

# 2020 ANNUAL CONFERENCE IS NOW VIRTUAL



**Resilience**

**November 18-20, 2020**

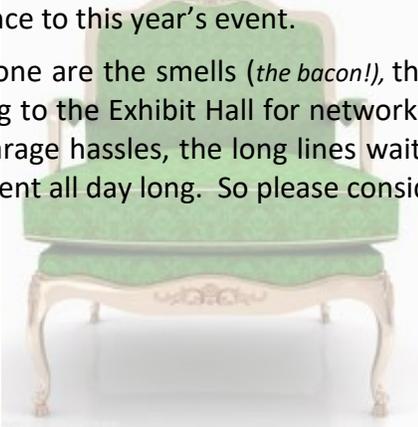
**2020 Sponsor and Exhibitor Kit**

## **Your chair may be different this year, but your spot with us is reserved!**

Our theme for the 2020 Virtual Conference and Exhibition is **Resilience**. New Hampshire's cities and towns have boldly demonstrated our capacity to build resilient communities during this COVID-19 crisis.

We understand this event won't be the same, and life as we now know it is not the same. Regardless, we ask that you come "social distance" with us in this new normal. We are offering 3 days of exciting and relevant educational content, at a discounted rate, to attract as many of our members and to drive attendance to this year's event.

Gone are the smells (*the bacon!*), the sights, the sounds, and the shuffling of foot traffic of attendees heading to the Exhibit Hall for networking and refreshments. But on a positive note, gone too are the parking garage hassles, the long lines waiting for a restroom, and the sore feet from pounding the cement pavement all day long. So please consider joining us for these three days of virtual adventure in November.



**We will save a seat for you!**



Reunite with us.

Rekindle old friendships.

Refresh your municipal connections.

Reaffirm your support for cities and towns.

# **Resilience**

## **November 18-20, 2020**

**Join us for 3 days of networking and fun!**



# VIRTUAL ANNUAL CONFERENCE EXPERIENCE

Join hundreds of municipal officials across New Hampshire as NHMA hosts its' 79th Annual Conference and Exhibition as a VIRTUAL event to ensure the safety of all attendees as COVID-19 remains a serious health threat.

*Whova*

To provide the best experience for you, NHMA is using a virtual conference this year using a management event platform called *Whova*. *Whova* enables active participation and interaction among sponsors/exhibitors and attendees and provides up-to-date information, personalized agendas, messages, community board, and exciting contests and photos all at the fingertips of attendees.

## Tentative Sponsor/Exhibitor Schedule

The conference schedule will run 9:00 am—3:45 pm each day with Friday adjourning at 1:30 pm. Unlike a “live” exhibit hall, this year your virtual booth will also be available to members on the platform for a third day. That’s a bonus day! It is your decision how often to staff your virtual booth, however, we encourage you to participate on the *Whova* app live during break times listed below as attendees can use the chat feature to speak with you and ask questions about your products/services. There are also options for attendees to leave you private in-app messages. Attendees will have access to conference materials up to six months after the event giving your business even more member exposure than before.

### Wednesday, November 18

10:15 am  
11:30 am  
12:45 pm  
2:00 pm

### Thursday, November 19

10:15 am  
11:30 am  
12:45 pm  
2:00 pm

### Friday, November 20

9:15 am  
10:30 am  
11:30 am



## Exhibitor Booth Pricing

Businesses: \$425

Non-profit/Government: \$250

Affiliate/Associate Members: \$175





**Diamond Level Sponsor**



**Ruby Level /Keynote Sponsor**

THANK YOU TO  
OUR GENEROUS  
SPONSORS!

**SPONSORSHIP  
OPPORTUNITIES**

**2020**

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**Platinum Level Sponsor**

**\$2,500**

**Opportunity for 75-minute program session to be included in our educational programming**

**Full page** (7"x10"; BW) ad in issue of NHMA's *Town and City* magazine (distribution 2,400)

Recognition and company logo in **multiple** cycles of NHMA's *NewsLink* (distribution 2,200)

Acknowledgement in customized **8** eblasts to members promoting conference

Recognition as program session sponsor

Complimentary and searchable PDF of the 2020-2021 *Municipal Officials Directory*

Shout out during conference to attendees recognizing your sponsorship

Attendees have access to Virtual Conference Exhibit Hall for 6 months after event

Pre-conference mailing list in Excel format

Company listing on NHMA's conference webpage

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**Gold Level Sponsor**

**\$2,000**

**Half page** (7"X 4-7/8"; BW) ad in issue of *Town and City* magazine (distribution 2,400)

Recognition and company logo in **several** cycles of NHMA's *NewsLink* (distribution 2,200)

Acknowledgement in customized **6** eblasts to members promoting conference

Recognition as program session sponsor

Complimentary and searchable PDF of the 2020-2021 *Municipal Officials Directory*

Shout out during conference to attendees recognizing your sponsorship

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# HIDE AND SEEK



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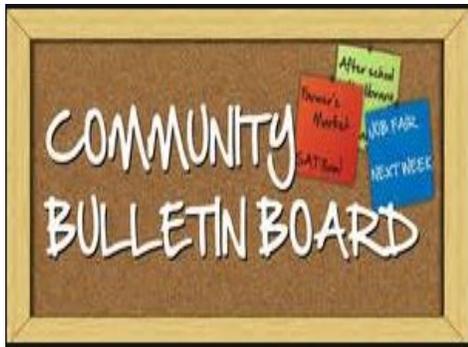
## Exhibitor “Hide and Seek” and Door Prizes

To encourage attendee traffic in the virtual exhibit hall and for exhibit “virtual booth” viewing, NHMA will be offering multiple gift card drawings for attendees who search through the Exhibit Hall looking for “hidden” words. The name of a New Hampshire city or town will be “hidden” somewhere in your company or organization’s description. Attendees need to search and collect those names and submit them from each exhibitor. The city/town names will be different on Wednesday and Thursday to encourage greater traffic. Drawings for NHMA’s “Hide and Seek” winners will be announced on Thursday and Friday mornings.

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## Exhibitor Raffle Drawings

Sponsors and exhibitors are strongly encouraged to hold raffle drawings of your own. Submit to us what you gifted (ie: Kindle, \$25 Visa card) and the winner’s name to NHMA by 3:00 pm each day and we will announce your winners and company name on Thursday and Friday morning of the event. By doing this, you will be able to collect leads from each person that reaches out to your virtual booth.



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## Community Board and Virtual Get-Togethers

Reach more attendees with your event announcements on the virtual community board. This is a great way to promote your company’s services and products through custom profiles with product photos, in-app coupons, giveaways, and raffles. Attendees can leave comments, requests for more information, and sign up for any offer all through the *Whova* app. Exhibitors can identify marketing prospects with attendee SmartProfiles, send them messages, and promote our business all within the *Whova* Community Board.

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## E-blasts and NewsLink

NHMA will recognize sponsors and exhibitors via a series of e-blast communications and in our bi-weekly electronic newsletter *NewsLink* (current distribution over 2200 subscribers). Your company name and logo will be included in each eblast to members and newsletter to subscribers every week leading up to the November event.





# Why Sponsorship in a Virtual Event?

**DEADLINE**

October 9

Sponsor/Exhibitor Registration Deadline



# Resilience

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