



GPS

— 2022 —

Tysons, Virginia
March 29-30, 2022

**Sponsorship
Opportunities**



2022 Government Performance Summit

Tysons, Virginia March 29-30, 2022

Sponsorship Opportunities

About GPS

Hosted annually since 1999, the Government Performance Summit (GPS) is the annual performance management event for the Federal, State & Local government organizations. The Summit is led by speakers from upper echelons of the Executive and Legislative branches, subject matter experts in Federal, State and Local space as well as industry leaders well versed in implementing increased efficiencies, and improved processes with quantitative results acknowledged by their programs and agencies. GPS establishes a network of attendees and decision-makers who determine management policy from Federal, State, and Local Administrations as well as US Congress.

Why Sponsor GPS22?

- **Networking Opportunities** | Meet with senior decision-makers and gain reputation in the industry
- **Generate qualified targeted leads** | Showcase your product to the right audience
- **Build brand awareness** | Ensure maximum visibility through branding on the event and marketing initiatives
- **Gain impactful insights** | Engage in fully immersive and interactive conversations and sessions with decision and policymakers

Expected Number of Attendees

150
On-Site

100
Virtual



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Theme: A Time for Change - Setting Strategic Priorities for the Future

The 2022 Government Performance Summit offers a balanced program of educational sessions and qualified speaker panels enabling you to engage with the audience regarding specific topics and network with your peers to build a community.



