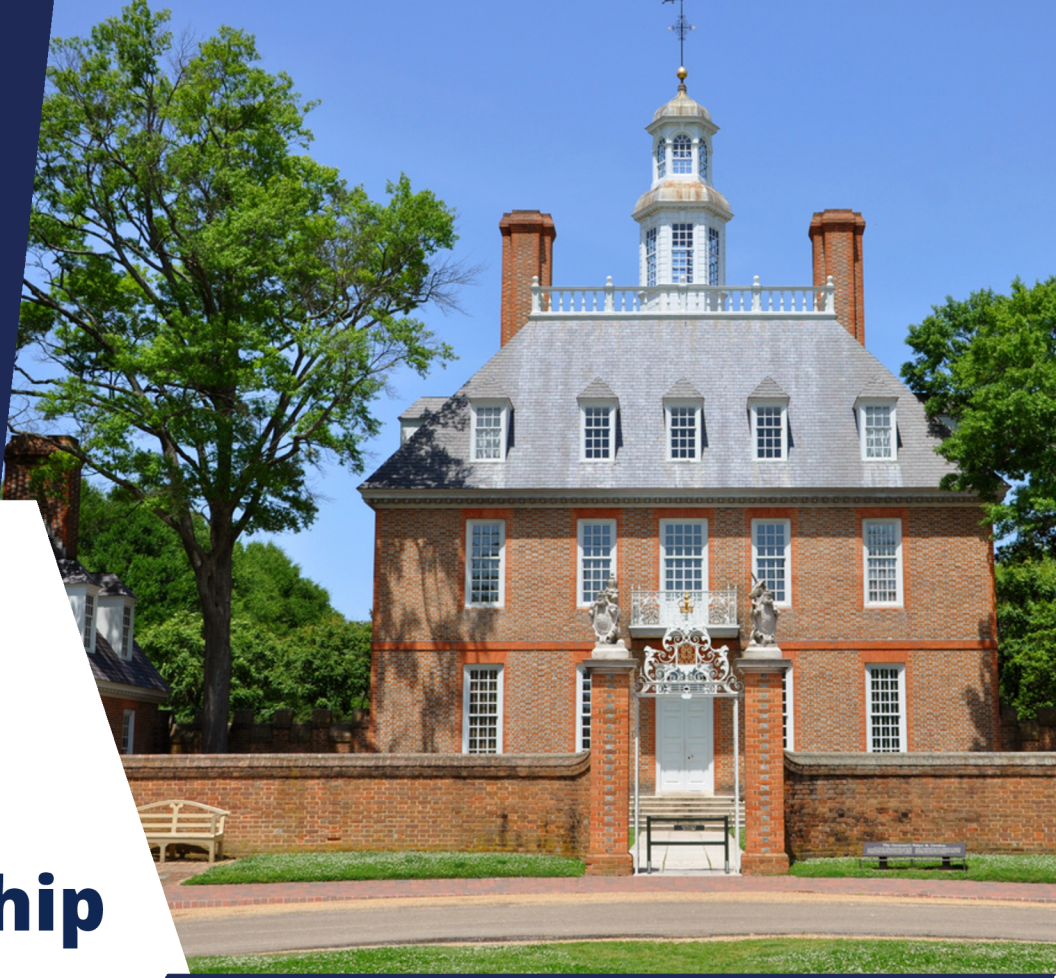




National Education Conference: Sponsorship Prospectus



www.sgmp.org

Sign up today to reserve your spot at the Annual SGMP National Education Conference (NEC) being held June 9-11, 2026 in Williamsburg, VA. Your support guarantees 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!

Tammy Novak, GMS, CGMP

NEC Sponsorship Co-Chair, National Board

NovakT5@michigan.gov

Mark Richardson, CGMP

NEC Sponsorship Co-Chair, National Board

mrichardson@csdoubletree.com

JUNE
9-11, 2026

Williamsburg, VA





PLATINUM SPONSORS **\$10,000**

Opening Keynote Speaker

Wednesday, June 10, 2026

- Two (2) conference registrations included.
- Up to five (5) minutes of podium time during the Opening Keynote General Session.
- Opening Keynote Speaker will be selected by Gilmer Trustees from national industry leaders.
- 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 and SGMP website.
- Welcome table in general session room during sponsored event or advertising centerpiece placed on session tables.
- Guaranteed first right of refusal on your sponsorship.

State of the Industry Luncheon

Thursday, June 11, 2026

- Two (2) conference registrations included.
- Up to five (5) minutes of podium time during the Opening Keynote General Session.
- Our luncheon will feature a panel of industry experts. Sponsor may moderate panel upon request.
- 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 and SGMP website.
- Welcome table in general session room during sponsored event or advertising centerpiece placed on session tables.
- Guaranteed first right of refusal on your sponsorship.





GOLD SPONSORS

\$8,000

Wednesday CGMP Recognition Luncheon Sponsor

Wednesday, June 10, 2026

- One (1) conference registration included.
- Up to four (4) minutes of podium time during the Wednesday CGMP Luncheon General Session and CGMP celebration.
- 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 and SGMP website.
- Welcome table in general session room during sponsored event.
- Guaranteed first right of refusal on your sponsorship.

Conference Photographer / LinkedIn Photo Station

- One (1) conference registration included.
- One (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 and SGMP website.
- Welcome table at photo station during sponsored event.
- Guaranteed first right of refusal on your sponsorship.

Conference Mobile App

also available as an in-kind sponsorship

- One (1) conference registration included.
- High-visibility advertisement in mobile app.
- 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 and SGMP website.
- Welcome table near registration on Wednesday morning.
- Guaranteed first right of refusal on your sponsorship.





