Government Finance Officers Association

Exhibit and Sponsorship Opportunities
Connect with Key Decision Makers

EXHIBIT DATES: MAY 17–19, 2020

GFOA’S 114TH ANNUAL CONFERENCE
MAY 17–20, 2020
Ernest N. Morial Convention Center
New Orleans, Louisiana

GFOA.ORG  #GFOA2020
BE PART OF

SOMETHING BIG

Don’t Miss the Largest Gathering of
Government Finance Officers!

GFOA’s 113th Annual Conference broke all records in its history—more than 5,200+ delegates, including almost 600 first-time conference attendees, and close to 200 exhibiting companies!

Help us surpass those records by signing up to reach key decision makers and influencers who are specifically looking for your products and services to incorporate into their current government projects and recommend to their communities.
EXHIBIT DATES: MAY 17-19, 2020

For the past 114 years, GFOA has hosted the highest quality conference — which means the highest quality leads for you. It is the perfect place to establish new partnerships and reconnect with existing customers.

WHO WILL BE WALKING THE EXHIBIT HALL FLOOR?

Meet face-to-face with thousands of finance officers from state, local, and provincial governments, special districts, school districts, and utilities who are looking for new products and services to meet their current challenges and upcoming needs while saving their governments time and money.

Specifically, you’ll find key decision makers including chief financial officers, directors of finance, auditor-controllers, treasurers, budget directors, and accountants.

WHY YOU SHOULD EXHIBIT

- CONNECT with more than 5,000++ government finance professionals
- SHOWCASE innovative products, services, and solutions on the hall floor
- INFLUENCE key decisions makers
- BENCHMARK your company as an industry leader
- GROW YOUR BUSINESS

SPREAD THE WORD!

If you partner with any companies that you think would be a good fit to exhibit at GFOA’s Annual Conference, please send your suggestions to conference@gfoa.org.

RESERVE EXHIBIT BOOTH SPACE TODAY!

Go to gfoa.org to access the exhibit contract and floorplan.
IT’S TIME TO THINK OUTSIDE THE BOOTH!

GFOA offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall. Whether you choose to contribute to the overall conference or fund a specific element of the event, your sponsorship will increase top-of-mind awareness among delegates.

BECOME A SPONSOR

TOP 5 REASONS

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<td>1</td>
<td>Put your business front and center before your target audience</td>
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<td>Enhance brand awareness</td>
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<td>3</td>
<td>Increase your reach and exposure to new clients, customers, and governments</td>
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<td>4</td>
<td>Reconnect with customers and engage with a specific audience</td>
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<td>Make lasting connections</td>
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Sponsorships are available at every level. Go to gfoa.org to access a list of opportunities and download a pledge form to e-mail to conference@gfoa.org.

If you have a question or don’t see a sponsorship package that works for you, contact Barb Mollo, Director, Operations and Marketing, at bmollo@gfoa.org or at 312.977.9700, to customize the perfect package.

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Government Finance Officers Association
EXHIBITOR SPECIFICS

BOOTH SPACE FEES

- Each booth is a 10’ x 10’ or multiples thereof.
- Booths are priced at $2,400 per 10’ x 10.’
- Signed contracts must include all 4 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 13, 2020, must be paid in full.

BOOTH SPACE PACKAGE

Includes the following:

- Three complimentary badges (exhibit hall only) per 10’ x 10’ booth.
- Complimentary admission to GFOA’s welcome event.
- Company name and booth number in the 2020 conference program guide, online Buyer’s Guide, 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 made available by March 2020 in the electronic exhibitor services kit.

Important note: All booths must be carpeted. Booth furnishings (furniture, carpet, electrical, internet, phone, etc.) are not included with your booth package. Freeman, GFOA’s official exhibit contractor, will e-mail an exhibitor service manual to you by March 2020. The manual will include information and order forms for the above services as well as information on registration and housing, local tours and activities, lead retrieval, pre- and post-show mailing labels, freight and shipping, labor regulations, and much more.

Download an exhibitor contract and floorplan at gfoa.org.
E-mail the contract to conference@gfoa.org.

LOCATION
Ernest N. Morial Convention Center
Exhibits located in Hall B2
900 Convention Center Blvd.,
New Orleans, Louisiana 70130

EXHIBIT DATES
May 17–19, 2020

EXHIBIT HALL HOURS
Show times will be announced in fall 2019 on gfoa.org.

FOR REFERENCE ONLY, last year’s exhibit hall schedule follows:
Day 1 10:00 am – 1:30 pm
Day 2 11:00 am – 4:30 pm
Day 3 10:00 am – 2:00 pm

The above schedule was for the 2019 Annual Conference only and will be updated for the 2020 Annual Conference.
Keep watch to gfoa.org for the 2020 exhibit hall hours to be posted.
MORE OPPORTUNITIES TO DRIVE YOUR BUSINESS FORWARD

**BUYER’S GUIDE**

Private-sector companies are invited to be listed in GFOA’s online Buyer’s Guide at gfoa.org. The Guide provides a great opportunity for finance professionals to find companies that offer products and services that can save their governments time and money. Join GFOA as an Associate Member today to have an opportunity to become part of this Guide. To read more and to download an order form, go to [gfoa.org](http://gfoa.org).