Sponsors of Previous Events



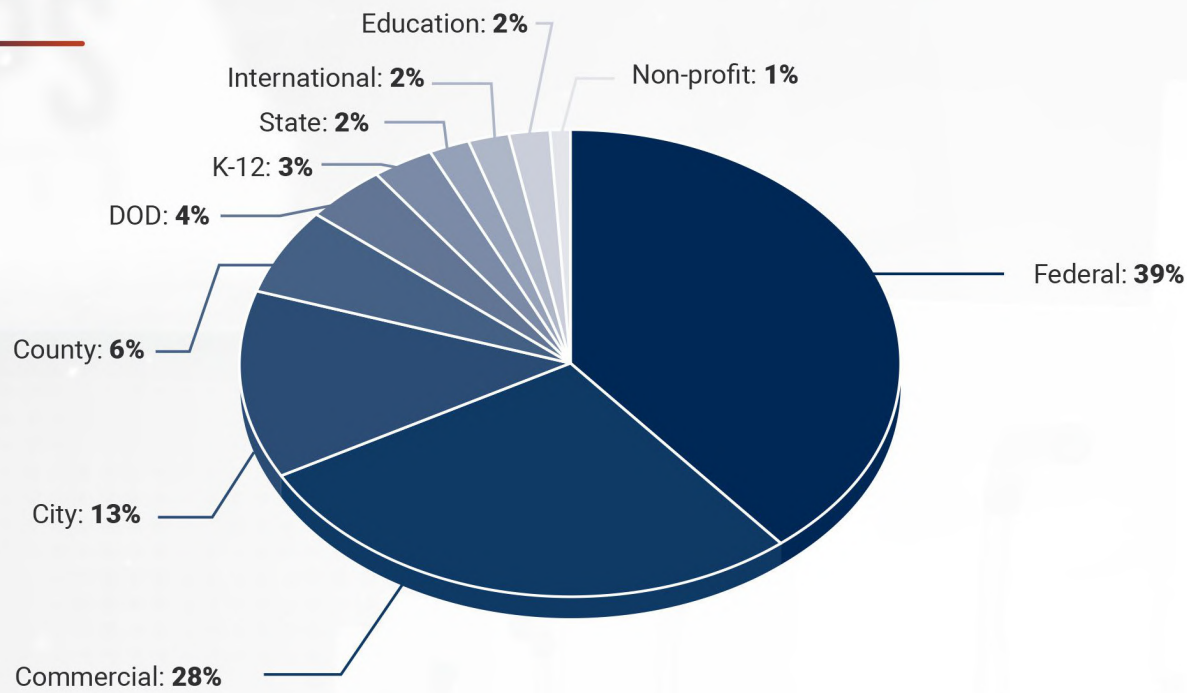


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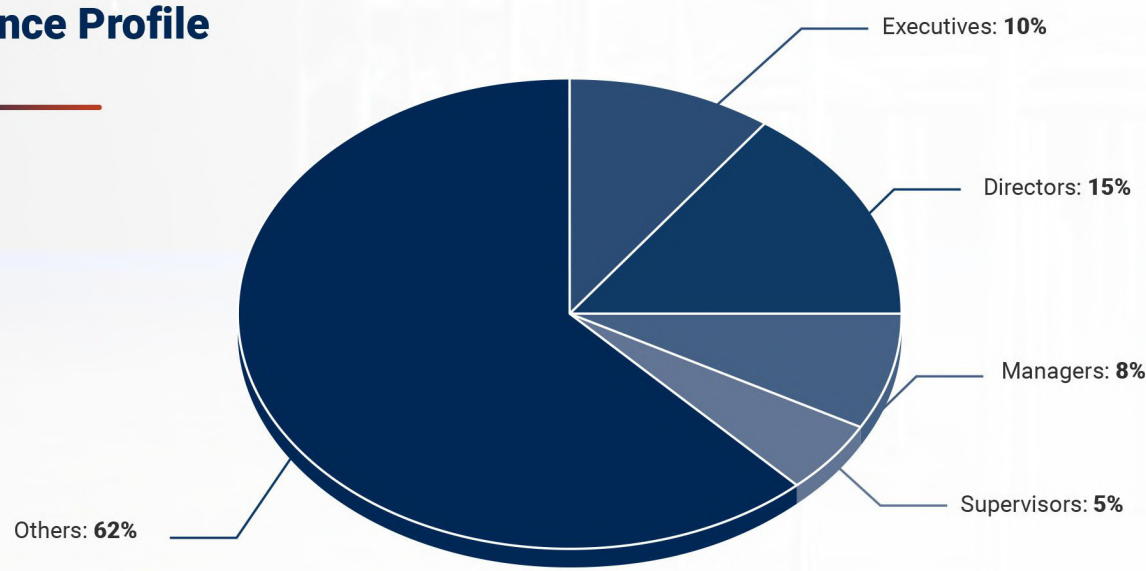
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Company Type



Audience Profile





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Sample Organizations

Adams County, PA	Dept of Transportation	Merit Systems Protection Board
Air Force	Dept of Treasury	Military Sealift Command
Architect of the Capitol	Dept of Veterans Affairs	Montgomery County
Arlington County	District of Columbia Government	NASA
Army	EEOC	National Endowment for the Arts
Census Bureau	Energy Information Administration	National Labor Relations Board
Chemical Safety Board	Environmental Protection Agency	Natl Maritime Intelligence Ctr
Coast Guard	Fairfax Count Government	Nuclear Regulatory Commission
Ctr for Medicare and Medicaid Svs	Federal Aviation Administration	Nuclear Regulatory Commission
Defense Intelligence Agency	Federal Deposit Insurance Corp	Office of Collaborative Services
Dept Health and Human Services	Federal Reserve Bank of Boston	Partnership for Public Service
Dept of Agriculture	Federal Reserve Board	Patent and Trademark Office
Dept of Commerce	Federal Trade Commission	Peace Corps
Dept of Defense	Forest Service	Performance Improvement Council
Dept of Education	George Mason University	Postal Service
Dept of Energy	Government Accountability Office	Secretary of Defense - Comptroller
Dept of Health and Human Services	Government Printing Office	Sierra Leone Government
Dept of Homeland Security	Indian Health Service	Small Business Administration
Dept of Housing and Urban Development	Inova Health System	Social Security Administration
Dept of Inspector General	Institute for Defense Analyses	Tennessee Valley Authority
Dept of Justice	Library of Congress	The World Bank
Dept of Labor	MA Department of Education	Transportation Security Administration
Dept of Navy	Marine Corps	United States Commission on Civil Rights
Dept of State	MD Dept of Juvenile Services	University of MD College Park
Dept of the Interior	MD State Stat	UT Dept of Human Services

Sponsorship Levels

The conference targets specific topics in solving issues in the government space. Our conference offers a balanced program of educational sessions and qualified speakers panel to engage with the audience regarding specific topics and network with your peers to build a community.

