

# Transforming Local Government Conference

*Bally's Casino & Resort, Las Vegas, Nevada*

*2010 Invitation to Exhibitors*



*June 2-4, 2010*

*Hosted by Southern Nevada Cities and Counties*



## **The Alliance for Innovation**

The Alliance for Innovation (Alliance) is a network of local government professionals seeking innovation and governmental excellence. Created from a partnership between International City/County Management Association (ICMA), Arizona State University (ASU) School of Public Affairs, and The Innovation Groups (IG), the Alliance is the largest innovation based network serving local governments. The unique partnership was created from a shared mission to transform local government and advance community excellence through the discovery and application of leading ideas and practices. The strengths that ICMA and ASU bring combined with the Alliance's structure creates a special collaborative forum for learning, measured risk taking, exploration and discovery, and sharing of knowledge and experience.

Membership consists of nearly 350 organizations across the US and Canada that are dedicated to making an impact on the communities they serve. Dr. James Svara, Director of the Center on Urban Innovation at Arizona State University completed an analysis of the entire membership and concluded that "80% of Alliance members are above the average city in their adoption of innovative practices."

## **Transforming Local Government Conference (TLG)**

TLG attracts participation from local governments that are deliberately seeking new and innovative ways to connect people, information and ideas that support their efforts to be the best communities to live, grow, work, play and prosper. TLG is recognized for its dynamic content that encourages freethinking and fosters unprecedented ideas, all within a relaxed and professional networking and learning environment.

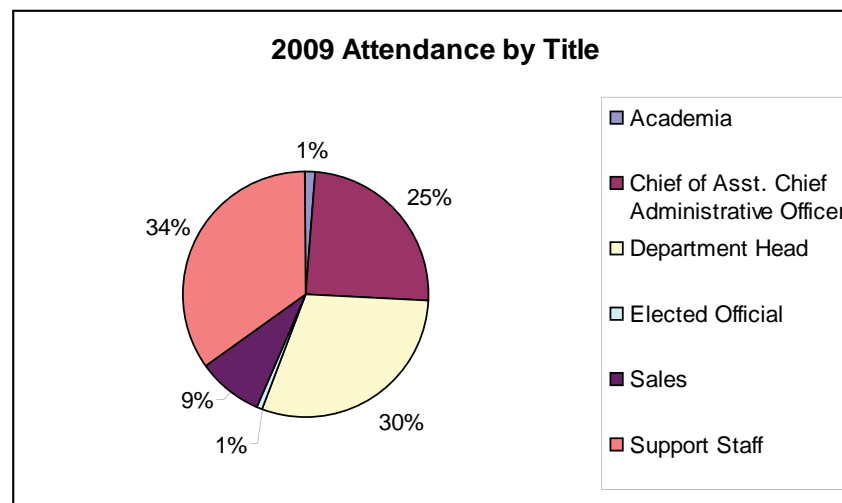
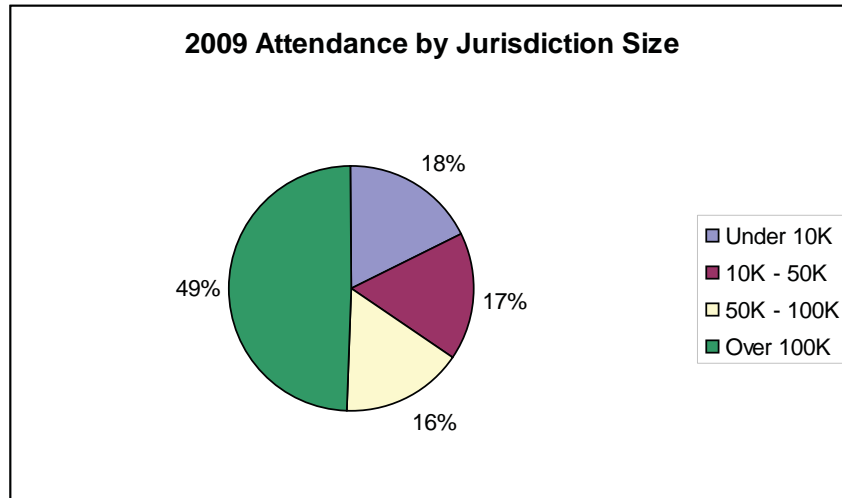
The conference is specifically designed to promote team building and to provide opportunities for sharing ideas. There are a combination of formal and informal activities that facilitate networking and exchanges among attendees. The scale of the conference allows local government professionals to participate in highly interactive conversations, to network directly with the presenters and to establish new and long lasting peer-to-peer contacts.

