

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

Feb. 26 - 28, 2025 | Salem Convention Center

Exhibiting, Sponsoring,
& Branding Opportunities



Sponsoring the CIS Annual Conference not only highlights your connection with CIS but also provides opportunities to interact with our members, while helping CIS lower the financial impact for conference attendees.

The CIS Annual Conference attracts city and county leaders from across Oregon by providing tailored sessions and programs that cater to their specific needs. The Annual Conference is also a fun and meaningful opportunity to network with their peers.

Our 23rd Annual Conference will be a fully hybrid event where we will combine our live in-person event with a virtual online component. All our sessions will be streamed live to our virtual audience. Sponsorship of our event is an exclusive opportunity available only to CIS business partners.

CIS ANNUAL CONFERENCE

Feb. 26 - 28, 2025

Salem Convention Center

200 Commercial St SE | Salem, OR 97301

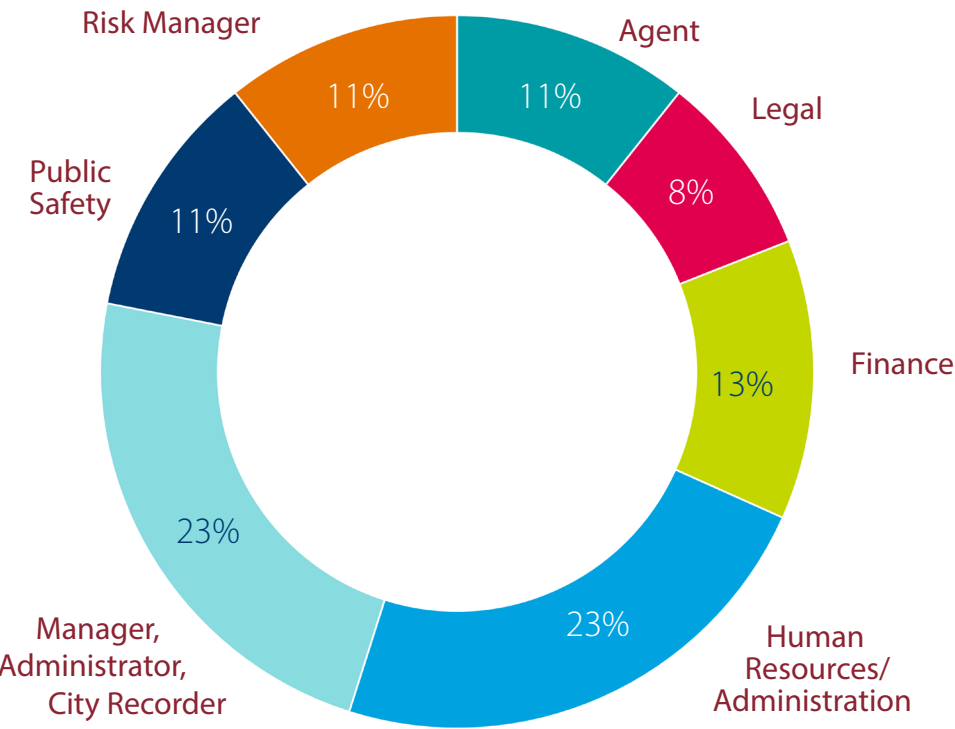
Register online at cisoregon.org/sponsorship

Deadline to register as a Sponsor or Exhibitor for the CIS Annual Conference is **Jan. 24, 2025**. All advertisements & logos are due by Feb. 12, 2025.

WHO ATTENDS

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

Prior Annual Conference 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 member-attendees 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 of the CIS Annual Conference:

1. as a **SPONSOR**, for our business partners that do not wish to exhibit; or
2. as an **EXHIBITOR**.

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

Through its 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, what we do offer business partners interested in exhibiting 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. 24, 2025.

Register at cisoregon.org/sponsorship.

Note: In order to receive sponsor/exhibitor perks, payments must be received no later than Feb. 5, 2025. All digital content and logos must be uploaded to the “Exhibitor Portal” by Feb. 12, 2025.

Value

- Copy of the attendee list with contact information.
- Color ad, or logo, recognizing sponsorship in a slideshow during Thursday's reception.
- Dedicated company profile on the Attendee Hub virtual platform and mobile app.
- Virtual booth in the Attendee Hub conference platform.
- Complimentary registration.
- Pick-a-perk selection (see pages 16 - 18 for the list of options).
- Featured positioning of logo on the Attendee Hub homepage.
- Opportunity to present one 60-minute session on Wed., Feb. 26.
- Branded video played before a keynote session or Thursday evening entertainment.
- Complimentary drink tickets to handout to attendees Thursday night.

