NIGP The Institute for Public Procurement

# NIGP MEDIA KIT

## 2026

*We Are Procurement*

nigp.org

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# WHY PARTNER WITH **NIGP**?

*NIGP connects you directly to a powerful network of over 19,000+ public procurement professionals, over 2,400 agencies, and 65 regional chapters across North America. By working with us, you gain exclusive access to those directly responsible for trillions in public procurement spend each year.*

As a sponsor, you're not just promoting your brand—you're demonstrating your thought leadership and a commitment to advancing ethical, efficient, and innovative public procurement. Our events and programs, from NIGP Forum and Leadership Summit to specialized webinars, and digital communications channels, provide high-visibility opportunities to showcase your expertise, build strategic relationships, and create long-term partnerships with public sector officials.

## Three key benefits of NIGP partnerships

1. **Targeted Access to Network of Procurement Decision-Makers**
2. **Premium Brand Visibility & Recognition**
3. **Thought Leadership & Relationship Building**

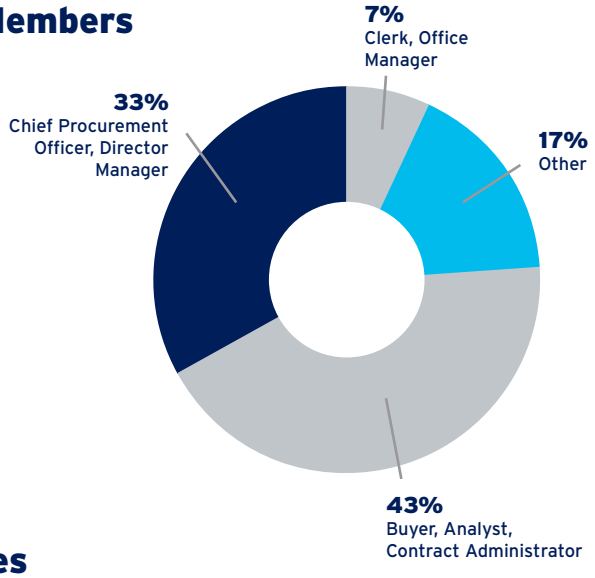
*Procurement is my first call because the reality is that in governmental organizations, the functional leader I'm interested in pitching my business to must get authorization from Procurement using contracted suppliers.* ***If you begin with Procurement, you ensure transparency and compliance and a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