2 DAYS CONFERENCE				
	PLATINUM \$18,000	GOLD \$12,000	SILVER \$5,000	BRONZE \$3,000
TOTAL VALUE OF BENEFITS				
Number of sponsorships available	1	2	Unlimited	Unlimited
Complimentary Registrations	6	4	2	1
Promotion in Lunches and Breaks* (during conference)	2 Lunches/ 2 Breaks	2 Breaks	1 Break	-
Main stage speaker session** (Panel or Breakout)	1	-	-	-
In-Conference Video Promotions*** (30 seconds in length)	6	3	2	1
Full Contact List****	Included	Included	\$1,000	\$2,000
Social Media Announcements*****	6	4	3	2
Email Announcements*****	2	1	General	General
One-on-one meetings*****				

* Option to put promotional material during lunches and breaks
** 45 minute Standard Session - 35 minutes for speaking and 10 minutes for questions
*** Number of times sponsor’s videos/ commercials will be played at the venue
**** List of all attendees: In-person and virtual
***** Social Media Announcements about the sponsor prior to the conference
***** Email Announcements about the sponsor prior to the conference to our 180k mailing list
***** Sponsors are able to set meetings before the live and virtual conference

All Sponsor Packages Include

- Recognition by The Performance Institute executives at Opening General Session
- Your company logo and description in conference program
- Logo recognition on all platforms including digital displays and/or signage
- Your company logo with hyperlink on Conference website (2 day conferences)
- Your company logo included in one email registration promotions
- Your company logo on post-event thank you to all conference registrants

Media Content Guidelines

- No sales-pitches (tools, services or the like)
- Communications should be related to the conference topic or tracks and informational
- It must be compelling and exciting to government entities (i.e. best practices for data analytics, dashboard setup, pitfalls of reporting, project requirements made easy)
- Can not be a subject presented in conference (i.e. Agenda presentation)

Additional Sponsorship Opportunities

Breakfast Sponsor (2 available)	\$1,995	Lanyards or Badge Holder	\$1,995
Each morning, we'll start the day with a breakfast. Sponsors will enjoy branding and logo spots throughout the dining hall and at all the tables. Along with being mentioned in the conference opening remarks you will also receive full conference registration passes at a 20% discount for prospective clients		Your logo will be featured on your choice of either the conference lanyard or badge holder. You'll receive endless impressions as our attendees meet new friends and colleagues throughout the conference (sponsor responsible for creating lanyard or badge).	
Snack Breaks (4 available)	\$995	Conference Folder Sponsor	\$1,995
Your logo will be displayed on snack tables, a special callout in the printed guide, and special recognition during our opening session.		Get immediate exposure to all attendees by having a folder sponsored by your company placed in all seats during the welcome session (sponsor responsible for creating folder).	
Lunch & Learn (2 available)	\$3,995	Beverage Koozie Sponsor	\$495
What better way to promote yourself than a 50-minute practical, live-demo of your product while attendees enjoy their lunch? Apart from the Lunch and Learn experience, your company will be featured throughout the dining space and at each individual table, you will get full conference registration passes at a 20% discount for prospective clients, a special thank you during the conference the the ability to distribute a handout or any promotional material. The Lunch & Learn description will be on the website and in the conference guide.		Logoed koozies will be provided to guests and are a great way to brand during the happy hour (sponsor responsible for creating koozie).	
Mobile App Sponsor	\$1,995	Water Bottle Sponsor	\$495
The event's mobile app will be everyone's guide to the conference, heavily promoted, and leveraged for communication including session surveys. This is your opportunity to be the highly visible brand on the mobile app by having an advertisement sponsored by your company on the main page and getting featured on all pages of the Mobile App (logo).		Be the solo logo on the label of each bottle for your own brand of water, available throughout the event and at the hospitality station.	
Registration	\$995	WiFi	\$2995
Get your banner posted on the registration page for the conference.		If you would like the opportunity to guarantee that every attendee will see your logo and company name, then this is the perfect sponsorship for you. Wi-Fi access will be made available to conference guests courtesy of your company, with your logo on sign-in screens and worked into the password.	
		Program Guide Ad Space	
		Full Page	\$995
		Half Page.....	\$495
		Inside Full Cover.....	\$1495

