and local procurement spends over **\$5+ trillion on goods and services**. NIGP is your gateway to connecting with the procurement professionals entrusted to effectively spend those dollars to maximize the benefit to the public entities they serve.

If you're not speaking with procurement, it becomes harder for your team to make the sale.

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*Procurement is my first call because the reality is that in governmental organizations, the functional leader I'm interested in pitching my business to must get authorization from Procurement using contracted suppliers. **If you begin with Procurement, you ensure transparency and compliance and a more efficient process that yields the best results for everyone.***

**Dave Wetzel**

National Director, Government & Education  
Cannon Solutions America

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# WHO WE ARE

**NIGP is Procurement—the largest professional association exclusively devoted to public procurement.**

We continue to be the voice of state and local government and education procurement professionals across the U.S. and Canada for nearly 80 years.

Our mission remains the same after all these years: 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 for the profession.

## NIGP BY THE NUMBERS

**Public procurement is big business.**

**17,300+**

Individual Members

**2,600+**

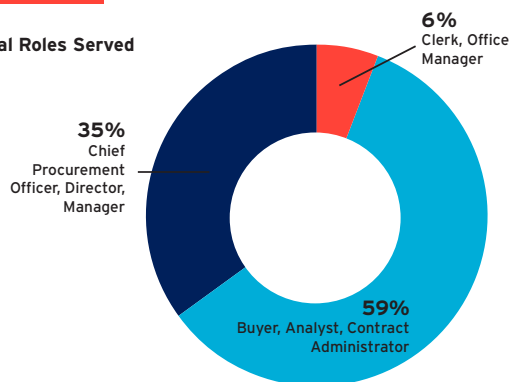
State & Local Agencies

**72**

Chapters in U.S. & Canada

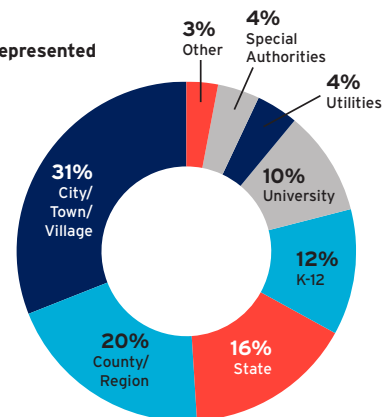
### 17,300+ INDIVIDUAL MEMBERS

Typical Roles Served



### 2,600+ STATE & LOCAL AGENCIES

Types of Agencies Represented



# 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**



## SUPPLIERS MAKE A DIFFERENCE

Our supplier community plays a critical role in delivering value to public procurement that goes directly to the taxpayer. Working with NIGP, together we can transform the relationship between suppliers and procurement professionals—moving away from focusing on transactions creating strong strategic partnerships and forging longstanding relationships based on mutual trust and understanding.

NIGP offers companies like yours three distinct ways to engage with this important audience by becoming a Communications Partner, Events Partner, or a member of the Corporate Business Council.

## COMMUNICATION PARTNER

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

### Executive Briefings: Webinars

Communicate directly with the procurement community by designing the hour-long discussion, determining the educational content to deliver, and choosing the speakers for your customized webinar.

- Average Attendance: 200-400 participants per webinar
- Lead Generation: Access to full attendee list provided with contact info for easy follow up.
- 60-minutes of content followed by up to 30-minutes of Q&A
- NIGP moderates, hosts, manages, markets and recruits the attendees. Your role is to design the content.
- Customized pre-Webinar communications and post-webinar survey

#### INVESTMENT:

**\$10,000/Webinar**

*Recent successful webinars include:*

- *In a Perfect RFP World: How to Turn Out Detailed Comprehensive Solicitations in Record Time*
- *5 Tips to Future-Proof your Procurements in 2024 and Beyond*
- *Compensation and Personnel Trends in Public Procurement*
- *Using a Functionality Matrix for Technology Procurements*

### eNewsletters

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

- Tuesdays - NIGP's Learning eNewsletter with a reach of 34,000 subscribers (1x/week)
- Wednesdays - NIGP's Community News with a reach of 34,000 subscribers (1x/week)

Each newsletter is 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.

Example, sponsorship of Wednesday's newsletters in September gets you all four Wednesdays for that month (4) for \$3,000.

#### INVESTMENT:

**\$3,000 per month**

# DIGITAL ADVERTISING OPPORTUNITIES

## NIGP.org

The official website for NIGP delivering relevant news and education to the entire public procurement profession.

### REACH:

average of 35,000 visitors/month

## Nsite

Our exclusive member-only online resource featuring over 60 member-created special interest communities where like-minded members connect, learn and share resources.

## Aspire

Our premier learning platform offering an ever-expanding library of educational opportunities that can be accessed from anywhere, anytime.

### INVESTMENT:

\$150 per thousand

NIGP.org, Nsite and Aspire sold on CPM basis

## NIGP Chapter Network

Advertise once, reach more than 30 Chapter websites. For the first time ever, suppliers have an opportunity to reach out directly to our network of NIGP chapters to deliver your message through our newly built websites. We currently have over 30-chapter websites launched, with more being added in the next months to come. Your message to run on all chapter sites currently using the NIGP website platform and be there for the year.