*GFOA’s conference exhibitors and diamond, platinum, gold, silver, and bronze-level sponsors are automatically included in the Buyer’s Guide.*

**PRE-AND POST-SHOW MAILING LABELS**

A key element to successful exhibiting is ensuring that your prospects are aware of your presence. GFOA’s pre- and post-show mailing labels are a low-cost, high-impact marketing tool designed to reinforce your company’s message. Drive traffic to your booth before the Annual Conference and thank attendees for stopping by your booth after the conference. Mailing labels will be processed in March and April 2020. Keep watch to gfoa.org for an order form to be posted with pricing details and processing dates.

**ADVERTISING**

Promote your products and services to an even broader audience of finance professionals by advertising in GFOA’s bimonthly membership magazine, Government Finance Review. Go to [gfoa.org](http://gfoa.org) to access the Media Kit. If you have any questions, e-mail gfrads@gfoa.org.

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**Special Offer**

**2020 CONFERENCE EXHIBITORS**

**SAVE 33%**

**ON APRIL AND JUNE 2020**

**GOVERNMENT FINANCE REVIEW ISSUES***

April deadlines:
- Insertion order form: February 10
- Artwork: February 17

June deadlines:
- Insertion order form: April 13
- Artwork: April 20

*Cannot be combined with any other discount. Thirty-three percent applies to the one-time rate only.*
MEMBERSHIP

After 114 years we’re just getting started! GFOA is more than 20,500+ strong and growing. Members turn to GFOA as a trusted source for timely information, ongoing education, and best practices. Make an investment in your career and join today! For a list of benefits, fee schedule, and an application, go to gfoa.org. Let’s work together to grow the government finance profession!

WHERE GOVERNMENT MEMBERS ARE WORKING.

GFOA membership current as May 2019.

- CITY (47%)
- COUNTY (21%)
- SPECIAL DISTRICT (19%)
- SCHOOL DISTRICT (6%)
- RETIREMENT SYSTEM (3%)
- STATE/PROVINCIAL/FEDERAL (4%)

Learn more at gfoa.org/join

GET SOCIAL!
CONNECT WITH GFOA ONLINE!

.linkedin
Government Finance Officers Association (GFOA)
GFOA Members Forum

d.twitter
@GFOA (#GFOA and #GFOA2020)
@GFOAJobs
@chrisgfoa

.facebook
GFOA of the US & Canada
GFOA Members Group
QUESTIONS?

EXHIBITOR LOGISTICS – (312) 977-9700

Christine Emmons: Administrative Associate
Ext. 5461 / cemmons@gfoa.org

Kate Southard: Manager
Ext. 4415 / ksouthard@gfoa.org

Natalie Laudadio: Senior Communications Manager
(Contact for advertising inquiries)
Ext. 2298 / nlaudadio@gfoa.org

Ailene Upton: Executive Administrative Assistant
Ext. 2266 / aupton@gfoa.org

Barb Mollo: Director, Operations and Marketing
(Contact for sponsorship inquiries)
Ext. 6103 / bmollo@gfoa.org

Dan Zielinski: Assistant Director
Ext. 4410 / dzielinski@gfoa.org

CAN’T MAKE IT THIS YEAR?
JOIN US IN 2021

115th Annual Conference
Hyatt Regency & Swiss Hotel Chicago
Chicago, Illinois | June 27−30, 2021
Exhibit Dates: June 27−29, 2021

IT’S NEVER TOO EARLY TO PLAN AHEAD!
FUTURE ANNUAL CONFERENCES
• Austin, Texas, June 5−8, 2022
• Portland, Oregon, May 21−24, 2023
• Orlando, Florida, June 9−12, 2024
• Washington, DC, June 29−July 2, 2025

Government Finance Officers Association

203 North LaSalle Street • Suite 2700 • Chicago, IL 60601-1210
312.977.9700 • fax: 312.977.4806 • gfoa.org

Government Finance Officers Association (GFOA) advances excellence in government finance by providing best practices, professional development, resources and practical research for more than 20,500+ members and the communities they serve.

IMPORTANT NOTICE: The Government Finance Officers Association (GFOA) or its agents will be taking photographs and/or video during the conference, including, without limitation, during the general session and other meetings and sessions. By attending the event, you acknowledge and agree that the Government Finance Officers Association (GFOA) or its agents may take photographs and/or video of you during the event and may use those photographs and recordings for GFOA’s purposes, including but not limited to news, marketing, advertising, publicity and fundraising purposes, without compensation to, or further permission from, you. All such photos and videos are the sole property of GFOA.