Packages Deals	Prosperity Package	Security Package	Opportunity Package
	Lunch and Learn Conference Folder Registration Half Page Ad Space	Lunch and Learn Snack Break Mobile App Sponsor Water Bottle Inside Full Cover	Wifi Snack Break Lunch & Learn Conference Folder Full Page Ad Space Mobile App Sponsor
	\$6732 (10% discount)	\$7628 (15% discount)	\$10376 (20% discount)

Virtual Conference Sponsor Profiles

Our Virtual Event platform will be a great way to promote your brand as well as network with the attendees. Let us help you determine the right sponsorship level for you.

ADD ON VALUE IN THE VIRTUAL CONFERENCE				
	PLATINUM \$18,000	GOLD \$12,000	SILVER \$5,000	BRONZE \$3,000
Logo placement in the Conference App	✓	✓	✓	✓
Sponsor Profile in the Conference App	✓	✓	✓	✓
Banner in the event app*	✓	✓	-	-
Participation in Game Challenges **	✓	✓	-	-
Announcements/Social Posts (during Conference within the Event App)	4	2	-	-
External links****	✓	✓	-	-

* A Full Banner will be displayed within the Event App. The banner will rotate between the sponsors.

** Socio’s conference gamification tool is used to create or increase the participant’s engagement.

***Games are created based on other well-documented successful conference interactions and can be customized.

****Links placed on the virtual event platform can redirect to external websites, videos, social media links, pdf attachments, and meeting requests.

- All sponsors will receive a training session on how to use the virtual conference platform and its tools.



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About The Performance Institute

The Performance Institute (PI) is a leading nonpartisan, private think tank and the nation's leading authority and repository on performance-based management practices for government. Through best-practice research, strategic consulting services, interactive training programs, and national conferences on performance-related issues.

PI provides cutting edge expertise in the design, implementation and evaluation of strategies to solve operational and managerial challenges and enhance individual, managerial and organizational performance to help build strategy and performance improvement competencies across all levels of government.

2022 Conference Calendar





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Terms & Conditions

Cost of Operations

The Sponsor/Attendee understands and agrees that all expenses for any sponsor provided properties and materials (non-electronic) into the hands of the attendees is not part of the sponsorship fee and maybe subject to additional expense paid by the Sponsor. i.e. Amazon gift card for gamification winner for example.

Release of Information

The Performance Institute follows GDPR (General Data Protection Regulation) and it bears the right to withhold all attendees names and/or contact information from sponsors to protect the attendee's privacy if requested during the registration process.

Assignment and Use of Event Space or Virtual Space

The Performance Institute will assign sponsor spaces at its reasonable discretion. Requests will be taken into consideration when assigning sponsor spaces. Sponsors acknowledges that The Performance Institute reserves the right to reassign sponsor spaces or alter event layout at any time.

Event Marketing and Publicity

Any publicity such as press releases, marketing materials, etc., associated with your sponsorship must be approved by The Performance Institute in writing for approval prior to releasing the information.

Payment Terms

To confirm your sponsorship, Performance institute requires a signed agreement and a 50% deposit at the time of signing the contract. The remaining balance must be received 30 days prior to the event you are sponsoring. All sponsorships are non-refundable. The sponsorship cannot be transferred or combined with any other offer, discount, or other services provided by Performance Institute.

Cancellation

There are no cancellations and/or refunds.