**Dave Wetzel**
National Director, Government & Education
Cannon Solutions America

# NIGP MEMBERSHIP

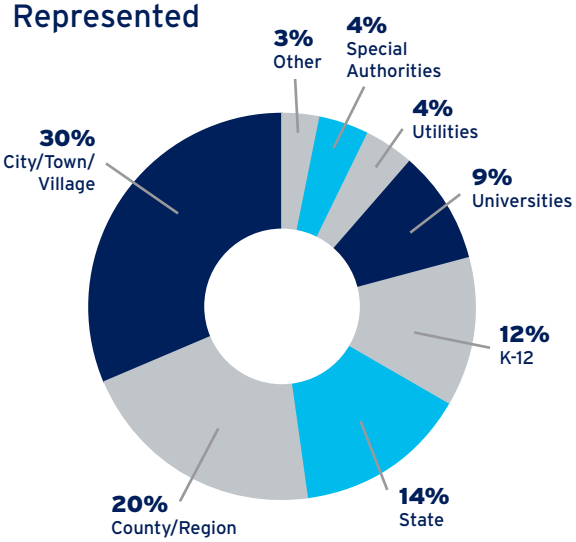
## 19,000+
**Individual Members**

Typical Roles Served

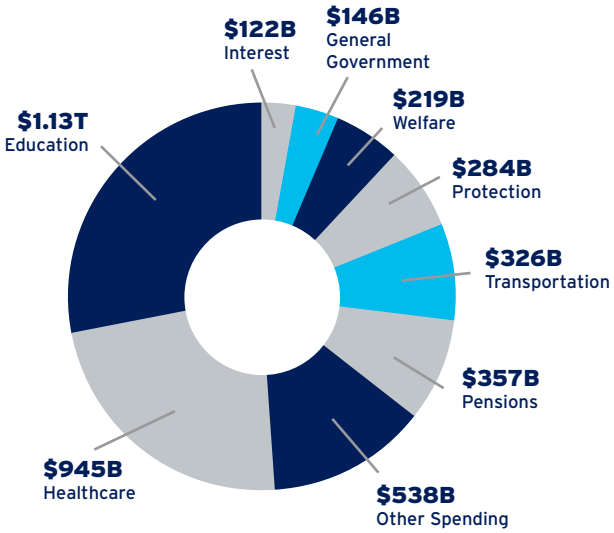



## 2,400+
**State & Local Agencies**

Types of Agencies Represented




## $4.07 Trillion
**Total U.S. State & Local Gov Spend**



# MEET OUR **MEMBERS**

## ZULAY V. MILLAN

Deputy Chief Procurement Official

**Experience:**
20+ years
**Education & Credentials:**
NIGP-CPP, CPPO, CPPB, FCCM, BS

**PROFILE:**
Zulay leads a team of 40+ procurement professionals for one of Florida's largest counties, overseeing contracts that touch every corner of the community—from health and family services to fire and rescue, utilities, infrastructure, corrections, and one of the nation's largest convention centers. Her work fuels an economy shaped by millions of visitors and major development projects each year. With a people-first approach to public procurement, Zulay is an advocate for design thinking with a proven record of simplifying complex challenges, empowering teams, and delivering lasting impact at the intersection of policy, process, and purpose.

**Spending Budget:**
**$1.1 Billion**

## GEORGE BARBER

Chief Procurement Officer

**Experience:**
12+ years
**Education & Credentials:**
NIGP-CPP, CPPO, CPPB, PhD, MPA

**PROFILE:**
George serves as the Chief Procurement Officer for the City of Palm Bay, overseeing a multimillion-dollar procurement portfolio that supports every department in the City. He is known for driving procurement modernization and implementing e-procurement technology that enhances efficiency, transparency, and accountability. As a leader, George is passionate about cultivating talent and developing the next generation of public procurement professionals. His doctoral research on leadership development informs his day-to-day practice, where he emphasizes mentorship, collaboration, and strategic problem-solving.

**Spending Budget:**
**$150 Million**

## ERIN D'VINCENT

Procurement Manager

**Experience:**
15+ years
**Education & Credentials:**
NIGP-CPP, CPPO, CPPB, BA

**PROFILE:**
Erin leads a team of 10 Procurement Specialists and 1 Procurement Supervisor, overseeing all aspects of procurement—including solicitations, contracting, and contract administration—for Public Safety, Public Health, Waste, and General Services at her agency. Together, her team manages more than 400 contracts valued at $1.1 billion across these critical service areas. A firm believer in continuous improvement—for herself, her team, and the organizations she serves—Erin credits NIGP as a cornerstone of her professional growth. Through programs like Leaders Edge, earning the NIGP-CPP certification, presenting at NIGP Forum, and now serving in a volunteer leadership role on the NIGP Talent Council, Erin has consistently stretched beyond her comfort zone.

**Spending Budget:**
**$2.3 billion**

## JIANCHONG LUO

Purchasing Manager

**Experience:**
10+ years
**Education & Credentials:**
NIGP-CPP, CPPO, CPPB, MPA

**PROFILE:**
Jianchong serves as a Purchasing Manager for Henrico Purchasing, leading the construction team and overseeing procurement for construction projects and related architectural and engineering services. Reporting directly to the Purchasing Director, Jianchong ensures that complex projects are managed with efficiency and accountability. Beyond his role with Henrico, Jianchong is actively engaged in the profession as a Member Council representative for NIGP and as Co-Chair of the Professional Development Committee for VAGP, where he helps shape learning opportunities and advance the field of public procurement.

