



GOVERNMENT  
RELATIONS  
& POLICY  
CONFERENCE  
LOCAL. STATE. FEDERAL.

HILTON CAPITOL HILL | WASHINGTON D.C.  
SEPTEMBER 25-27, 2024

## 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 Code of Conduct as well as our 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 a 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 complimentary and/or 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

### SELECT ONE OF THE FOLLOWING 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 26]~~

#### General Sessions

- ~~Opening Keynote: Election 2024: State of Play [Sept 26]~~
- ~~Late Morning Keynote: Navigating Politically Charged Issues in an Election Year (and Lame Duck) [Sept 26]~~
- ~~End of Day Keynote: Congressional "Brain Drain" [Sept 26]~~
- ~~Day 2 Opening Keynote: An Exit Interview with... [Sept 27]~~
- ~~Late Morning Keynote: What to Expect from State Legislatures in 2025 [Sept 27]~~
- Closing Keynote: A SCOTUS Recap and What's Ahead [Sept 27]

#### Lunch

- ~~Networking Luncheon [Sept 26]~~

#### Reception

- Welcome Networking Reception [Sept 25]
- Evening Networking Reception [Sept 26]

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

- ~~Conference Mobile App~~
- ~~Conference Notebooks~~
- ~~Attendee Lanyards~~
- 1 oz. Electronic/Glass Cleaning Spray w/ Cloth **NEW**
- Conference Pens
- ~~Conference Water Bottles~~
- ~~Conference Tote Bags~~

**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 complimentary and/or 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

### SELECT ONE OF THE FOLLOWING PREMIER SPONSORSHIP OPPORTUNITIES

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

- ~~Networking Breakfast [Sept 27]~~
- ~~Networking Luncheon [Sept 27]~~

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

- ~~Afternoon Networking Break [Sept 26]~~
- Morning Networking Break [Sept 27]
- ~~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 complimentary and/or 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 25-27, 2024 | Washington, DC

Submit to: Kristin Hanley | khanley@pac.org | phone: 202.787.5968

SPONSOR INFORMATION

Sponsor Level: [ ] PLATINUM \$4,000 [ ] PREMIER \$3,000 [ ] CHAMPION \$2,000
Organization:
Contact Name:
Job Title:
Address:
Street Address
City State Zip Code
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 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 Code of Conduct and Sponsor Policies which can be viewed at https://pac.org/conference\_policies#code\_of\_conduct and 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.