Reach more Decision Makers at the GFOA’s 109th Annual Conference.

GFOA conference attendees are dedicated to enhancing and promoting the professional management of governments for the public benefit and have many different roles, including:

- accountant
- auditor-controller
- banker
- bond counsel
- budget director
- chief financial officer
- consultant
- director of finance
- financial advisor
- investment broker
- and dealer
- treasurer

This diverse group is well-represented at the conference, making it the most strategically targeted audience in the marketplace.

It’s never too early to plan ahead!

110th Annual Conference
Metro Toronto Convention Centre
Toronto, Ontario
May 22–25, 2016

111th Annual Conference
Colorado Convention Center
Denver, Colorado
May 21–24, 2017

112th Annual Conference
America’s Center Convention Complex
St. Louis, Missouri
May 6–9, 2018

Government Finance Officers Association
203 North LaSalle Street
Suite 2700
Chicago, IL 60601-1210
Phone 312.977.9700
Fax 312.977.4806
www.gfoa.org

More Exposure, More Contacts, and More Return on Your Investment.

109th Annual Conference
May 31–June 3, 2015
Pennsylvania Convention Center
Philadelphia, Pennsylvania

www.gfoa.org

MEMBERSHIP AT A GLANCE

<table>
<thead>
<tr>
<th>Private Sector</th>
<th>43%</th>
</tr>
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<tbody>
<tr>
<td>Retirement Systems</td>
<td>18%</td>
</tr>
<tr>
<td>State/Provincial/Federal Governments</td>
<td>10%</td>
</tr>
<tr>
<td>City Governments</td>
<td>3%</td>
</tr>
<tr>
<td>Special District Governments</td>
<td>22%</td>
</tr>
<tr>
<td>Country Governments</td>
<td>4%</td>
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</tbody>
</table>

GFOA Annual Conference

Dates: May 31–June 3, 2015
Exhibit Dates: May 31–June 2, 2015
Pennsylvania Convention Center
1101 Arch Street
Philadelphia, Pennsylvania 19107
Show hours will begin on Sunday at 10:00 a.m. and conclude on Tuesday at 2:30 p.m.
Times are subject to change.
At the Government Finance Officers Association’s (GFOA) 109th Annual Conference, reach finance professionals from city, state/provincial, and county governments. Make connections with representatives from municipalities of all sizes as well as with attendees who work in the private sector. The GFOA conference is the perfect medium for attendees to view your products, ask questions, and see live demonstrations of the products and services that will save their governments time and money. Take advantage of this face-to-face interaction.

**Targeted Audience**

The GFOA annual conference attracts domestic and international attendees, from both public- and private-sector backgrounds, who have an interest in the following areas:

- accounting, auditing, and financial reporting
- budgeting
- capital planning and economic development
- debt management
- financial management
- pension and benefit administration
- technology
- treasury and investment management
- Canadian issues

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Government Finance Officers Association
The manual will include information and order forms for the above services as well as information on registration and housing.

- Each booth is 10’ x 10’ or multiples thereof.
- Booths are priced at $2,300 per 10’ x 10’.
- Signed contracts must include all 5 pages and either full payment or a 50 percent deposit.
- Space will only be assigned once payment has been received.
- Booth space is assigned on a first-come, first-served basis.
- There is no deadline to submit a contract. However, contracts received after March 27, 2015, must be paid in full.

**Booth space package includes the following**

- Three complimentary badges (exhibit hall only) per 10’ x 10’ booth.
- Company name and booth number in the 2015 conference program, exhibitor directory, and GFOA website.
- Conference registration available at a discounted fee.
- Back drape and side rails in show colors.
- A 7” x 44” two-line identification sign.
- Attendee list with name and employer two weeks before the start of the annual conference.
- Information on installation and dismantle will be posted online in the electronic exhibitor service manual in March 2015.

**Conference Attendee & Membership Labels**

Take advantage of pre- and post-show attendee mailing labels and the GFOA membership list rental. (Please note that at certain levels, conference sponsors receive pre- and post-show attendee mailing labels as part of their sponsorship package.)

**For more information, please contact:**

Dan Zielinski, Senior Manager, at dzielinski@gfoa.org or at (312) 977-9700.

**Maximize Your Exposure**

- Submit contract to reserve exhibit booth space
- Sign up to become a conference sponsor
- Register to attend conference sessions as an “Exhibitor/Delegate”
- Join the GFOA
- Advertise in Government Finance Review magazine
- Purchase conference attendee and membership mailing labels

**Conference Support**

Natalie Laudadio: Communications Manager
(312) 977-9700 ext. 2298, nlaudadio@gfoa.org

Dan Zielinski: Senior Manager
(312) 977-9700 ext. 4410, dzielinski@gfoa.org

Barb Mollo: Director of Operations and Marketing
(312) 977-9700 ext. 6103, bmollo@gfoa.org

"For a list of current exhibitors and updated floorplan, go to www.gfoa.org"
Interested in ways to reach GFOA’s membership beyond exhibiting?

As an exhibitor, not only will you have the opportunity to interact with potential clients face to face in the Exhibit Hall, but you also have the chance to reach your audience beyond the showroom floor with these additional opportunities:

- Become a member of GFOA
- Sign up to be a conference sponsor
- Advertise in GFOA’s bimonthly magazine, Government Finance Review
- Register to attend the annual conference as an “Exhibitor/Delegate”
- Purchase pre- and post-show conference attendee mailing labels as well as GFOA membership labels

Join the GFOA

The GFOA has more than 18,000 members in the United States and Canada who rely upon the GFOA to provide timely information, practical educational opportunities, high-quality professional publications, and the latest information on best practices.

- For information on membership benefits and to download a membership application and fee schedule, go to www.gfoa.org.
- Make an investment in your career and join today!

If you partner with any companies that you think would be a good fit to exhibit at the GFOA annual conference, please send your suggestions to Natalie Laudadio, Communications Manager at nlaudadio@gfoa.org or at (312) 977-9700.

Sponsorship

- Sponsorship opportunities with the GFOA are designed to meet a range of interests with various sponsorship levels.
- Sponsoring companies will be highlighted on the GFOA website and in all conference materials.
- If you would like to receive information on the GFOA’s sponsorship opportunities, please contact Barb Mollo, Director of Operations and Marketing at bmollo@gfoa.org or at (312) 977-9700. (Please note that sponsorship packages are not included with exhibit booth space reservation.)

Advertising

- Reach GFOA’s full membership and subscribers by advertising in Government Finance Review (GFR), the GFOA’s bimonthly membership magazine. By advertising in GFR, you target your marketing dollars to a powerful group of decision makers in thousands of governments across the United States and Canada.
- For detailed information, please contact: Natalie Laudadio, Communications Manager at nlaudadio@gfoa.org or at (312) 977-9700.

Register to Attend the Conference

- Register to attend the conference as an “Exhibitor/Delegate” and learn the latest issues facing your potential clients. (Please note that at certain levels, conference sponsors receive complimentary registrations as part of their sponsorship package.)
- For more information on the 2015 annual conference, please visit www.gfoa.org.
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