***For further information, to receive a booth or sponsor reservation form, please contact Brandi Allen, Conferences and Education Director at 602-496-1097 or [ballen@transformgov.org](mailto:ballen@transformgov.org)***



### Who Will Attend

TLG typically attracts 500 to 600 local government professionals from every department and every level, as well as elected officials, university faculty, graduate students, Alliance Partners and private industry from across the US and Canada. These decision makers from small to large jurisdictions travel annually to be among their peers in attendance.



### Why you should exhibit at TLG

By design, TLG is a high interaction conference. The conference schedule was re-designed this year to include more uncompleted face-to-face interaction between exhibitors and attendees. And because TLG runs under 1000 attendees, exhibitors have the ability to meet directly with a greater number of qualified leads!

#### Create Win-win Partnerships

Cities and counties are searching for businesses to create 'win-win' partnerships. As a TLG exhibitor, you will have the opportunity to spotlight your products or services to the most progressive governments in the country.

**The fee for Corporate Exhibitors is \$1500 and includes the following:**

- One 10' x 10' exhibit space set with 8' high back drape, 4' high side dividers, and standard two-line 7" x 44" sign indicating company name and booth number
- Booth furnished with 6' table, 2 chairs, and waste basket
- One Exhibitor Name Badge (gains access to all conference day activities including lunch on Wednesday and Thursday, preconference and evening activity participation requires an additional fee)
- One Conference Resource CD containing all Case Studies presented at conference
- The Final Attendee List
- The option to purchase unlimited "Exhibit Booth Personnel Only" name badges
- The option to purchase ad space in the conference program

**Conference Sponsorship** is available for those companies wanting to maximize their exposure to key decision makers on the local government level.

**Gold Sponsors** will be named an official sponsor of the name badges (lanyard with company info) or refreshment break (3 available). The fee is \$3,000 and entitles the sponsor, in addition to the above mentioned booth entitlements, to:

- Ad space on conference web site
- ¼ page, full color ad in the conference program
- Additional Gold Sponsor Recognition in conference program

**Platinum Sponsors** will be named an official sponsor of the attendee bag, or Regional Receptions (4 available). The fee is \$5,000 and entitles the sponsor, in addition to the above mentioned booth entitlements, to:

- Ad space on the conference web site
- One additional Exhibitor Name Badge (two total)
- ½ page, full color ad in the conference program
- Additional Platinum Sponsor Recognition at sponsored event, and in conference program

**Diamond Sponsors** will be named an official sponsor of a key note speaker (3 available) or Wednesday Exhibit Hall Welcome Reception. The fee is \$10,000 and entitles the sponsor, in addition to the above mentioned booth entitlements, to:

- Ad space on the conference web site
- Three additional Exhibitor Name Badge (four total)
- Full page, full color ad in the conference program
- Additional Diamond Sponsor Recognition at sponsored event, and in conference program
- Option to give brief welcome to attendees and give a company highlight at sponsored event

**Premier Sponsors** will be named an official sponsor of the Alliance Awards Luncheon. The fee is \$20,000 and entitles the sponsor, in addition to the above mentioned booth entitlements, to:

- Ad space on conference web site
- Three additional Exhibitor Name Badge (four total)
- Full page, full color ad in the conference program
- Additional Diamond Sponsor Recognition at sponsored event, and in conference program
- Option to give brief welcome to attendees and give a company highlight at sponsored event
- Conference Solution Session Speaker Slot (one hour session)

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