



National Association of  
Government Communicators



*"TACKLE" TOUGH TIMES WITH  
"REEL" TIPS FROM THE LAND OF 10,000 LAKES*

**2011 Communications School**

**EXHIBITOR  
PROSPECTUS**

**RESERVE  
YOUR BOOTH  
TODAY!**

**May 10 - 11, 2011**

**Crowne Plaza Hotel - Riverfront, St. Paul, Minnesota**



## Who We Are



### The National Association of Government Communications (NAGC)

is a national non-for-profit network of federal, state and local government employees who disseminate information within and outside government. The NAGC is the only organization for, by and about government communicators and communications. Its members are senior level purchasing decision makers and/or influencers in not only the message but the method of delivery and media used to broadly cast information for the public. NAGC members are guided by a professional code of ethics which demands complete and timely communication between government and the people it serves.

The 2011 NAGC Communications School exhibit is an invaluable networking opportunity for members, multi-media communications to inform the public at large providing educational sessions to help government communicators enhance job performance and develop personal skills. As well it is an opportunity to recognize the recipients of the NAGC Government Communicator of the Year.

## Who Should Exhibit?

### Manufactures and Distributors of:

- \* Broadcasting equipment and services
- \* Communications services
- \* Digital signage companies
- \* Graphic design services
- \* Goods and technologies serving government  
Public Information Officers
- \* Mailing facilitators
- \* Network providers
- \* News services
- \* Printing equipment and services
- \* Print publishers
- \* Photography equipment and services
- \* Print publishers
- \* Photography equipment and services
- \* Speechwriters' training and services
- \* Training facilitators
- \* Web conferencing companies
- \* Web design
- \* Video producers and more.

## Attendee Profile

Over 250 government communications professionals are expected to attend the **2011 NAGC Communications School** that is exclusive to this market segment. NAGC welcomes a multitude of senior level information officers who are agency spokespersons, editors, writers, broadcasters, video professionals and photographers to participate in the Communications School in St. Paul, Minnesota.

## 2011 Communication School Includes:

- \* Invaluable networking opportunities for members who are charged with effective, multi-media communications to inform the public at large.
- \* Educational sessions to help government communicators enhance job performance develop personal skills.
- \* Exhibit displays offering products and services that enhance the delivery and methodology of public information.
- \* Avenue for honoring recipients of the NAGC Government Communicator of the Year, an individual who has brought forth government's message with a high standard of professionalism and ethics. This event also provides the setting for announcing the winners of NAGC's Annual Blue Pencil & Gold Screen Awards. Recipients of this award are recognized for excellence in written, filmed, audio/ videotaped, published and photographed government information products.

**Exhibit Dates**  
**May 10-11**

## An Opportunity for Your Company

As a valued supplier of products and services for this market, the exhibit hall will provide an exceptional opportunity for advancing your company with attendees. These attendees represent federal, state and local government agencies plus private contractors that direct and facilitate work of the government communication offices. This audience appreciates suppliers who offer cost-effective and innovative ways to enhance their personal and professional development within their offices.

## Exhibit Venue

Crowne Plaza St. Paul-Riverfront  
11 East Kellogg Boulevard  
St. Paul, MN 5101  
[www.cpstpaul.com](http://www.cpstpaul.com)

**Reservations:** For reservations, call **651-292-1900**, and reference National Association of Government Communicators" to receive the conference rate. OR go online at [www.cpstpaul.com](http://www.cpstpaul.com), read about the hotel amenities, and when you book online, reference Group Rate Code XHJ. The NAGC rate is available until April 18, 2011 or until the room block is filled.

Rates: \$120 per night, single/double occupancy, plus tax

## Exhibit Location

The NAGC Exhibits will be adjacent to the General Session Room.

## Exhibit Hours

The following events are planned in the Exhibit Hall.

Tuesday, May 10

- 7:00 a.m. – 12:00 p.m.** Exhibitor Set-Up
- 12:00 p.m. – 1:00 p.m.** Grab & Go Lunch
- 1:00 p.m. – 2:15 p.m.** General Session
- 3:45 p.m. – 4:15 p.m.** Coffee & Dessert Break
- 4:15 p.m. – 5:15 p.m.** General Session

Wednesday, May 11

- 9:00 a.m. – 10:00 a.m.** General Session
- 3:30 p.m. – 4:00 p.m.** Coffee & Dessert Break

## Exhibitor Profile

Exhibitors are suppliers, manufacturers and distributors of products and services for this market.

