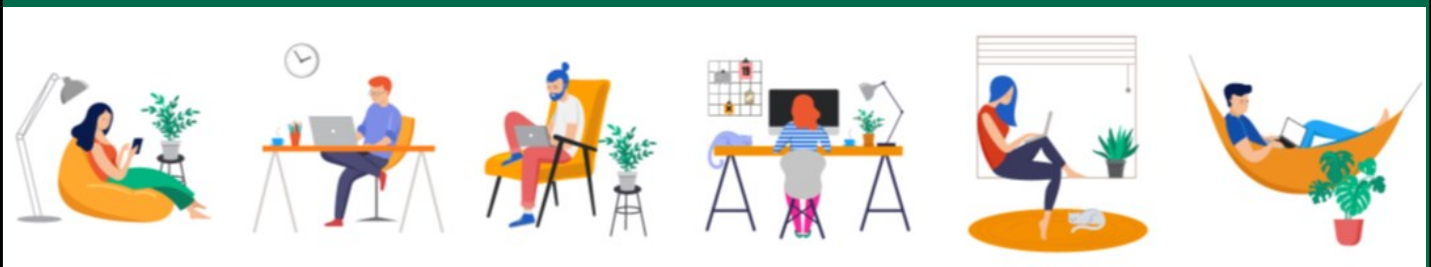




81st Annual Conference and Exhibition November 16-17, 2022



Getting Used to Different

Join us at the NHMA Annual Conference and Exhibition for two days of networking, education, and engagement with New Hampshire municipal officials.

2022 Sponsor & Exhibitor Kit



Getting Used to Different 81st Annual Conference & Exhibition November 16-17, 2022

Sponsor and Exhibitor Opportunities



NHMA is excited to announce the dates of Wednesday, November 16 and Thursday, November 17 for the *81st Annual Conference and Exhibition* at the DoubleTree by Hilton Downtown Manchester. Our theme this year is *“Getting Used to Different.”*

It’s been nearly two years and New Hampshire municipalities are still “getting used to different” and adapting to the extraordinary events of the pandemic. Elected and appointed officials have been faced with touch challenges and opportunities to create new programs and services that best meet the changing needs of their residents.

We invite you to join to connect face-to-face with your municipal clients and prospects. The solutions, expertise, products, and services you provide are critical to the success, recovery, and continued growth of New Hampshire’s cities and towns. Please join us in November!

This year’s conference will be held as a live, in person event in Manchester both days with simultaneous live-streaming for virtual attendees.

Why Sponsor or Exhibit?

Sponsors, exhibitors and attendees are very excited to be back in person in 2022 and the value of face-to-face networking and engagement is more important and irreplaceable than ever. Exhibiting at the conference provides numerous benefits that cannot be gained from other forms of marketing.

Consider the following:

- **VISIBILITY** your name in front of 400+ local decision-makers
- **CONNECT** one-on-one with New Hampshire’s city and town leaders
- **SEE YOUR BRAND** onsite, on the virtual platform app, website, magazine, and electronic newsletter before, during and after the conference
- **FACE-TO-FACE NETWORKING** and engagement critical for generating new ideas, leads, and maintaining relationships
- **ATTENDEES VISIT EXHIBIT HALL** to gain insight from industry thought leaders and experts—show them how you can assist them and provide solutions
- **WORK B2B WITH PARTNERS** and create new business relationships with other exhibitors
- **RECEIVE EXCLUSIVE ACCESS** to complimentary conference attendee mailing list for marketing
- **YOUR MUNICIPAL CLIENTS**, prospects —and competitors will be there



Getting Used to Different

81st Annual Conference & Exhibition

November 16-17, 2022

Sponsorship Details



Our Annual Conference and Exhibition serves as an opportunity for outside organizations to increase their presence with our membership. NHMA offers several tiers of sponsorship, detailed below, designed to meet the goals and needs of differently-sized businesses and organizations.

\$6,500 Lunch Sponsors

Wednesday: Exhibitor Luncheon or Thursday: Awards Luncheon—Available to multiple sponsors

- Premium booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One full-page ad in digital conference program and **New Hampshire Town and City** magazine
- Signage with company logo displayed at event
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 4 complimentary meals to Exhibit Hall Luncheon on Wednesday
- 4 complimentary meals to Exhibit Hall Breakfast on Thursday
- 4 complimentary meals to Awards Luncheon on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*

\$5,000 Breakfast Sponsors

Wednesday or Thursday. Available to multiple sponsors

- Premium booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One full-page ad in digital conference program and **New Hampshire Town and City** magazine
- Signage with company logo displayed at event
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Luncheon on Wednesday
- 4 complimentary meals to Exhibit Hall Breakfast on Thursday
- 4 complimentary meals to Breakfast on Wednesday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*



\$5,000 Keynote Sponsors

Wednesday only. Available to one sponsor.