**Spending Budget:**
**$538 Million**

# **EVENT** PARTNERSHIP OPPORTUNITIES

*NIGP hosts several high-profile engaging events and conferences that bring together a diverse network of public procurement professionals, sponsors, suppliers, and exhibitors. These gatherings foster collaboration, innovation, and knowledge-sharing, ensuring stakeholders stay connected and informed in a rapidly evolving industry.*

## **NIGP Forum**

**August 23 - 26, 2026 | Columbus, OH**

NIGP FORUM 2026

NIGP Forum is North America's largest and longest-running public procurement conference, offering unexpected connections, inspiring keynotes, and top-tier education sessions. It brings together procurement professionals and exhibitors to explore industry trends, celebrate thought leaders, and build meaningful relationships.

| | | |
|---|---|---|
| **5 Days of Educational Content** | **3000+ Attendees**<br>1,600 In Person<br>1,400 Virtual | **240 Exhibitors** |

**If you want to sell to public procurement, this is the must-attend event every summer!**

# NIGP Leadership Summit

**February 19 - 21, 2026 | Tucson, AZ**

**IMPACT | EDGE | ACADEMY**

The NIGP Leadership Summit is designed to fuel leadership excellence at every level, bringing together emerging, experienced, and NIGP chapter leaders for a dynamic exchange of knowledge and best practices. Specifically designed to be a smaller, more intimate experience, NIGP's Leadership Summit is THE event where the most serious government and education procurement officials gather to learn, explore and lead the future.

**Anticipated attendance:**
Government and Education Procurement officials: 325
Supplier participation: Limited to 25 organizations

For emerging leaders, the Edge program offers a transformative learning experience to elevate your leadership skills and potential.

For mid to senior-level procurement leaders, the Impact program dives into the most sought-after topics, enhancing the skills you need to excel in your role.

For NIGP Chapter Leaders, the Academy program focuses on strengthening chapter operations, increasing member engagement, and elevating member services.

# NIGP VCON

## TECHNOLOGY AND INNOVATION

NIGP VCON Technology & Innovation

NIGP VCON is an annual all-virtual conference dedicated to technology and innovation in public procurement. From AI Procurement to Cyber Security, Data Analytics, and ERP Solutions, VCON is designed to address emerging trends, cutting-edge tools, digital transformation, and innovative strategies shaping the profession. With multiple learning tracks delivered over several days, VCON delivers the most relevant and forward-thinking technology content to help procurement professionals stay ahead in an evolving landscape.

### VCON 2025 Content

- Cybersecurity
- Data Analytics
- eProcurement Tools & Future Innovation
- Enterprise Resource Management (ERM)
- Responsible Procurement of AI
- Technology Leadership
- Technology & Legal Considerations
- Technology SOW Specifications
- Utilizing AI

# COMMUNICATIONS & DIGITAL ADVERTISING **PARTNER**

*Enhance your brand visibility through targeted communications channels, including designing and presenting your own webinar or placing branded advertising across the NIGP digital ecosystem.*

## 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 15 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:
**$12,000 per Webinar**

## 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.

INVESTMENT:
**$4,500 per Month**

## NIGP.ORG

Advertise where procurement leaders turn first. The official NIGP website is the trusted hub for the entire public procurement profession—delivering timely news, essential education, and resources that professionals rely on every day. By placing your brand alongside this highly valued content, you'll gain direct visibility with thousands of procurement decision-makers who influence trillions in government spend. Sponsorship here isn't just advertising—it's an opportunity to align your organization with the leading voice of public procurement and connect with the professionals shaping the future of our field.

REACH:

**34,000 Visitors per Month**

## NSITE

Our exclusive member-only online resource featuring over 100+ member-created special interest communities where like-minded members connect, learn and share resources.

INVESTMENT:

**$100 Cost per Thousand**

NIGP.org, Nsite and Aspire sold on CPM basis

## NIGP CHAPTER NETWORK

Advertise once and reach more than 50 chapter websites. Suppliers can connect directly with the NIGP chapter network to deliver messages on chapter sites directly. With over 50 chapters already launched—and more on the way—your message will appear across all participating chapter websites on the NIGP platform for a full year.

