

Look inside and see how your investment
can help you be in front of 500 CIS members!

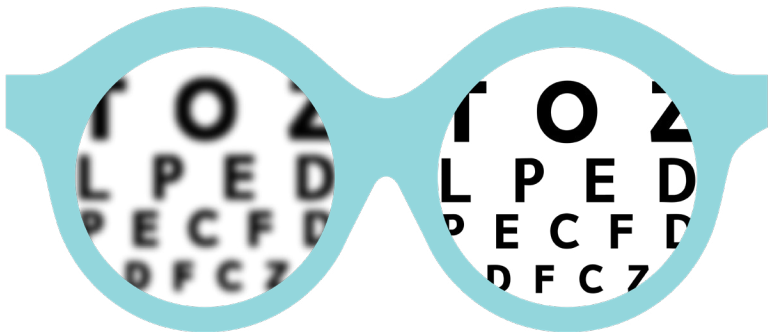


citycounty insurance services
cisoregon.org

CIS ANNUAL CONFERENCE

Sponsor & Exhibitor Opportunities

Feb. 26 - 28, 2020 | Salem Convention Center



Hindsight

Insight

Foresight

Oversight

Being a sponsor
at the CIS Annual
Conference highlights
your connection
with CIS, allows you
to interact with our
members, and helps
CIS lower the financial
impact to conference
attendees.

City and county leaders across Oregon attend the **CIS Annual Conference** because we offer customized sessions and programs that address their unique. The **Annual Conference** is also a fun and meaningful opportunity to network with their peers.

This is an exclusive opportunity available only to CIS business partners.

CIS ANNUAL CONFERENCE

Feb. 26 - Feb. 28, 2020

Salem Convention Center

200 Commercial St SE | Salem, OR 97301

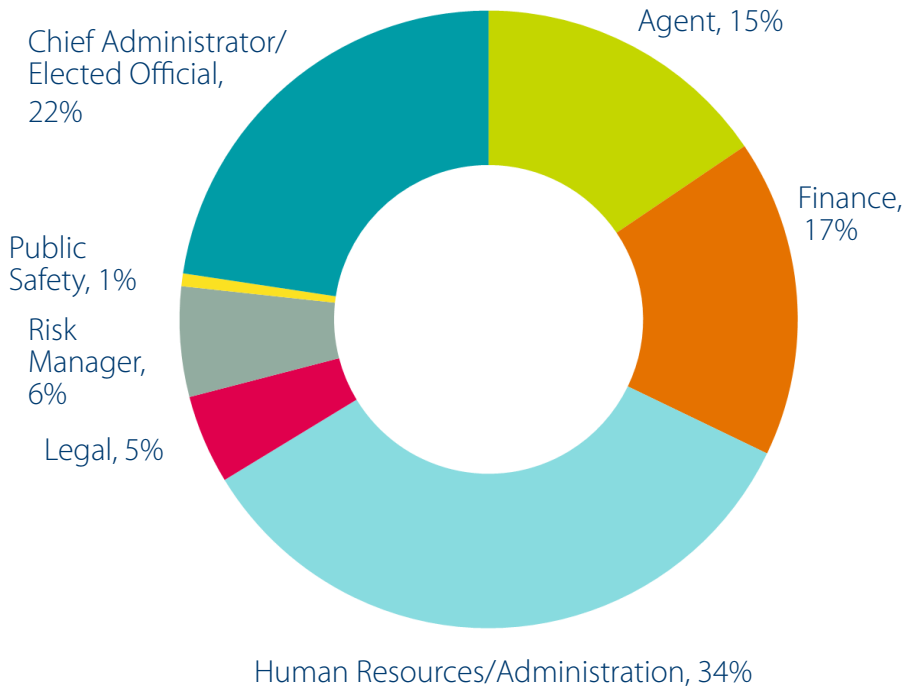
Register online at www.cisoregon.org/sponsorship

Deadline to register as a Sponsor or Exhibitor for the CIS Annual Conference is **Jan. 22, 2020**. All advertisements & logos are due by Jan. 30, 2020.

WHO ATTENDS

The top local government decision makers in the state attend the CIS Annual Conference.

2019 Attendance by Position



For less than you might pay to sponsor other conferences, you'll be featured as a CIS business partner in front of nearly 500 members in a variety of media — from a table presence to announcements, website and mobile app presence, and more.

