

# **2012 Communications School**

**Government Communicators—*Telling America's Stories***

## **Exhibitor Prospectus**

### **Reserve Your Booth Today!**

**June 5–8**

**Sheraton National Hotel  
Arlington, Virginia**

# **NAGC**

**National Association of  
Government Communicators**



# Who We Are

*The National Association of Government Communicators (NAGC) is a national nonprofit 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 Communications School is the only event of its kind providing invaluable networking opportunities and practical educational sessions to help government communicators increase their skills. Information about the NAGC Communications School is posted on our website, [www.nagconline.org](http://www.nagconline.org), and is widely disseminated to members and non-members through regular NAGC sponsored e-mails, and through partnerships with GovLoop, the Advanced Learning Institute, the Digital Government Institute, Federal Communicators Network, and other partnering and sponsoring organizations.*

## Attendee Profile

Over 250 government communications professionals are expected to attend the 2012 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 Arlington, Virginia.

## 2012 Communications 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 and 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.

## 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  
Photography equipment and services  
Printing equipment and services  
Print publishers  
Speechwriters' training and services  
Training facilitators  
Web conferencing companies  
Web design  
Video producers and more

**Exhibit Dates**  
**June 6–8**  
**(Set-Up – June 6th)**

# 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

### Sheraton National Hotel

900 South Orme Street  
Arlington, Virginia 22204

[www.sheratonnational.com](http://www.sheratonnational.com)

### Reservations:

For reservations, call 703.821.1900, and reference "National Association of Government Communicators" to receive the conference rate. You may also go online at [www.sheratonnational.com](http://www.sheratonnational.com), read about the hotel amenities, and when you book online, reference NAGC. The NAGC rate is available until May 11, 2012 or until the room block is filled. Rates: \$211 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.

### Wednesday, June 6

4:00 pm – 6:00 pm      Exhibitor Set-Up

### Thursday, June 7

7:00 am – 9:30 am      Exhibitor Set-Up

10:00 am – 10:30 am    Exhibit Open—  
Morning Networking Break

3:00 pm – 3:30 pm      Afternoon Networking Break

5:30 pm – 7:00 pm      President's Reception

### Friday, June 8

10:00 am – 10:30 am    Morning Networking Break—  
Exhibits Close

10:30 am – 1:30 pm      Exhibitor Breakdown

## Exhibitor Profile

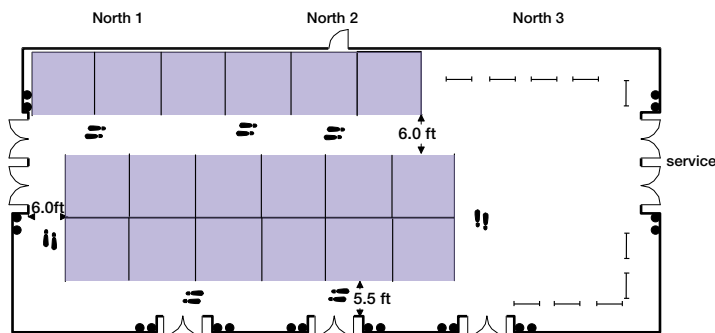
Exhibitors are suppliers, manufacturers and distributors of products and services for this market.

## 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 Floor Layout



## 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.

### 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 Banquet.
- Tickets for the Blue Pencil & Gold Screen Awards Banquet can be purchased separately (\$100).
- 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—

(\$150 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.

## To Reserve Space

Complete the Exhibit Space Contract and return to NAGC Exhibit Manager Sherry Meyers, [meyers@nagconline.org](mailto:meyers@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 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 30, 2012.

All cancellations must be in writing and penalties apply. A \$50 administrative fee will apply.

## Deadlines

Payment for booth space is due with contract. Please note the following deadlines:

- **April 30** – Exhibit cancellation deadline (to be eligible for a refund).
- **April 30** – Listing/Logo due for NAGC 2012 Exhibit Guide and bingo card.
- **May 1** – Literature insert (for registration bags) due.
- **May 11** – Hotel reservation deadline.
- **May 11** – Last day to receive the NAGC's group rate or until the NAGC room block is sold out.

**NAGC Exhibit Manager Sherry Meyers, 703.538.1787 x1704 or [meyers@nagconline.org](mailto:meyers@nagconline.org).**