INVESTMENT:

**$10,000 for 12-Months**

of digital advertising across all sites on the current (50+)

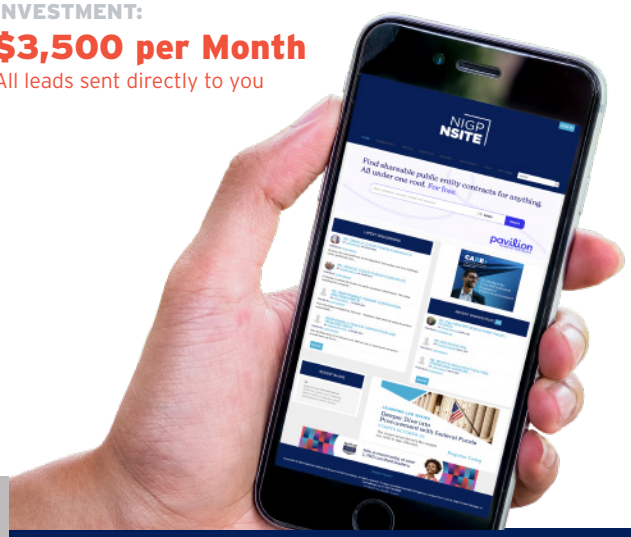
## CONTENT SYNDICATION

Turn insights into impact. Through the NIGP Content Syndication program, your position paper, eBook, or thought leadership piece gets in front of key procurement decision-makers—helping you build brand awareness and generate direct downloads.

INVESTMENT:

**$3,500 per Month**

All leads sent directly to you



# NIGP BUSINESS COUNCIL

*Our exclusive thought leadership and engagement program designed to strengthen relationships between the public and private sectors. Participation is by invitation only and limited to a select group of 12 non-competing companies—ensuring a high-value, collaborative environment where your voice can truly shape the future of public procurement.*

## Key Benefits of Partnership

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

# PROCUREMENT TRAINING FOR **SUPPLIERS**

*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**

### Courses Offered

- Mission & Public Benefit (45 min)
- Ethics, Integrity & Transparency (30 min)
- Enabling Regulations & Compliance (45 min)
- Legislation & Legal Environment (60 min)
- Sourcing & Contracting Methods (60 min)
- Specification Development (45 min)
- Evaluation Methods (60 min)
- Negotiations (45 min)
- Protest & Appeals (30 min)
- Social Responsibility Alignment (30 min)
- Requirements Planning & Understanding (45 min)
- Cost, Price & Value Analysis (75 min)
- Standardization (30 min)
- International Procurement (30 min)
- Contracting (30 min)
- Debriefing (30 min)

# RESEARCH **PARTNER**

*Introducing CARE, the Center for the Advancement of Research and Learning—a groundbreaking initiative dedicated to advancing public procurement through research, collaboration, and thought leadership.*

**CARE**

Center for the Advancement of Research and Excellence

**POWERED BY NIGP**

As a dynamic insight hub, CARE will unite procurement practitioners, academic researchers, and the business community to explore the evolving landscape of public procurement. By centralizing research efforts and funding opportunities, CARE ensures a structured and impactful approach to supporting innovative studies that benefit the public procurement profession.

*"Our mission with CARE is clear—we are committed to delivering actionable insights that inform practice and shape the future of public procurement. CARE represents a strategic investment in the talent pipeline and the long-term vitality of our profession."*

**Todd Slater, PhD**
NIGP Chief Content Officer

# DIGITAL SPEC SHEET **2025**

## Digital Advertising

| | |
|---|---|
| **NIGP.ORG** | 300 x 250<br>336 x 280<br>1120 x 380 |
| **NSite** | 728 x 90<br>200 x 200<br>1100 x 400<br>962 x 125<br>640 x 360 |
| **Chapter Network** | 300 x 250 |

## Newsletters

| | |
|---|---|
| **Top Banner** | 648 x 90 |
| **Middle Text Ad** | 50 words of descriptive text |

## Format

| | |
|---|---|
| **Preferred file format** | PNG |
| **Send materials to** | Ronni Levine, Web Content Manager at **rlevine@nigp.org** |

NIGP
The Institute for Public Procurement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