



# National Education Conference: Sponsorship Opportunities

# 2025

[www.sgmp.org](http://www.sgmp.org)

Sign up today to reserve your spot at the Annual SGMP National Education Conference (NEC) that will be held May 6-8, 2025 in St. Louis, Missouri. Your support provides access and engagement with government and contract meeting planners, suppliers and event professionals from all over the United States.

Don't delay! This is the only conference that reaches this very exclusive market.

## Contact us today!

Christopher McLaughlin, CGMP  
NEC Sponsorship Chair, SGMP  
National Board  
[c.mclaughlin@sonesta.com](mailto:c.mclaughlin@sonesta.com)

Mark Richardson, CGMP  
NEC Sponsorship Co-Chair  
National Board  
[msrichardson@cdoubletree.com](mailto:msrichardson@cdoubletree.com)

# MAY 6-8

St. Louis, MO





# PLATINUM SPONSORS **\$10,000**

## Opening keynote speaker

**Wednesday, May 7, 2025**

- 1 conference registration included.
- Up to 5 minutes of podium time during the Opening Keynote General Session.
- Complete contact list of all SGMP NEC attendees.
- 1/2-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table in a premier location.
- Guaranteed first right of refusal on your sponsorship.
- Dedicated table at all general sessions (up to 6 people).

## Wednesday Luncheon Sponsor

- 1 conference registration included.
- Up to 5 minutes of podium time during the General Session Wednesday luncheon.
- Complete contact list of all SGMP NEC attendees.
- 1/2-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table in a premier location.
- Guaranteed first right of refusal on your sponsorship.
- Dedicated table at all general sessions (up to 6 people).

## Premier Branding Sponsor

***may include conference lanyards, nametags, water bottles, etc.***

- 1 conference registration included.
- Up to 5 minutes of podium time during a General Session.
- Company logo on branded conference materials - materials may vary
- Complete contact list of all SGMP NEC attendees.
- 1/2-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table in a premier location.
- Guaranteed first right of refusal on your sponsorship.
- Dedicated table at all general sessions (up to 6 people).





# GOLD SPONSORS

**\$8,000**

## Transportation Sponsor

***support attendees traveling to Wednesday's learning labs***

1 conference registration included.

Up to 4 minutes of podium time in a general session.

Complete contact list of all SGMP NEC attendees.

1/4-page color ad in Government Connections magazine.

Company logo on signage, conference emails, and materials and promoted on social media.

Company logo on SGMP website.

Exhibitor table.

Guaranteed first right of refusal on your sponsorship.

## Conference Photographer / LinkedIn Photo Station

1 complimentary conference registration

Up to 4 minutes of podium time in a general session.

1 fully white-labeled headshot booth.

Complete contact list of all SGMP NEC attendees.

1/4-page color ad in Government Connections magazine.

Company logo on signage, conference emails, and materials and promoted on social media.

Company logo and link on SGMP website and slider on NEC website.

Exhibitor table.

Guaranteed first right of refusal on your sponsorship.

## Conference Mobile App

***also available as an in-kind sponsorship***

1 complimentary conference registration.

Up to 4 minutes of podium time during a general session.

Complete contact list of all SGMP NEC attendees.

1/4-page color ad in Government Connections magazine.

Company logo on signage, conference emails, and materials and promoted on social media.

Company logo on SGMP website.

Exhibitor table.

Guaranteed first right of refusal on your sponsorship.





# GOLD SPONSORS

**\$8,000**

## **Thursday Luncheon Sponsor**

- 1 conference registration included.
- Up to 4 minutes of podium time during the Thursday Lunch.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table..
- Guaranteed first right of refusal on your sponsorship.

## **Closing Keynote Speaker**

- 1 conference registration included.
- Up to 4 minutes of podium time during the Closing Keynote General Session.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.
- Guaranteed first right of refusal on your sponsorship.

## **Morning Coffee Station**

### ***Wednesday & Thursday mornings***

- 1 conference registration included.
- Up to 4 minutes of podium time during a general session.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.
- Guaranteed first right of refusal on your sponsorship.





# SILVER SPONSORS

**\$5,000**

## Morning Wake-Up Activities

### *Wednesday & Thursday mornings*

- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connection magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.

## Fundraising Sponsor

- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connection magazine.
- Company logo on fundraising materials and media.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.

## Joint Leadership Meeting Luncheon

### *Tuesday, May 6, 2025*

- Up to 7 minutes of podium time during the JLM.
- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.

## Room Key Cards

- Complete contact list of all SGMP NEC attendees.
- 1/4-page color ad in Government Connections magazine.
- Company logo on hotel room key cards.
- Company logo on signage, conference emails, and materials and promoted on social media.
- Company logo on SGMP website.
- Exhibitor table.





