

TAMIO

TEXAS ASSOCIATION OF MUNICIPAL
INFORMATION OFFICERS

TAMIO 2021 Annual Conference

Kalahari Resort and Conventions
Round Rock, TX August 30-September 1

TAMIO is your opportunity to connect with more than 220 communications professionals for 2 1/2 days and build lasting relationships with your target audience of municipal governments across the state of Texas.

Conference inclusion: All sponsorship levels include an exhibitor table and access to conference sessions for one or more representatives of your company (see details listed under each sponsorship level). All sponsorship levels will include a listing on the 2021 conference webpages and on the conference mobile app.

The TAMIO annual conference has continued to grow, and while we expect COVID-19 to have some impact on this year's conference attendance due to cities' budgetary restraints, we do know from a member survey that our members feel the TAMIO Annual Conference is important and they are more likely to spend available travel funds on an in-state conference than an out-of-state conference.

While most of our attendees work for Texas cities, we have started to attract other city departments with PIO's (such as Parks and Rec), police PIO's, plus county hospitals and offices of emergency management.

Please look over the sponsorship package. We believe the visibility and networking opportunities offered at the TAMIO Conference is terrific value for our sponsors. If you have any questions, please call or email Lauren Grossman at 512-231-7450 or laureng@tml.org.

(Note: Some items on the following sponsorship lists have a production timeline. Production will not be stopped if a sponsorship is bought late. The solution – choose early!)

The opportunity to be a sponsor during the 2021 TAMIO Annual Conference is open to any business or professional organization related to the government communications field. Accepting a company's sponsorship does not in any way constitute an official endorsement by TAMIO or its officers of any product or service offered by the sponsoring organization.

Availability is first come, first served:

1 Mobile Sponsor, 1 TAMI Award Submission Program sponsor, 1 TAMI Awards Banquet sponsor, 1 Preconference Sponsor, 6 Platinum, 6 Gold, and 4 Silver

**Mobile App Sponsor: \$4,000
(Only one available - Best Visibility!) **SOLD!****

The conference mobile app is here to stay and in 2019, we had 213 users. For those whose city phones will not accept the app, we have a printed schedule-at-a-glance, but the mobile app is the only way onsite for attendees to access the detailed schedule, speaker information, handouts, sponsors, meals, and more. As the sponsor of the mobile app, your logo and yours alone will show up on every page of the app. With this sponsorship, you also receive:

- Sponsor logo on every page of mobile app which will go live to attendees approximately two to four weeks before the start of the conference.
- One flash ad that appears the first time an attendee logs on for the first time to the mobile app
- TAMIO includes you on one e-blast to all members advertising the conference and the mobile app that your company is sponsoring. (Email blast includes approximately 250 emails representing 130 cities, counties and government entities.)
- Your logo is the top logo on the sponsor page of the TAMIO Conference webpage.
- Opportunity to give a 5-minute presentation at the Tuesday breakfast or a two-minute video promo.
- Two (2) complimentary conference registrations. (These are also the representatives at your booth.)
- First right of refusal for the same sponsorship (dollar amount subject to change) for 2022.
- A copy of the conference attendee list provided a week before the conference.
- Exhibitor tables to include two (2) 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).

**TAMI Awards Submission Program Sponsor: \$4,000
(Only one available – Great Visibility!) **SOLD!****

Besides the conference mobile app, we use an online program for the TAMI Awards submissions and judging. In 2019, the TAMI Awards had over 350 submissions and that number continues to grow every year. With this sponsorship, you will receive:

- Acknowledgment as the sponsor in all TAMI Awards marketing (the earlier this one is purchased the more we can promote you).
- Your logo on every submission page of the online awards program plus being listed on the mobile app and website as a sponsor.
- One flash ad on the mobile app on Tuesday of the conference
- Opportunity to give a five-minute presentation at the TAMI Awards dinner or a two-minute video promo.
- Two (2) complimentary conference registrations. (These are also the representatives at your booth.)
- First right of refusal for the same sponsorship (dollar amount subject to change) for 2022.

- A copy of the conference attendee list provided a week before the conference.
- Exhibitor table to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).

TAMI Awards Banquet Sponsor: \$4,000
(Two available for \$2,000 each – Great Visibility!) ONE SOLD

The TAMI Award Banquet is where the winners of the 2021 TAMI Awards are announced. It is a very important event for our chapter and for the conference. With this sponsorship, you will receive:

- Acknowledgment as the sponsor at the TAMI Awards Banquet.
- Inclusion on one email blast to all TAMIO members about the annual conference (email blast includes approximately 235 emails representing 130 cities, counties and government entities).
- One flash ad on the mobile app on Tuesday of the conference plus being listed on the mobile app and website as a sponsor.
- Opportunity to give a three-minute presentation at the beginning of the TAMI Awards dinner or a two-minute video promo.
- Two (2) complimentary conference registrations. (These are also the representatives at your booth.)
- A copy of the conference attendee list provided a week before the conference.
- Exhibitor tables to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).

Preconference Sponsor: \$2,500
(One available – Great Visibility!)

For the first time, TAMIO is going to have a hands-on preconference session on Monday morning. We hope to attract a lot of attendees since the session gives them practical experience. Your sponsorship will make this session possible with a beverage break and includes:

- A chance to interact with the attendees if you choose to attend the session (which is an additional charge for attendees).
- Inclusion on one email blast to all TAMIO members about the annual conference (email blast includes approximately 235 emails representing 130 cities, counties and government entities).
- Two (2) complimentary conference registrations. (These are also the representatives at your booth.)
- A copy of the conference attendee list provided a week before the conference.
- Exhibitor tables to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).
- Listings on the mobile app and on the TAMIO conference website.