Value

- Copy of the attendee list with contact information.
- Color ad, or logo, recognizing sponsorship in a slideshow during Thursday's reception.
- Dedicated company profile on the Attendee Hub virtual platform and mobile app.
- Virtual booth in the Attendee Hub conference platform.
- Six-foot display table in the lower level foyer of the Convention Center.
- Complimentary registration.
- Pick-a-perk selection (see pages 16 - 18 for the list of options).
- Featured positioning of logo on the Attendee Hub homepage.
- Opportunity to present one 60-minute session on Wed., Feb. 26.
- Complimentary drink tickets to handout to attendees Thursday night.

SPONSOR LEVELS (non-exhibiting)

Partner (\$15,000)	Trustee (\$7,500)	Presidential (\$5,000)	Executive (\$4,000)	Director (\$3,000)	Chair (\$2,000)	Officer (\$1,000)	Associate (\$500)
✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓
5	5	4	4	3	2	1	1 Virtual
Top Tier Perk	Top, 2 nd & 3 rd Tier Perk	Top & 2 nd Tier Perk	2 nd & 3 rd Tier Perk	2 nd Tier Perk	3 rd Tier Perk		
✓	✓						
✓							
✓							
50	30	20					

EXHIBITOR LEVELS

Partner (\$15,000)	Trustee (\$7,500)	Presidential (\$5,000)	Executive (\$4,000)	Director (\$3,000)	Chair (\$2,000)
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
2	2	1	1	1	1
5	5	4	3	2	1
Top Tier Perk	Top & 2 nd Tier Perk	Top Tier Perk	2 nd Tier Perk	3 rd Tier Perk	
✓	✓				
✓					
50	30	20			

CIS Annual Conference Attendee Hub

The Attendee Hub is our one-stop-shop for accessing live and on-demand presentations, conference agenda, connecting attendees with CIS staff, sponsors, exhibitors, and more! The Hub serves as our conference mobile app and virtual platform.

It's a vital tool for navigating the conference and attending virtual or on-demand sessions. Companies are listed in an app section for sponsors and exhibitors, offering maximum advertising exposure during the three-day event.

Attendees can use the Attendee Hub to view sponsor and exhibitor information, including your:

- Organization Description
- Social & Website Links
- Booth Staff
- Sponsored Sessions
- Organization Content, Files & Links

Past Conference Attendee Hub Analytics



83.3%

USAGE

523 active participants out of 628 total registered.



1.17k

TOTAL LOGINS

Number of logins at specific times over the course of the event.



1.63k

ENGAGEMENT

Interactions with our sponsors' virtual booths across all users, including sponsor page and ad views.

SPONSORSHIP LEVELS (non-exhibiting)

ALL SPONSORSHIP PACKAGES INCLUDE:

- Access to the attendee list with contact information.
- Recognition in a color ad or logo display during Thursday’s reception.
- A dedicated company profile on the Attendee Hub virtual platform and mobile app, featuring promotional documents, website, social media and video links.

***Note:** Sponsorship packages do not include a booth onsite at the Salem Convention Center. To receive a booth onsite at the Convention Center, you must register as an Exhibitor.*

Partner - \$15,000

Maximize your brand’s impact by engaging with Oregon’s top local government leaders. This premier package includes:

- **50 drink tickets** for Thursday evening’s reception to foster personal connections with decision-makers.
- **Custom welcome message** displayed to every attendee at the check-in kiosk, providing immediate brand visibility.
- **VIP room drop** in each attendee’s hotel room to create a lasting first impression and extend your brand’s reach from the start (supply items by Feb. 12).
- Opportunity to **host a 60-minute session** on Wednesday, Feb. 26.
- Extended hybrid reach with **featured virtual booth placement** on the Attendee Hub, engaging both in-person and online attendees.
- Priority recognition with a **branded video** played before a keynote session or during evening entertainment, spotlighting your organization.
- Choice of a **top-tier pick-a-perk** to maximize engagement (see pages 16 & 17).
- Complimentary registration for **five company representatives**.

