



*National Association of State Technology Directors  
Technology Professionals Serving State Government*

## **NASTD 2024 Annual Conference & Technology Showcase August 18 - 21 | Minneapolis, Minnesota**



### **Making Waves in IT**

#### **Sponsorship Opportunities - Opening May 20, 2024, 12pm Eastern**

The opportunity to sponsor NASTD events is an exclusive benefit reserved for NASTD corporate affiliate members.

Annual membership dues must be current and paid in full through the entirety of the event to participate.

For vendors who want to apply for membership, payment must be received and processed by NASTD **10-days prior** to the sponsorship submission deadline of **June 28, 2024, 5 p.m. Eastern** and payment for your sponsorship must be paid in full prior to the sponsorship payment deadline of **July 17, 2024, 5 p.m. Eastern**.

#### **Diamond Sponsor Standby List**

As the number of diamond sponsors is limited to four (4), a diamond sponsor standby list will be created in the event a diamond sponsor is unable to fulfill its contract obligations.

If another sponsorship level (gold or silver) has already been purchased, the first customer on the standby list will be offered an upgrade to the diamond sponsorship level by paying the difference in cost. Should the first customer decline this offer, then the second customer on the standby list will be given this opportunity. Additional customers on the standby list will be contacted as needed until all open diamond sponsorships have been filled.

Please email your request to be added to the standby list for diamond sponsorship to [pjohnson@csg.org](mailto:pjohnson@csg.org).

#### **IMPORTANT DEADLINES**

Sponsorship Application Submission Deadline	June 28, 2024, 5 p.m. Eastern
Sponsorship Payment Deadline	July 17, 2024, 5 p.m. Eastern
Hotel Reservation Deadline	July 26, 2024
Event Registration Deadline	July 26, 2024, 5 p.m. Eastern

**New association members must join and pay their dues by June 18, 2024 to sponsor this event.**

#### **Contact**

Pamela Johnson, CMP, Meetings & Member Services Manager | E-MAIL: [pjohnson@csg.org](mailto:pjohnson@csg.org)

# SPONSORSHIP PACKAGES

## All 2024 conference sponsors receive the following mutual benefits:

- Conference general session slide deck recognition
- Sponsor's name mentioned in social media promotions shared before/at/after meeting (content generated by staff)
- Access to preliminary attendee lists prior to the conference and access to a final attendee list after the conference
- Sponsor's name on event signage
- Sponsor's name mentioned in a post conference edition of the association's monthly newsletter, *Gateway*
- Badges indicating the sponsorship level for all company personnel attending the event
- An unlimited number of paying attendees at \$1,495 per person

## **DIAMOND SPONSOR - \$35,000, Limit four (4) (sold on first-come, first-served basis)**

In addition to the mutual sponsor benefits, Diamond Sponsors receive:

- One (1) 6-ft table at the Technology Showcase
- 60-minute private reception with state members (invitation only)
- Opportunity to address attendees during the conference program with a 2-minute presentation (no slides/video allowed)
- Sponsor's logo and link to sponsor's website on the NASTD conference website
- Sponsor's logo and link to sponsor's website on the NASTD conference mobile app
- Complimentary registration for six (6) attendees

## **WI-FI SPONSOR - \$30,000, Limit ONE (1) (sold on first-come, first-served basis)**

In addition to the mutual sponsor benefits, Wi-Fi Sponsor receives:

- Wi-Fi access instructions with sponsor's logo on the back of each attendee name badge
- Acknowledgement as the Wi-Fi sponsor with logo on the conference website
- Acknowledgement as the Wi-Fi sponsor with instructions and logo on the mobile app
- Sponsor's logo (individual signage) displayed in the conference meeting space
- Recognition across the conference as the Wi-Fi sponsor
- Complimentary registration for four (4) attendees

## **GOLD SPONSOR - \$25,000, Unlimited**

In addition to the mutual sponsor benefits, Gold Sponsors receive:

- Sponsor's logo and link to sponsor's website on the NASTD conference website
- Sponsor's logo and link to sponsor's website on the NASTD conference mobile app
- Complimentary registration for three (3) attendees

## **SILVER SPONSOR - \$10,000, Unlimited**

In addition to the mutual sponsor benefits, Silver Sponsors receive:

- Sponsor's name and link to sponsor's website on the NASTD conference website
- Sponsor's name and link to sponsor's website on the NASTD conference mobile app
- Complimentary registration for one (1) attendee

After payment is received and processed, sponsors will receive their complimentary registration passes as defined in the Sponsorship Benefits package. NASTD will give each sponsoring company a discount code to enter into the online registration module, enabling the designated attendees to register without payment. Companies registering with complimentary passes should do so by **July 26, 2024, 5:00pm Eastern**. Additional registrations may be purchased through the NASTD website at \$1,495 per person.

## **NASTD 2024 Annual Conference Sponsor Terms and Conditions**

Sponsors must pay the full sponsorship fee for the Annual Conference by **July 17, 2024, 5:00 p.m. Eastern** before your company is eligible to use complimentary registrations, to have its logo/name recognized on the website, the event slide deck, in any seminar promotions, and in the NASTD newsletter.

Purchase orders are not considered a form of payment. If purchase orders are used to secure a sponsorship, NASTD must receive payment by check or credit card prior to or on the **cut-off date of July 17, 2024, 5pm Eastern** before benefits can be granted.

Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Co-branding of your sponsorship is not permitted.

Corporate members are not permitted to register non-member guests for the conference. The registrant's email must match the member company's email domain.

Name changes and substitutions must be submitted to NASTD by **August 2, 2024, 5:00pm Eastern**. Name changes and substitutions are not permitted onsite.

Any conference content, including but not limited to photos, videos, slides, or papers, are considered property of NASTD, and shall not be posted or disseminated by Sponsor without express written approval of NASTD.

Vendors or other organizations involved with NASTD activities are specifically instructed not to use the NASTD name or logo without permission of the Executive Board and NASTD staff. This includes, but is not limited to:

- Advertising and promotional items
- Event invitations
- Email addresses from the association's database
- Event registration

NASTD explicitly prohibits NASTD corporate members and conference sponsors from holding events that run concurrently with NASTD sessions, meetings, meals, receptions, or any other seminar related events. Events should finish no later than 30-minutes prior to the first scheduled event agenda item and should be scheduled no earlier than 30-minutes following the last event agenda item.

Vendors organizing/hosting off-schedule events are advised to add disclaimer language stating that their event is not affiliated with NASTD.

Vendors organizing/hosting off-schedule events are responsible for complying with local, state, and federal regulations and laws and should consider liability coverage for their events. The association will assume no liability for these events.

NASTD reserves the right to suspend or revoke the sponsorship privileges of any entity and its agents found to be in violation of the terms and conditions outlined above. By accepting these terms and conditions you and your organization have agreed to comply with these terms, conditions, and policies for conference sponsorship.

**NASTD Annual Conference Sponsor Terms & Conditions are firm and binding. By securing an annual sponsorship via our online sponsorship form you are agreeing to adhere to these Terms & Conditions. No strike throughs, edits or modifications will be recognized to this Agreement. Please do not request these.**