There are two ways to show your support:

1. As a **SPONSOR** (for our business partners that don't want to exhibit)
2. As an **EXHIBITOR**.

Details on how to sponsor and/or exhibit are outlined on the following pages.

Through sponsorships, CIS offers a wealth of product-branding opportunities such as email announcements, website and social media presence, and more.

CIS does not have a traditional trade show; however, we do offer exhibitors is table space located in the conference foyers. These are common areas where attendees naturally gather to network and enjoy refreshments during breaks.

Deadline to register as a Sponsor/Exhibitor for the CIS Annual Conference is Jan. 22, 2020.
Register at www.cisoregon.org/sponsorship.

Note: To ensure receipt of sponsor/exhibitor perks, payments must be received by Feb. 6, 2020. To ensure placement for all digital content, logos must be received by Jan. 30, 2020.

SPONSORSHIP LEVELS (non-exhibiting)

ALL SPONSORSHIP PACKAGES INCLUDE THE FOLLOWING STANDARD PERKS:

- Copy of the attendee list with contact information.
- Color ad, or logo, recognizing sponsorship in a slide show on the CIS conference web page and during Thursday night's reception.
- Company listing on the CIS Annual Conference mobile app.
- Sponsorship recognition on social network (Facebook).

Trustee - \$6,000

In addition to the standard perks, this package includes:

- Your choice of a top, second and third tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for four company representatives.

Presidential - \$5,000

In addition to the standard perks, this package includes:

- Your choice of a top tier and second tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for four company representatives.

Executive - \$4,000

In addition to the standard perks, this package includes:

- Your choice of a second tier and third tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for four company representatives.

Director - \$3,000

In addition to the standard perks, this package includes:

- Your choice of a second tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for three company representatives.

Chair - \$2,000

In addition to the standard perks, this package includes:

- Your choice of a third tier pick-a-perk (see page 11).
- Complimentary conference registration for two company representatives.

Officer - \$1,000

In addition to the standard perks, this package includes:

- Complimentary conference registration for one company representative.

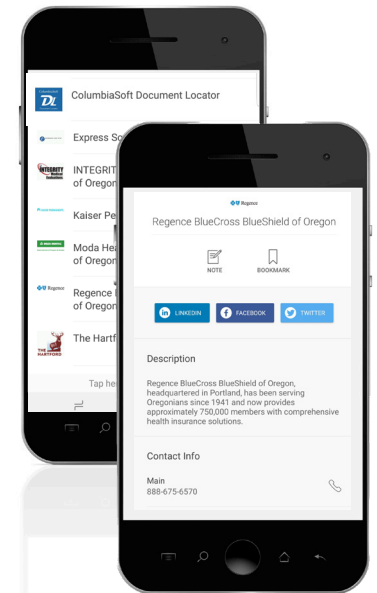
Associate - \$500

Our base sponsor package includes the standard perks listed on page 6.

CIS Annual Conference Mobile App

Available to all attendees, the mobile app provides direct exposure to CIS sponsors and exhibitors. The app is an essential tool and roadmap for navigating the conference and offers a sponsor maximum advertising exposure throughout the three-day event.

Companies will be listed in an app section specifically designed for sponsors and exhibitors.



2019 Conference App Analytics



USAGE

536 active users out of 588 invited users.



ENGAGEMENT

Interactions with our sponsors across all users, including sponsor page views and sponsor ads.



USER CONTRIBUTIONS

Social shares, attendee messages, and more.

EXHIBITOR LEVELS (\$2,000-\$6,000)

ALL EXHIBITOR PACKAGES INCLUDE THE FOLLOWING STANDARD PERKS:

- A six-foot display table in the lower level foyer.
- Copy of the attendee list with contact information.
- Color ad, or logo, recognizing sponsorship in a slide show on the CIS conference web page and during Thursday night's reception.
- Company listing on the CIS Annual Conference mobile app.
- Sponsorship recognition on social network (Facebook).

Trustee - \$6,000

In addition to the standard perks, this package includes:

- An additional six-foot display table in the lower level foyer.
- Your choice of a top tier and second tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for four company representatives.

Presidential - \$5,000

In addition to the standard perks, this package includes:

- Your choice of a top tier pick-a-perk (see page 10).
- Complimentary conference registration for four company representatives.

