



**GOVERNMENT  
RELATIONS  
& POLICY  
CONFERENCE**  
LOCAL. STATE. FEDERAL.

**HILTON CAPITOL HILL | WASHINGTON D.C.  
SEPTEMBER 20-22, 2023**

## Overview of Sponsorship Opportunities

Benefits	Platinum	Premier	Champion
Free Conference Registration(s)	2	1	1
Discounted Registrations Available (taken at the early bird rate)	1 @ 30% off	1 @ 20% off	1 @ 15% off
Attendee Full Contact Information & Advanced Release*	20 business days	15 business days	10 business days
Display of Name & Logo in Conference Space	x	x	x
Inclusion in Marketing Emails	ALL	2	1
Company Information on Conference Agenda	x	x	x
Promotion of Social Activities You're Offering Attendees	x	x	x
Cost	\$4,000	\$3,000	\$2,000

### Important Instructions When Registering as a Sponsor:

- You must be a **Public Affairs Council member** in good standing at the time of the meeting in order to take advantage of any sponsorship opportunities.
- We will confirm receipt of your registration form. Within 10 business days, we will notify you as to whether your request can be honored.
- In fairness to all interested sponsors, **sponsorship holds are not available.**
- Registrations can only be made by submitting a completed form via email to [khanley@pac.org](mailto:khanley@pac.org).
- Except where noted, sponsorship may not include registration for the entire conference.

**[\\*Please click here to view our full sponsor and conference attendee policies](#)**

## Your Sponsorship Options

### **Branded Items (like Lanyards, Hand Sanitizer, Notebooks, etc.)**

Have your brand on display at the conference and beyond! Your company logo along with the conference logo will be prominently displayed on items that many attendees take home as keepsakes.

### **Conference Charging Station**

Help keep attendees connected at the conference while they charge their devices. Sponsorship includes a charging station in a high traffic area for attendees to network with electrical outlets provided. Sponsors are welcome to provide items to enhance the area.

### **Mobile App**

As the official sponsor of the conference mobile app, your company will be prominently recognized with a banner ad. Attendees will have access to the app before, during and after the conference. Your company will also be featured in one push notification sent via the app recognizing your sponsorship.

### **Wi-Fi**

Your company will have the opportunity to customize the password that attendees will enter to access the conference Wi-Fi. Signage on tables (where possible) as well as PowerPoint slides will advertise your logo and the Wi-Fi password/access information.

### **General Sessions**

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will introduce the speaker(s) and will have 1-2 minutes to address the audience.

### **Breakfasts and Seated Networking Luncheon**

Maximize your exposure by addressing the audience while they are gathered as a group. The sponsoring company's representative will have 1-2 minutes to address the audience.

### **Reception**

Maximize your exposure by addressing the audience while they are gathered to network. The sponsoring company's representative will have 1-2 minutes to address the audience.

### **Networking Breaks**

The Council will provide snacks at an afternoon break during the conference. Your company logo will be displayed on napkins during the break.

## Sponsorship Packages

### PLATINUM SPONSOR | \$4,000

#### REGISTRATION BENEFITS

- Two (2) free conference registration
- Up to one (1) additional registration at 30% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount. Sponsors are welcome to offer their discounted registration to a staff member, client, or potential customer.*
- Opportunity to select either a branded sponsorship OR the opportunity to address attendees. *If you select an item to brand, the opportunity to address the attendees during the program is NOT included.*

#### MARKETING BENEFITS

- 20-business day advance release of the participant list, with weekly updates leading up to the conference
- Prominent display of the company name and logo throughout the conference space for the duration of the event
- Inclusion of the company logo in all conference marketing, with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization's website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering attendees, provided the activities do not interfere with official conference events

### PLATINUM SPONSORSHIP OPPORTUNITIES

*Opportunity to address full conference body with brief remarks (1-2 minutes) at one of the following events:*

#### Breakfast

- Networking Breakfast [Sept 21]

#### General Sessions

- ~~Opening Keynote & Welcome: Campaign 2024: What the Polls Are Saying [Sept 21]~~
- ~~Late Morning General Session: Policy Spotlight: Artificial Intelligence - What's Next? [Sept 21]~~
- ~~Afternoon General Session: How Policymakers View the Business Community [Sept 21]~~
- End of Day General Session: Civility at the Local, State and Federal Levels [Sept 21]
- ~~General Session: Navigating Politically Charged Issues [Sept 22]~~
- ~~Late Morning General Session: Behind the Scenes: A Candid Conversation [Sept 22]~~
- Closing Keynote: Working Across Your Public Affairs Function (and within your GR Team) [Sept 22]