Trustee - \$7,500

Gain valuable exposure to Oregon's local government leaders in-person and online. This package offers:

- **30 drink tickets** for Thursday's reception to enhance engagement with attendees.
- High-visibility Attendee Hub positioning with **featured logo placement** for hybrid and virtual booth placement for maximum reach to both in-person and virtual attendees.
- A **top-tier, second-tier, and third-tier pick-a-perk** selection to customize your sponsorship experience (see pages 16 - 18).
- Complimentary registration for **five company representatives**.

Presidential - \$5,000

Build connections with influential local government professionals across Oregon. Key perks include:

- **20 drink tickets** for Thursday's reception to encourage meaningful interactions with attendees.
- **Full virtual booth** access on the Attendee Hub, expanding your visibility to hybrid and virtual participants.
- A **top-tier pick-a-perk** to enhance your sponsorship package (see pages 16 & 17).
- Complimentary registration for **four company representatives**.

Executive - \$4,000

Elevate your organization's visibility with this engaging package, which includes:

- Choice of a **second-tier and third-tier pick-a-perk** for added flexibility (see pages 17 & 18).
- **Full virtual booth** access on the Attendee Hub.
- Complimentary registration for **four company representatives**.

Director - \$3,000

Connect with influential decision-makers across Oregon. This package includes:

- Choice of a **second-tier pick-a-perk** for strategic brand exposure (see page 17).
- **Full virtual booth** access on the Attendee Hub.
- Complimentary registration for **three company representatives**.

Chair - \$2,000

Engage directly with a key audience in local government. This package includes:

- Choice of a **third-tier pick-a-perk** for tailored brand visibility (see page 18).
- **Full virtual booth** access on the Attendee Hub.
- Complimentary registration for **two company representatives**.

Officer - \$1,000

A streamlined package for effective exposure, including:

- **Full virtual booth** access on the Attendee Hub.
- Complimentary registration for **one company representative**.

Associate - \$500

Our foundational package for CIS sponsorship includes:

- Standard perks and complimentary **virtual conference registration for one representative**.

EXHIBITOR LEVELS (\$2,000-\$15,000)

ALL EXHIBITOR PACKAGES INCLUDE THE FOLLOWING STANDARD PERKS:

- A six-foot display table in the lower-level foyer of the Convention Center.
- Full virtual booth access on the Attendee Hub.
- Access to the attendee list with contact information.
- Recognition in a color ad or logo display during Thursday's reception.
- A dedicated company profile on the Attendee Hub virtual platform and mobile app, featuring links to promotional documents, website, social media, and videos.

Partner - \$15,000

Stand out with our most comprehensive exhibitor package, featuring:

- **50 drink tickets** for Thursday evening's reception, encouraging attendee engagement.
- **Custom welcome message** displayed to every attendee at the check-in kiosk, providing immediate brand visibility.
- **VIP room drop** in each attendee's hotel room to create a lasting first impression and extend your brand's reach from the start.
- Opportunity to **host a 60-minute session** on Wednesday, Feb. 26.
- An **additional six-foot display table** (two total) in the lower-level foyer.
- **Prime logo placement** on the Attendee Hub homepage for maximum visibility.
- Choice of a **top-tier pick-a-perk** to maximize engagement (see pages 16 & 17).
- Complimentary registration for **five company representatives**.

Trustee - \$7,500

Reach a diverse audience with prominent exhibitor placement and valuable perks:

- **30 drink tickets** for Thursday's reception to enhance attendee interaction.
- An **additional six-foot display table** (two total) in the lower-level foyer.
- **Featured logo positioning** on the Attendee Hub homepage.
- Choice of a **top and second-tier pick-a-perk** for customized exposure (see pages 16 & 17).
- Complimentary registration for **five company representatives**.

Presidential - \$5,000

In addition to the standard perks, this package includes:

- **20 drink tickets** for Thursday's reception to build connections with attendees.
- Choice of a **top-tier pick-a-perk** for enhanced visibility (see pages 16 & 17).
- Complimentary registration for **four company representatives**.

Executive - \$4,000

Enhance your presence with a selection of key benefits, including:

- Choice of a **second-tier pick-a-perk** for added flexibility (see page 17).
- Complimentary registration for **three company representatives**.

Director - \$3,000

A balanced package offering valuable exposure, including:

- Choice of a **third-tier pick-a-perk** for visibility at the conference (see page 18).
- Complimentary registration for **two company representatives**.