GOLD SPONSORS

\$8,000

NEC Signature Quest Sponsor

This year, we will be offering a special game for our attendees to interact with our sponsors! Attendees will collect stamps/app check-ins from sponsors to qualify to win prizes.

- One (1) conference registration included.
- Branding on all Signature Quest booklet and materials. Booklet includes room key card holder.
- 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 and SGMP website.
- Welcome table at the Gilmer Reception.
- Guaranteed first right of refusal on your sponsorship.

Emcee Sponsor

- One (1) conference registration included.
- Emcee to personally thank sponsor during all general sessions, and will wear sponsor “flare” onstage as part of all general sessions.
- 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 and SGMP website.
- Welcome Table in breakfast foyer Thursday morning.
- Guaranteed first right of refusal on your sponsorship.





SILVER SPONSORS

\$5,000

Note that this sponsorship level does not include complimentary conference registration.

Reception Entertainment Sponsor

Choose: Caricature Artist (2-3 available) or Band/DJ (Wednesday, June 10)

- All caricature paper will be branded with sponsor logo.
- Band sponsor to give 2-minute toast during the reception.
- 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 and SGMP website.
- Welcome table at Gilmer Reception, Wednesday evening.

Fundraising Sponsor

- 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 and SGMP website.
- Welcome table in luncheon foyer at Wednesday luncheon.





OTHER OPPORTUNITIES

Note that this sponsorship level does not include complimentary conference registration.

Signature Break Sponsor

Choose: Coffee Break, Wednesday or Dirty Soda Break, Thursday

\$3,000

- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table near break station during sponsored break.

Breakout Sponsors (4 available)

\$3,000

- One breakout room branded with your company name and logo.
- Option to play 30-second sponsor video & introduce yourself prior to session.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table in breakout room.

Late Night Activity Sponsor (2 available)

\$3,000

- Mix and mingle with attendees at an after-hours event in Colonial Williamsburg (Ghost Tour, Tavern Crawl, and more!). Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.
- Welcome table at registration prior to sponsored evening activity.

Offsite Learning Labs (2 available)

Accompany our attendees at our offsite learning experience!

\$1,500

- Welcome table at registration prior to Wednesday afternoon learning labs.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.





OTHER OPPORTUNITIES

Note that this sponsorship level does not include complimentary conference registration.

Early Morning Photo Opportunity Sponsor

\$1,500

Choose: Wednesday or Thursday

- Mix and mingle with attendees at an early-morning photo opportunity in Colonial Williamsburg (Governor's Palace, Stockade, etc.).
- Welcome table at registration during morning activity.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

Hospitality Suite Access

\$1,500

- Gain exclusive access to a hospitality suite onsite to conduct a special event at one of three times during our event. Sponsor is responsible for all expenses incurred.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

Joint Leadership Meeting (JLM, Tuesday) Sponsor (5 available)

\$1,000

- Up to 3 minutes of podium time at the JLM, and opportunity to introduce a JLM speaker.
- Complete contact list of all SGMP NEC attendees.
- Company logo on signage, conference emails, and materials and promoted on social media and SGMP website.

CVB Swag Bag Sponsor

\$500

Open exclusively to CVBs - up to 20 available

- Send CVB materials and giveaways to SGMP for inclusion in the attendee swag bag! Sponsors will be listed in the flysheet included in the bag.
- Complete contact list of all SGMP NEC attendees.
- Organization's name on signage, conference emails, and materials and promoted on social media and SGMP website.





AT A GLANCE

	Reg	Podium Time	Contact List	GC Mag Ad	Logo on Site	Welcome Table	Other Benefits	Photo Booth	Logo on Quest	Swag Bag	Price
Opening Keynote	2	5 mins	X	1/2 page	X	X					\$10,000
Industry Luncheon	2	5 mins	X	1/2 page	X	X					\$10,000
CGMP Luncheon	1	4 mins	X	1/4 page	X	X					\$8,000
NEC Signature Quest	1		X	1/2 page	X	X	X		X		\$8,000
Emcee Sponsor	1		X	1/2 page	X	X	X				\$8,000
Photo Station Sponsor	1		X	1/4 page	X	X	X	X			\$8,000
Conference App	1		X	1/2 page	X	X	X				\$8,000
Reception Entertainment	1	2 mins	X	1/2 page	X	X	X				\$5,000
Fundraising	1	4 mins	X	1/4 page	X	X					\$5,000
Breaks (Coffee, Soda)			X		X	X					\$3,000
Breakouts		2 mins	X		X	X					\$3,000
Late Nite			X		X	X					\$3,000
Learning Labs			X		X	X					\$1,500
Photo Opps			X		X	X					\$1,500
Hospitality Suite			X		X	X					\$1,500
JLM		3 mins	X		X						\$1,000
CVB										X	\$500





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 2026 events.

STEP 1

Contact our SGMP National Education Conference Sponsorship Co-Chairs to discuss sponsorship opportunities.

STEP 2

Beginning in November 2025, our headquarters staff will contact you to book your sponsorship and process payment. Payment may be made by check or credit card.

STEP 3

The SGMP headquarters staff will contact you between November 2025 and June 2026 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?

Contact Tammy Novak at NovakT5@michigan.gov or Mark Richardson at mrichardson@cstdoubletree.com with any questions.

POLICIES

Please note that it is against SGMP Policy AC-1 to host an event that conflicts or competes with the SGMP National Education Conference. Booking such an event will result in a one-year suspension of conference participation. Suitcasing is not permitted under SGMP Policy. SGMP Policies can be found at <https://www.sgmp.org/policies>.

All conference attendees are expected to comply with all SGMP Policies and Procedures. Our events are intended to benefit the broader government meeting planning community. Thank you for your participation and understanding.

All sponsors must purchase a registration to the conference except where explicitly included in the sponsorship.