### INVESTMENT:

\$10,000 for 12-months

of digital advertising across all sites on the current (30+)

## Content Syndication

NIGP will post your targeted content on our website and promote via our newsletters to be easily accessed by anyone in the industry. Increased brand awareness and perception by procurement audience

### INVESTMENT:

\$3,500 per month

All leads sent directly to you



# EVENTS PARTNER

## Leadership Summit

February 2024 | Houston, TX

NIGP  
**LEADERSHIP  
SUMMIT**2024

**A three-day mega leadership event bringing together three critically important and distinct audiences together in one setting.**

All attendees will gather for plenary and networking sessions, followed by separate break-out sessions within cohorts.

- **150+** senior-level entity procurement leaders from across North America
- **100+** NIGP Chapter leaders from our network of 70+ Chapters
- **40+** emerging leaders attending our Leaders Edge program

Multiple sponsorship opportunities are available to network and market your products and services to these important procurement decision makers, including:

- Executive Level
- Directors Level
- Foundational Level
- Pre-event Webinar





# EVENTS PARTNER

## NIGP Forum

August 2024 | Charlotte, NC

NIGP  
**FORUM**  
**2024**

**NIGP Forum is the largest gathering of public procurement professionals in North America.**

Forum attracts more than 2,500 attendees, featuring an in-person (1,300+ attendees) and a virtual experience (1,200+ attendees) and provides you with a scalable opportunity to showcase your products, and services.

Opportunities to Stand Out and Make an Impact at NIGP Forum 2024:

- Presentation Opportunities
- Industry Case Studies
- Educational Track Sponsorships
- Social Event Sponsorship
- Branding Opportunities
- Exhibit booth and demo presentations from the show floor



# EVENTS PARTNER

## NIGP HEADLINER SERIES

### Headliner Series

Live and interactive real-time series focused on topics that are of critical importance to our practitioners. Designed as compact and timely virtual sessions, each Headliner focuses on conversations that get right to the heart of the matter.

Sponsorship opportunities include corporate branding to topic-based executive speaking roles. Headliners are offered quarterly throughout the year.

**Topics:** TBD and based on pressing topics in procurement

## NIGP VCON

### Virtual Conference

Geared towards members newly entering the profession and provides learning on a variety of topics chosen specifically to address the challenges this audience faces. VCON is a cost-effective way for members to learn, share, and connect.

**Proposed schedule:** May/June 2024

**Topics:** TBD

**Typical Attendance:** 200-500+



# NIGP BUSINESS COUNCIL MEMBER

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

## 2024 LIST OF BENEFITS

### Exclusivity

- Bi-annual engagement with NIGP Governing Board members
- Exclusivity in company's principal or key market segment on Business Council with two (2) senior-level executives to serve on the Council.
- Visibility above and beyond any other NIGP partnership throughout the calendar year

### Thought Leadership

#### At Forum

- Presenter at a NIGP Business Council breakout session held at NIGP Forum conference.
- The opportunity for your organization to host a dedicated breakout session of your own at Forum. This is a 60-minute session run live at the 2024 NIGP Forum event in Charlotte, NC.
- 10x20 booth space at NIGP's Forum
- Pre-and post-Forum registration attendee list

#### At the Leadership Summit

- Tabletop display and networking with 400+ leaders
- Pre-and-post Leadership Summit attendee list

### Chapter Network

- Opportunity to speak at multiple NIGP Chapter events throughout the year.

### Content

- The ability to work on exclusive thought leadership content and programming with Business Council members and NIGP Governing Board.

### Training

- Sales Training: Two (2) complimentary Supplier Essential Core Certificate and Public Procurement Supplier master's Designation Registrations.

### Brand Building

- Year-round corporate logo displayed on nigp.org plus exclusive corporate partner page designed specifically for your organization.
- Corporate partnership recognition on NIGP's Forum and Leadership Summit websites.

### INVESTMENT:

**\$30,000**

### VALUE:

**\$150,000 +**





# SUPPLIER TRAINING

The goal of NIGP is to foster stronger relationships between suppliers and our members—relationships built on mutual understanding, trust and respect for the unique challenges each side must contend with.

To help achieve this, NIGP has designed two supplier-focused educational offerings.

## THE SUPPLIER ESSENTIALS CORE CERTIFICATE



Provides the essential knowledge needed to build a strong and effective partnership with your public procurement counterparts. This 7-hour completely on-demand offering provides maximum flexibility.

The overall program is broken down into snack-sized learning modules you can fit into the busiest of schedules.

**7 HOURS | PRICE:**  
**\$385**

## THE PUBLIC PROCUREMENT SUPPLIER MASTERS DESIGNATION



Designed for individuals who have some experience in working with the public procurement sector but who want to deepen their knowledge and gain broader mastery. This 12-hour on-demand offering consists of 16

short learning modules and can be completed at your own pace with 24/7 access from anywhere.

**12 HOURS | PRICE:**  
**\$685**

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*Graybar...strongly believes having an educated Government sales force is key to our company's success in this market.*

**Robert Rhoads**

Strategic Contract Manager  
Graybar

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# Digital Spec Sheet | 2024

## Digital Advertising

<b>NIGP.ORG</b>	300 x 250 336 x 280 1120 x 380
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<b>NSite</b>	728 x 90 200 x 200 1100 x 400 962 x 125 640 x 360
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<b>Aspire</b>	640 x 360
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<b>Chapter Network</b>	300 x 250
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## Newsletters

<b>Top Banner</b>	648 x 90
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<b>Middle Text Ad</b>	50 words of descriptive text
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## Format

<b>Preferred file format</b>	PNG
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<b>Send materials to</b>	Ronni Levine, Web Content Manager at rlevine@nigp.org
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### ADVERTISING CONTACT

**Fred Kuhn**

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