Chair - \$2,000

A streamlined package perfect for connecting with conference attendees, includes:

- Complimentary registration for **one company representative**.



Exhibit Hours

Thursday (Feb. 27, 2025), 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.

Note: Only registered Exhibitors will receive a booth onsite at the Salem Convention Center.

NEW ADD-ON OPPORTUNITY

Sponsor Wednesday's Public Safety Track

Cost: \$1,000

For an additional \$1,000, add a full day of focused exhibiting with exclusive access to public safety decision-makers by expanding your sponsor/exhibitor package to include Wednesday, Feb. 26. This new opportunity aligns with our highly anticipated Public Safety track, offering the chance to engage with attendees in a specialized setting before the main exhibitor day.

In addition to the benefits of your sponsor/exhibitor package, the Public Safety Track sponsor add-on includes:

- **Booth Access on Wednesday Only** — A six-foot display table located in the foyer of the Salem Convention Center, where attendees gather for breaks and networking throughout the day.
- **Prime Engagement with Attendees** — Interact with public safety professionals and other participants during scheduled breaks and networking sessions.

Important Note: If you add this to one of the traditional exhibitor packages, you can exhibit on both Wednesday and Thursday without needing to tear down after Wednesday's Public Safety track.

BOOTH HOURS FOR WEDNESDAY ONLY EXHIBITING

Wednesday, Feb. 26 — 8 a.m. to 5 p.m.

Booth Setup and Tear-Down for Wednesday Only Exhibiting

- **Setup:** Set up as early as Tuesday evening (6 - 7 p.m.), or Wednesday morning before 8 a.m.
- **Tear-Down:** Wednesday, Feb. 26 (5 - 6 p.m.) *Only required for those exhibiting on Wednesday only.*

This add-on is designed exclusively for sponsors and exhibitors seeking to maximize their presence at the CIS Annual Conference. Take advantage of this additional day to connect with public safety leaders and showcase your products and services to a targeted audience.

PICK-A-PERK OPTIONS

Select from a range of customizable perks to maximize your brand's visibility, connect meaningfully with attendees, and make a lasting impact. Each perk is designed to integrate your company seamlessly into the conference experience, through exclusive exposure, direct engagement, or visibility in high-traffic areas. Perk selections are available based on the sponsorship or exhibitor package level you choose, with top-tier options reserved for our highest-level partners. Review the options below and choose the one that aligns best with your brand's goals.

TOP TIER

Espresso Cart (Limit 2)

Have your brand serve up energy! Sponsor an espresso cart for up to three hours, with your choice of Thursday or Friday morning. Your company's name and logo will appear on signage at the cart, and you can enhance brand presence by having the barista serve espresso in your branded cups (provided in advance). Up to 400 attendees will benefit from your support!

Lunch (Limit 1)

Make a memorable impression during Thursday's midday break with exclusive lunch sponsorship. We'll collaborate with you to create a unique experience for attendees, providing excellent visibility at a high-attendance event.

Mobile App Splash Page (Limit 1)

Prominently showcase your brand with a full-screen splash page on the Attendee Hub app, which attendees will download prior to the conference. This splash page, customized with a "brought to you by" message and your logo, will display for up to five seconds, capturing attention as users engage with the app's conference features.

Movement Moment (Limit 3)

Promote wellness by leading an energizing activity like a morning walk, stretch, or guided breathing session. This opportunity is a distinctive way to connect with attendees, setting a positive tone for the day or offering a refreshing break to re-energize participants.

Registration Desk (Limit 1)

Put your brand front and center at the registration desk, where all attendees, speakers, and exhibitors check in. We'll display signage with your company's logo and allow you to include a small branded giveaway in the attendee gift bags (items must be provided by Feb. 12).

Thursday Night Refreshments (Limit 1)

Sponsor Thursday evening's beverage service for a fun, casual opportunity to highlight your brand. We'll recognize your sponsorship throughout the evening and direct attendees to your website or link of choice. You may also provide branded beverage napkins (supplied in advance) to be placed at the bar.

SECOND TIER

Attendee Hub and Mobile App Banner Ad (Limit 10)

Boost your brand's visibility with a banner ad displayed prominently on the Attendee Hub and mobile app. Your ad will rotate throughout the conference, capturing the attention of both in-person and virtual attendees as they browse sessions, profiles, and event details—keeping your brand top-of-mind.