Executive - \$4,000

In addition to the standard perks, this package includes:

- Your choice of a second tier pick-a-perk (see page 10 & 11).
- Complimentary conference registration for three company representatives.

Director - \$3,000

In addition to the standard perks, this package includes:

- Your choice of a third tier pick-a-perk (see page 11).
- Complimentary conference registration for two company representatives.

Chair - \$2,000

In addition to the standard perks, this package includes:

- Complimentary conference registration for one company representative.

Exhibit Hours

Thursday (February 27, 2020)

7:30 a.m. - 6:30 p.m.

SET UP

Exhibitors can set up as early as Wednesday evening (6 - 7 p.m.), or Thursday morning before 7:30 a.m.

TEAR DOWN

All materials must be removed by 10 p.m. on Thursday.



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Register at www.cisoregon.org/sponsorship.

PICK-A-PERK OPTIONS

TOP TIER

Espresso Cart (Limit 2)

A double espresso cart will be staged on the second level of the convention center for three hours and will serve up to 400 guests. Your choice of Thursday morning or Friday morning. Your company's name and/or logo will appear on signage located at the cart. The espresso cart sponsor will also have the opportunity to have the barista serve espresso in your personalized cups. (Cups must be supplied in advance.)

Lunch (Limit 1)

Grab the attention of conference attendees during the mid-day lunch break on Thursday, Feb. 27. We can work with you to create a unique experience for the mid-day break.

Mobile App Splash Page (Limit 1)

A mobile app for Apple and Android platforms will be available for attendees to download for free prior to the start of the conference. A full-screen splash page — a visual that fills the entire screen, free from distraction — will appear when the app is launched, displaying for up to five seconds. This is prime real estate to get your company's name front-and-center in front of attendees. The splash page, designed by CIS, will include a "brought to you by" message and feature your company's logo.

Registration Desk (Limit 1)

Sponsor the registration desk and have every conference attendee, speaker, exhibitor, and special guest take note of your company. Signage at the registration desk will be displayed acknowledging your company. Your organization can also have a small giveaway included in the complimentary attendee gift bag (items must be supplied by Feb. 12.)

Video Broadcast (Limit 1)

CIS will be live broadcasting select conference sessions. Your company's name and/or logo will be prominently featured on the video broadcast webpage.

SECOND TIER

Conference Bags (Limit 1)

Your company's name will be highly visible during the conference with every attendee carrying around these reusable bags. These bags will be distributed to attendees at the registration desk. (Your company is responsible for supplying the reusable grocery bags two weeks in advance, by Feb. 12.)

Conference Emails (Limit 2)

Receive exclusive exposure to nearly 3,000 CIS member contacts and other potential attendees leading up to the conference. Have your company's logo prominently featured on email correspondence to potential attendees. (The earlier you sign up, the more emails you can be included on.)

Conference Pens (Limit 1)

Put your name in every attendee's hand with a personalized pen with your company name. These pens will be distributed to attendees at the registration desk. (Your company is responsible for supplying the pens two weeks in advance, by Feb. 12.)

Massage Therapist Package (Limit 2)

We'll have a licensed massage therapist on site, a tradition for the CIS Annual Conference. Choose to sponsor either Thursday or Friday to give our attendees a free 10-minute massage, on a first come, first served basis. We'll feature signage at the massage station recognizing your sponsorship.

Mobile App Featured Sponsor (Limit 6)

The mobile app is available for all attendees to download prior to the conference. As a featured sponsor, your company logo will be displayed prominently on the app's Event Guide home page.

THIRD TIER

Conference Sessions

Special recognition of sponsorship for one selected session via a push notification from our mobile app. We'll direct attendees to your sponsor profile page, featuring all of your company's information. You'll also receive recognition on the conference session page in the app.

Mobile App Banner Ad (Limit 6)

Banner Ads display prominently at the top of the screen of the mobile app. Each banner ad will display for approximately five seconds. Banner ads were viewed **164,000** times and tapped **560** times during our 2019 Annual Conference.

Post-Conference Survey (Limit 1)

A post-conference survey is sent to all conference attendees. This is an opportunity for exclusive exposure to over 500 CIS members and other attendees after the conference. Have your company's logo prominently featured on the evaluation with a direct link to your company's website.



citycounty insurance services
cisoregon.org

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It's all about **TRUST.**