#### Lunch

- Networking Luncheon [Sept 21]

#### Reception

- ~~Welcome Networking Reception [Sept 20]~~
- ~~Evening Networking Reception [Sept 21]~~

*Opportunity to put the company name and/or logo on one select conference item:*

- ~~Conference Mobile App~~
- ~~Conference Notebooks~~
- ~~Attendee Lanyards~~
- Conference Hand Sanitizer
- Conference Pens
- Conference Water Bottles

View the conference agenda [HERE](#)

## Sponsorship Packages

### PREMIER SPONSOR | \$3,000

#### REGISTRATION BENEFITS

- One (1) free conference registration.
- Up to one (1) registration at 20% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount. Sponsors are welcome to offer their discounted registration to a staff member, client, or potential customer.*
- Opportunity to select either a branded sponsorship OR the opportunity to address attendees. *If you select an item to brand, the opportunity to address the attendees during the program is NOT included.*

#### MARKETING BENEFITS

- 15-business day advance release of the participant list, with weekly updates leading up to the conference
- Display of the company name and logo throughout the conference space for the duration of the event
- Inclusion of the company logo in two conference marketing emails, with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization’s website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you’re offering attendees, provided the activities do not interfere with official conference events

### PREMIER SPONSORSHIP OPPORTUNITIES

*Opportunity to address full conference body with brief remarks (1-2 minutes) at one of the following events:*

- Networking Breakfast [Sept 22]
- Networking Luncheon [Sept 22]

*Opportunity to put the company name and/or logo on one select conference item:*

- Afternoon Networking Break [Sept 21]
- Morning Networking Break [Sept 22]
- Conference Wi-Fi
- Gadget Charging Station

View the conference agenda [HERE](#)

## Sponsorship Packages

### CHAMPION | \$2,000

#### REGISTRATION BENEFITS

- One (1) free registration
- Up to one (1) registration at 15% off the early bird member price. *Additional discounts like the multiple participant discount cannot be added to this discount. Sponsors are welcome to offer their discounted registration to a staff member, client, or potential customer.*

#### MARKETING BENEFITS

- 10-business day advance release of the participant list, with one update provided the week prior to the conference
- Display of the company name and logo throughout the conference space for the duration of the event
- Inclusion of the company logo in one conference marketing email, with recognition of sponsorship
- Recognition on the Council website with a hyperlink to your organization's website
- Inclusion of company information on the conference mobile app
- Ability to promote social activities you're offering attendees, provided the activities do not interfere with official conference events

Sponsorship Application  
Government Relations and Policy Conference  
September 20-22, 2023 | Washington, DC  
Submit to: Kristin Hanley | [khanley@pac.org](mailto:khanley@pac.org) | phone: 202.787.5968

### SPONSOR INFORMATION

	<input type="checkbox"/> PLATINUM	<input type="checkbox"/> PREMIER	<input type="checkbox"/> CHAMPION
Sponsor Level:	\$4,000	\$3,000	\$2,000
Organization:	_____		
Contact Name:	_____		
Job Title:	_____		
Address:	_____		
	<i>Street Address</i>		
	_____	_____	_____
	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Phone:	_____		
	Email: _____		
Web Address:	_____		

### SPONSOR OPTIONS

Please list your 3 preferred sponsorship opportunities. Upon confirmation of your sponsorship, staff will work with you to finalize placement.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### ADVANCE PAYMENT IS REQUIRED

Once your sponsorship has been processed, you will receive an e-mail confirmation which will include information on how to process a credit card payment via our secure online portal. If you'd prefer to pay via phone, you may contact [khanley@pac.org](mailto:khanley@pac.org) for assistance. If you select "pay by check," an invoice will be provided with your confirmation.

*The Public Affairs Council enforces the Payment Card Industry Data Security Standard (PCI DSS) to keep credit card information secure. Please do not send us your credit card information via voicemail, fax, email or text.*

- Prefer to pay by Check                       Prefer to pay by Credit Card

Signature: \_\_\_\_\_

By signing this document, I acknowledge that I have read and agree to abide by the Council's sponsor policies which can be viewed at [http://pac.org/conferences\\_policies#sponsors](http://pac.org/conferences_policies#sponsors).

CANCELLATIONS: Cancellations received prior to the redemption of any sponsor/exhibitor benefits will receive a full refund. Cancellations received on or before the materials deadline will receive a refund equal to half of the sponsor/exhibitor fee. No refunds will be issued after the materials deadline has passed. Cancellations must be submitted in writing to Kristin Hanley at [khanley@pac.org](mailto:khanley@pac.org).