Conference Bags (Limit 1)

Gain visibility throughout the event by sponsoring the reusable bags given to every attendee at registration. Your company name or logo will be prominently displayed on the bag, a memorable keepsake attendees will use long after the event. (Provide bags by Feb. 12.)

Conference Emails (Limit 4)

Reach nearly 2,500 CIS member contacts and prospective attendees with your logo featured on pre-conference email communications. Early sign-ups mean increased email inclusion, maximizing exposure in the lead-up to the conference.

Conference Pens (Limit 1)

Put your brand into every attendee's hand with your company's name printed on conference pens. These will be distributed at registration, ensuring continuous visibility throughout the event. (Supply pens by Feb. 12.)

Massage Therapist Package (Limit 2)

Help attendees unwind by sponsoring a massage therapist at the conference. This popular perk offers free 10-minute massages on a first-come, first-served basis. Your sponsorship will be featured on signage at the massage station, making your brand synonymous with relaxation and attendee well-being.

Sponsor a Break (Limit 6)

Enhance your brand's visibility during one of the conference breaks, where we'll display your logo and direct attendees to your website or link of choice. You can also provide branded beverage napkins for added brand presence at refreshment stations.

THIRD TIER

Sponsored Conference Sessions

Gain recognition as the exclusive sponsor for one of the breakout sessions. Your organization's name and logo will be listed in the session description, directing attendees to your sponsor profile page with all your company's information.

Attendee Hub Push Notification

Get your message directly to attendees through a push notification on the conference platform or mobile app. When attendees tap the notification, they'll be taken to your sponsor profile. Messages are limited to 140 characters and must be provided in advance.

Post-Conference Survey (Limit 1)

Sponsor the post-conference survey, sent to all attendees, for additional exposure after the event concludes. Your logo will appear prominently on the evaluation page with a direct link to your company's website, ensuring extended brand reach.

LOGO AND AD SPECIFICATIONS

To ensure your brand is represented clearly and professionally, please follow these guidelines for submitting logos, ads, and virtual booth banners.

Logo: We recommend square images no larger than 300 x 300 pixels in either JPEG or PNG format.

Ad: The ad should be designed for a 16:9 ratio PowerPoint slide. We recommend a resolution of 1920 x 1080 pixels for optimal clarity. Please submit your ad in either JPEG or PNG format. The content of the ad should be concise, engaging, and reflective of your brand's key messages.

Virtual Booth Banner: If you'll be utilizing the virtual booth in the Attendee Hub, we recommend adding a booth banner. The recommended image size is 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels in either JPEG or PNG format.

FREQUENTLY ASKED QUESTIONS

What is the distinction between being a sponsor and an exhibitor?

Our Annual Conference offers two distinct options for business partners:

- **Sponsor** — This option is ideal for organizations wanting prominent visibility without a physical booth. Sponsors enjoy benefits like branding opportunities, logo visibility, and recognition throughout conference events.
- **Exhibitor** — Tailored for businesses looking to engage attendees directly, exhibitors receive a dedicated booth space to showcase products, services, and interact one-on-one with participants.

How does the selection process for Pick-a-Perk options work?

All Pick-a-Perk options must be selected during the sponsorship registration process. Items chosen from the Pick-a-Perk selection, such as branded bags for the registration desk or cups for the espresso cart, must be shipped directly to CIS (15875 Boones Ferry Rd #1469, Lake Oswego, OR 97035) by Feb. 12, 2025. These items will be reviewed and approved by CIS prior to distribution.

Note: Exhibitors are responsible for transporting their own booth materials to the conference center. Only Pick-a-Perk items intended for CIS distribution should be sent to our office.

How does the complimentary registration work?

After your organization successfully registers as a sponsor or exhibitor, you will receive complimentary registrations based on your package. A personalized invitation will be sent to your designated contact, guiding them to log into our sponsorship portal, where they can register attendees seamlessly.

How does the registration of additional company representatives beyond the complimentary registrations work?

Additional company representatives must register through the conference attendee website at the non-member rate. Substitutions for company representatives are allowed but must be made for the entire conference duration and communicated to CIS by Feb. 19, 2025. Partial-day substitutions are not permitted.

How do I book a hotel reservation for the conference?

Hotel reservations can only be made through our integrated registration process. Once your organization completes sponsorship registration, your attendees can book a hotel reservation during their individual registration using the complimentary spots. This ensures only registered sponsors and exhibitors have access to the reserved room block.



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It's all about **TRUST.**