# SILVER SPONSORS

**\$5,000**

## **Conference Charity Sponsorship**

Complete contact list of all SGMP NEC attendees.  
Introduction of the NEC Charity in general session.  
1/4-page color ad in Government Connections magazine.  
Company logo on signage, conference emails, and materials and promoted on social media.  
Company logo on SGMP website.  
Exhibitor table.

## **NEC Advertising / Marketing Sponsorship**

Complete contact list of all SGMP NEC attendees.  
1/4-page color ad in Government Connections magazine.  
Company logo on signage, conference emails, and materials and promoted on social media.  
Company logo on SGMP website.  
Exhibitor table.

## **Conference Registration Ambassador**

Opportunity for two representatives to meet and greet all conference attendees at registration desk.  
Conference registration is not included.  
Complete contact list of all SGMP NEC attendees.  
1/4-page color ad in Government Connections magazine.  
Company logo on signage, conference emails, and materials and promoted on social media.  
Company logo on SGMP website.  
Exhibitor table.

## **Afternoon Refreshment Breaks (2 available)**

### ***Tuesday (JLM) and Wednesday***

Complete contact list of all SGMP NEC attendees.  
Company signage, banners and sales collateral displayed at both breaks.  
1/4-page color ad in Government Connections magazine.  
Company logo on signage, conference emails, and materials and promoted on social media.  
Company logo on SGMP website.  
Exhibitor table.





# SILVER SPONSORS

## **EXHIBITOR TABLE - \$1,200**

### **Table-Top Exhibitor (purchased through the conference registration)**

Exhibitor table.

Extended networking and exhibitor break both days of the conference.

Company logo on signage, conference emails, and materials and promoted on social media.

Company logo on SGMP website.

Sponsor ribbons as needed.

## **SPONSORSHIP ADD-ON - \$1,000**

Send a commercial to our attendees in advance of the conference! Sponsors may add up to a 3-minute commercial, delivered by email to our members, and highlighted on social media prior to the conference.

## **CRYSTAL SPONSOR - \$500**

Company logo on signage, conference emails, materials and promoted on social media.

Company logo on SGMP website.

Sponsor ribbons as needed.

## **OTHER SPONSORSHIP OPPORTUNITIES**

Contact us for additional sponsorship opportunities. Price varies based on engagement and availability.





# AT A GLANCE

	Conference Registration	Podium Time	Attendee Contact List	Ad in GC Magazine	Logo on Event Media & Site	Exhibit Table	General Session Table	Sponsor Ribbons	Photo Booth	Logo on Conference Materials	Logo on Key Cards	Pre-Con Commercial
Opening Keynote	1	5 mins	☑	1/2 p	☑	☑	☑	☑				
Wednesday Luncheon	1	5 mins	☑	1/2 p	☑	☑	☑	☑				
Premier Branding	1	5 mins	☑	1/2 p	☑	☑	☑	☑		☑		
Transportation	1	4 mins	☑	1/4 p	☑	☑		☑				
Conference Photographer	1	4 mins	☑	1/4 p	☑	☑		☑	☑			
Conference Mobile App	1	4 mins	☑	1/4 p	☑	☑		☑				
Thursday Luncheon	1	4 mins	☑	1/4 p	☑	☑		☑				
Closing Keynote	1	4 mins	☑	1/4 p								
Morning Coffee Station	1	4 mins	☑	1/4 p	☑	☑		☑				
Morning Wake Up			☑	1/4 p	☑	☑		☑				
Fundraising			☑	1/4 p	☑	☑		☑				
JLM Luncheon		7 mins	☑	1/4 p	☑	☑		☑				
Room Key Cards			☑	1/4 p	☑	☑		☑			☑	
Charity		Intro	☑	1/4 p	☑	☑		☑				
Marketing			☑	1/4 p	☑	☑		☑				
Registration Ambassador	*		☑	1/4 p	☑	☑		☑				
Afternoon Breaks			☑	1/4 p	☑	☑		☑				
Exhibitor						☑						
Conference Add-On												☑





# HOW TO BOOK YOUR SPONSORSHIP

Please understand many of the sponsorships listed are subject to availability as the sponsors from last year's NEC reserve the right of first refusal in continuing the sponsorship for the 2025 events.

## STEP 1

Contact our SGMP National Education Conference Sponsorship Chair, Chris McLaughlin, or Sponsorship Co-Chair Mark Richardson to discuss sponsorship opportunities. Chris and Mark will hold sponsorships for those who express firm interest.

## STEP 2

**Beginning** in November 2024, our headquarters staff will reach out to you to book your sponsorship and process payment. Payment may be made by check or credit card.

## STEP 3

The SGMP headquarters staff will reach out to you between November 2024 and May 2025 to ensure fulfillment of all your sponsorship benefits. We will provide you with registration instructions, room reservation instructions, travel and shipping information, and important onsite information.

## QUESTIONS?

Reach out to Chris McLaughlin at [c.mclaughlin@sonesta.com](mailto:c.mclaughlin@sonesta.com) with any questions.