- Brief opportunity for welcoming remarks
- Premium booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One full page ad in digital conference program and *New Hampshire Town and City* magazine
- Signage with company logo displayed at the breaks
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Luncheon on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- 2 complimentary meals to Awards Luncheon on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*



\$4,000 Afternoon Break Sponsors

Wednesday or Thursday. Available to multiple sponsors

- Standard booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One half-page ad in digital conference program and *New Hampshire Town and City* magazine
- Signage with company logo displayed at the breaks
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Luncheon on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*

\$4,000 Exhibitor Reception Sponsor

Available to one sponsor

- Brief Introduction and welcome remarks at Reception
- Standard booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One half page ad in digital conference program and *New Hampshire Town and City* magazine
- Inclusion in (4) conference promotion emails to the membership
- Signage with company logo displayed at the breaks
- Listing on conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Luncheon on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*





\$3,000 Mobile Conference App & Wifi Sponsor

Available to one sponsor

- Standard booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One quarter-page ad in digital conference program and **New Hampshire Town and City** magazine
- Premiere in-app advertising banner
- Signage with company logo displayed at event
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website
- 2 complimentary meals to Exhibit Hall Lunch on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*

\$2,500 Technology Sponsors

Wednesday or Thursday. Available to multiple sponsors

- Standard booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One quarter-page ad in digital conference program and **New Hampshire Town and City** magazine
- Signage with company logo displayed at event
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Lunch on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*

\$2,500 Conference Bag Sponsor

Sponsor's name or logo will be displayed with NHMA's logo through sponsorship of the conference bags.

Year-round brand opportunity is available to one sponsor

- Standard booth in Exhibit Hall and booth in Virtual Hall (Whova platform)
- One quarter-page ad in digital conference program and **New Hampshire Town and City** magazine
- Inclusion in (4) conference promotion emails to the membership
- Listing in both print and digital communications to members
- Listing on the conference website and rotating logo on conference app
- 2 complimentary meals to Exhibit Hall Lunch on Wednesday
- 2 complimentary meals to Exhibit Hall Breakfast on Thursday
- Complimentary digital copy of the 2022-2023 *New Hampshire Municipal Officials Directory*

SOLD OUT



Getting Used to Different 81st Annual Conference & Exhibition November 16-17, 2022

Exhibitor Details



Why You Should Exhibit?

- Promote your company at the largest municipal gathering in New Hampshire.
 - Generate new business leads and expand your customer base.
 - Gain exposure to more than 400 municipal officials and staff.
- Perfect opportunity to meet attendees during Exhibit Hall events and session breaks.
- Receive recognition and exposure in member communications and NHMA’s website.
- Explore new business contacts with a complimentary electronic copy of the *2022-2023 NH Municipal Officials Directory*.

<u>Exhibitor (In-Person) Booth Pricing</u>	<u>Virtual Only Booth Pricing</u>
Premium Booth: \$950	Virtual Booth: \$425
Standard Booth: \$850	Non-profit/Government: \$250
Non-profit/Government: \$500	Affiliate Group: \$175
Affiliate Group: \$300	

Included with Each 8’ X 10” Booth

Each premium and standard booth measures approximately 8 feet (depth) X 10 feet (width) and includes a draped 6-foot table, two chairs and one sign with company name. Internet access will be provided at no additional cost. In-person exhibitors also receive a virtual booth — that’s two booths for the price of one!

Exhibitors are responsible for all booth furnishings (other than outlined above) and electricity. These items are not included with the booth but can be ordered through the Exhibitor Service Manual available through Capital Convention Contractors. Exhibitors may also provide their own furnishings.

Booth Assignment Process

Booth locations are assigned at the sole discretion of the NHMA. Priority booth placement will be given to sponsors. Every effort will be made to accommodate the exhibitor’s preference of location and layout may be changed depending on the final number of exhibitors.

Availability is determined when the completed Sponsor/Exhibitor Contract and payment are submitted online. Exhibitors will receive an immediate confirmation when the contract is submitted and received. You may include up to four booth choices and any special requests on the contract. If the booth choices are not available, the most comparable location will be assigned.



Getting Used to Different 81st Annual Conference & Exhibition November 16-17, 2022 Other Marketing Opportunities



Key Officials Mailing List—\$125

Promote your conference participation via email to members. Let attendees know your company will be exhibiting and the solutions you can provide. Key Officials Mailing List includes publicly-available contact information for chairs of boards of selectmen and town councils, mayors, city and town managers, administrators and administrative assistants.

Educational Opportunity Meeting Space—\$250 per day

\$250 per day for Hale Room (across from Exhibit Hall). This provides an opportunity for your company to present an educational session on a topic of your expertise in a more private atmosphere. If interested, contact Tim Fortier at tfortier@nhmunicipal.org.

Product Showcase/Client Meeting Space—\$100 per hour

Space is available in the Exhibit Hall for product demonstrations and/or client meetings. Curtained space with seating for 15 is \$100.00 per hour and is available on a “first-come, first-served” basis. If interested, contact Tim Fortier at tfortier@nhmunicipal.org.



To provide the best experience for you, NHMA is using a virtual conference 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.

To inquire more about marketing opportunities within the New Hampshire municipal marketplace, call NHMA’s Communications Coordinator, Timothy Fortier, at 603.226.1305 or via email at tfortier@nhmunicipal.org.