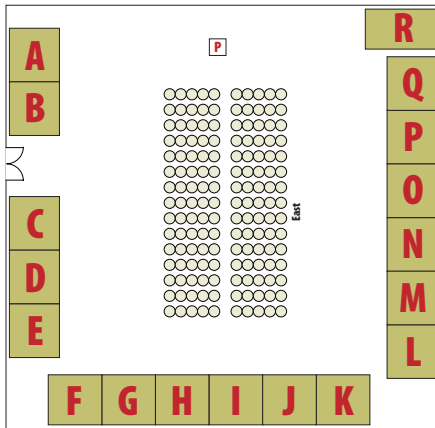
## Recent Exhibitors Include:

- \* Boscobel
- \* BurrellesLuce
- \* Cision US, Inc.
- \* Crosby Marketing Communications
- \* Disability.gov
- \* EurekaFacts, LLC
- \* Federal News Wire—From NewsCouncil.org
- \* Global Technologies Group Inc.
- \* Graves Fowler Creative
- \* The Hughes Group, Inc.
- \* Ithaca College: Division of Graduate & Professional Studies
- \* JMH Education Marketing
- \* National Center for Health Statistics
- \* Outreach Process Partners, Inc.
- \* Rafferty Weiss Media
- \* readMedia, Inc.
- \* Tightrope Media Systems
- \* TMP Government
- \* Trademark Advertising
- \* Van Eperen & Company
- \* Vocus, Inc.
- \* Xenophon Strategies

## Showcase Your Company's Products and Services to Senior Level Government Communication Decision Makers and Influencers



## Exhibit Layout



## Booth Amenities

### Booth Amenities\*

- \* One (1) representative per booth.
- \* Pipe and drape.
- \* Skirted table and one (1) chair.
- \* Attendance at group meals/social events, except the Blue Pencil & Gold Screen Awards.
- \* Tickets for the Blue Pencil & Gold Screen Awards Luncheon can be purchased separately (\$50).
- \* Listing/Logo in the official show publication.
- \* Listing/Logo on the exhibit hall bingo card.
- \* Post conference Attendee list.

**\* All other furniture needs must be purchased through the NAGC show decorator**

## Exhibit Fees

- \* Booth Member (\$900)—includes one (1) representative
- \* Booth Non-Member (\$1050)—includes one (1) representative
- \* Tabletop (\$750)—includes one (1) representative
- \* Additional Representative (\$250 per each additional representative)

## Literature Insert

Each exhibitor can insert a piece of literature in conference attendee meeting materials; you will get details about your product/service into the hands of every attendee. Your company will be responsible for copies and shipping of literature insert to conference hotel. NAGC staff will provide further instructions.

## Exhibit Floor Layout

NAGC reserves the right to modify the exhibit floor plan if in its judgment it is in the best interest of the exhibition and/or overall needs of the exhibitors.

## To Reserve Space

Complete the Exhibit Space Contract and return to NAGC Exhibit Manager Kristina Wise, [wise@nagconline.org](mailto:wise@nagconline.org).

Payment can be made by credit card or check. ***If by check, payment must be received within two weeks of reserving your exhibit space.***

## Space Assignments

Booth display assignments will be made on a first come, first serve basis to paid exhibitors.

All effort will be made to accommodate location preferences and to physically separate competitors, exhibit cooperation in this regard is appreciated.

## Release of Liability

NAGC assumes no liability whatsoever for loss or damage through any cause, of goods, or other materials owned, rented or leased by the exhibitor. The exhibitor shall indemnify NAGC against and hold it harmless for any complaints, suits or liabilities resulting from the negligence of the exhibitor in connections with the exhibitor's use of the display space.

## Submission Instructions

Complete forms and choose one of the following methods for submission.

**For credit card payments, fax to 703.241.5603**

**For check or cashiers check payments mail form and payment to NAGC, 201 Park Washington Court, Falls Church, VA 22046**

## Cancellation

In the event that it is necessary to cancel your company's reserved booth, no refunds will be made after April 18, 2011. **All cancellations must be in writing and penalties apply. A \$50 administrative fee will apply.**

## Door Prizes

If you wish to donate an item, please drop it off at the NAGC registration desk, no later than noon on Tuesday May 11, 2011.

## Deadlines

Payment for booth space is due with contract.

Please note the following 2011 deadlines:

- \* **April 18, 2011 – Exhibit cancellation deadline** (to be eligible for a refund)
- \* **Hotel Reservation deadline – April 18, 2011**
- \* **NAGC's group rate is available until April 18, 2011** or until the NAGC room block is sold out.
- \* **April 18, 2011 – Listing/Logo due for NAGC 2011 Exhibit Guide and bingo card.**
- \* **May 1, 2011 – Literature insert** (for registration bags) due.

## Exhibit Manager

Kristina Wise

703.538.1787 x1704

[wise@nagconline.org](mailto:wise@nagconline.org)