Platinum Level - \$1,500
(6 available - Excellent Visibility)

There are six Platinum Level sponsorships assigned on a first-come basis.

1. Monday Opening Keynote Sponsor – Our first keynote that starts the conference with a great speaker. This sponsor will be listed on the Monday signage. You will have up to five-minutes for a presentation or you can provide us a two-minute video promo. **SOLD**
2. Tuesday Morning Keynote Sponsor – This sponsor will be listed on the Tuesday breakfast keynote signage. You will have up to five-minutes for a presentation or you can provide us a two-minute video promo. **SOLD**
3. Tuesday Lunch TAMIO Film Fest Sponsor – This sponsor will be listed on the Tuesday lunch signage. You will have up to five-minutes for a presentation or you can provide us a two-minute video promo. **SOLD**
4. Wednesday Breakfast Keynote Sponsor – This sponsor will be listed on the Wednesday breakfast keynote signage. You will have up to five-minutes for a presentation or you can provide us a two-minute video promo. **SOLD**
5. Wednesday Closing Keynote Sponsor – This sponsor will be listed on the Wednesday closing keynote signage. You will have up to five-minutes for a presentation or you can provide us a two-minute video promo. **SOLD**
6. Conference Photographer - We want our conference to have professional shots especially for the TAMI Awards. You will have up to five-minutes for a presentation, time to be determined. **SOLD**

All six Platinum level sponsors receive:

- Inclusion on an email blast from TAMIO to conference attendees about our six Platinum sponsors. (*exception: if sponsorship is sold after the email blasts have concluded*)
- Two (2) complimentary conference registrations. (These registrants are also the representatives at your booth.)
- Exhibitor tables to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).
- A copy of the conference attendee list provided a week before the conference.
- Listings on the mobile app and on the TAMIO conference website.

Gold Level \$1000 **(6 available – Good Visibility)**

There are six Gold Level sponsorships assigned on a first-come basis.

1. Monday Afternoon Break Sponsor – The conference opens on Monday afternoon followed by two breakout sessions. In between the sessions, we'll plan a 30 minute break where everyone will get a first look at our sponsor display tables. **SOLD**
2. Tuesday Breakfast Sponsor – This sponsor helps us provide everyone with a great start to the day! Your support will be acknowledged during the meal and on signage. **SOLD**
3. Tuesday Morning Break Sponsor – Everyone needs time to reset and network and this is the first break of a day filled with education. The break is served in the same room as the sponsor tables. Your support will be acknowledged during the day and on signage. **SOLD**
4. Tuesday Lunch Sponsor – We have yet to see anyone turn down lunch, especially one followed by the Film Fest. Your support will be acknowledged during the meal and on signage. **SOLD**
5. Tuesday Afternoon Break Sponsor – After a full morning of education and a video-filled lunch, everyone will want to refresh again in the afternoon. The break is served in the same room as the sponsor tables. Your support will be acknowledged during the day and on signage. **SOLD**
6. Wednesday Breakfast Sponsor – This sponsor helps us provide everyone with a great start to the last day! Your support will be acknowledged during the meal and on signage. **SOLD**

All six Gold level sponsors receive:

- One (1) complimentary conference registration. (This registrant is also the representative at your booth).
- Exhibitor tables to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).
- A copy of the conference attendee list provided a week before the conference.
- Listings on the mobile app and on the TAMIO conference website.

Silver Level - \$750 (4 available) THREE SOLD

There are four opportunities for sponsorship at the Silver Level on a first-come, first-choice basis. This is for companies that may want to “test the waters” and just have a manned, display table. Your sponsorship includes:

- One (1) complimentary conference registration. (This registrant is also the representative at your booth).
- Exhibitor tables to include one 6-ft draped table and two chairs for purpose of displaying product (electricity is not guaranteed).
- A copy of the conference attendee list provided a week before the conference.
- Listings on the mobile app and on the TAMIO conference website.

Conference Representation:

Any sponsors who want to bring more representatives than included in their sponsorship will need to have that person(s) register for the conference. The Mobile App, TAMI Award Submission Program, TAMI Awards Banquet, Preconference Sponsor, and Platinum sponsorships include 2 complimentary registrations; Gold and Silver sponsorships include 1 complimentary registration. We do recommend sending your booth representative to network during the breakfast/lunch sessions, Restaurant Romp, and TAMI Awards Banquet.

Rules, Regulations, Dates and Times

Your exhibit area is your responsibility and how you decide to display it is up to you as long as you don't infringe on another table. We just want everyone to have fun, network, and get the most out of this conference.

Please be aware that we must work with the hotel with regards to space and the availability of electricity. It is highly recommended that you bring an extension cord and power strip. We will provide you with one 6-foot, draped table and a guaranteed crowd of fun-loving, enthusiastic, professional communicators. All exhibitor tables will be located in the same room as the refreshment breaks.

Exhibit tables will be available for setup starting at 8 a.m. on Monday, August 30. We'll have more information on move-in for you no later than the end of May, but you should be all setup by noon.

The afternoon break on Monday and the two breaks on Tuesday will be held in the same area as the exhibit/display tables. We also recommend you attend all networking opportunities and meals as there is always some time to talk and meet people.

Tear down is scheduled after the afternoon break on Tuesday, August 31, around 4:00 p.m. Typical conference times run from 1 p.m.-5 p.m. on Monday, 8 a.m.-5 p.m. on Tuesday, and 8 a.m. to 11 a.m. on Wednesday