



Hosted by the South Shore Region

SPRING CONFERENCE

SPONSORSHIP & EXHIBITOR PROSPECTUS

2022

Association of Municipal Administrators, Nova Scotia
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2022 SPRING CONFERENCE



FAST FACTS

How Many?

100+ Municipal managers & decision makers in attendance and growing every year

Why Are They There?

As actively engaged members, they are looking for ways to collaborate, enhance, and improve their municipal administration

What's in it for Sponsors?

Influence, educate & build relationships with leaders in municipal government



June 15-17, 2022

Western Shore, Nova Scotia

Oak Island Resort & Conference Centre

Our annual Spring Conference, hosted by the South Western Region, is a 2-day event, including a pre-conference day with senior municipal administrators from across the Province. It is a place where municipal staff from Nova Scotia come together to discuss shared secrets, best practices & strategies, emerging issues & opportunities.

AMANS MEMBERSHIP



Mission:

A professional association of current and future municipal government managers and administrators dedicated to excellence in municipal government through education, objective advice and networking

Vision:

Making municipal government the place to work, where you can make a difference

Who Are We?

The Association of Municipal Administrators, Nova Scotia is a professional, non-profit organization dedicated to excellence in Municipal Government. Through education, objective advice and networking, the AMA works with municipal government managers and administrators to offer professional development and training opportunities across Nova Scotia.

Our Membership

Our membership is comprised of over 300 professional administrators from every region of Nova Scotia. Memberships by title include: CAOs, Directors of Finance, other key Managers & Directors and senior staff within the Department of Municipal Affairs. They purchase millions of dollars in products and services from the private sector every year, to assist them in effective local government.

WHY GET INVOLVED?



- Network with municipal decision makers, current and potential clients
- Introduce new technology, products, programs and services
- Have an impact on our membership and the communities across Nova Scotia
- Opportunity to customize your sponsorship package
- Access to over 250+ municipal administrators representing Nova Scotia & representatives from the Province's, Department of Municipal Affairs

THE NUMBERS

Twitter

Over 350+ twitter followers

Website

Our website is the go-to place for our members. With all of our events, programs and newsletters circulating through your organization will be seen by many

Email

Our listserv emails reach all members and even reaches municipal official's in other Maritime provinces

PRESENTING SPONSOR

\$5,500

Top Value, Top Recognition, AMA's Spring Conference Sponsor

As the Presenting Sponsor, you will be an exclusive sponsor and receive the very highest level of visibility at the event. We have enhanced the package to include many new opportunities for your company so you get the most out of the event. You'll have an opportunity to address our delegates, network with our attendees through complimentary attendance to all events and an exhibitor booth.

BENEFITS INCLUDE:

- 2 complimentary registrations to attend the 2022 Spring Conference
- Opportunity to address our delegates prior to the keynote speaker of your choice
- Corporate signage and recognition will be on display virtually at the conference session of your choice
- Corporate signage to be displayed virtually during first-night of registration
- Recognition as our presenting sponsor in all electronic programming. Includes a full-page ad within the Spring Conference program
- Will display company logo, website link and provide recognition as a sponsor in 2 conference promotional emails

PRESENTING SPONSOR

\$5,500

Top Value, Top Recognition, AMA's Spring Conference Sponsor

BENEFITS INCLUDED, CONTINUED:

- On the AMA website homepage, we will include a link to your company website from May 1, 2022 until August 1, 2022
- Sponsor Spotlight: 1 exclusive feature in our AMA Newsletter to all members
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- Provide recognition as Presenting Sponsor on our AMA Twitter feed with 4 tweets (2 before & 2 after the conference) with link to company website, user tags and hashtags of your choosing
- After conference on our Twitter feed, will thank all sponsors and provide a link to our AMA webpage listing all sponsors
- Exclusive logo to be displayed delegate badges
- Complimentary Exhibitor booth in a prime location during the whole conference
- Complimentary 2022 Spring Conference delegate profile list to be provided prior to the conference

GOLD SPONSOR

\$3,000

BENEFITS INCLUDED

- Corporate signage and recognition will be on display virtually at the conference session of your choice
- Recognition as a gold sponsor in all electronic programs. Including a full-page ad within the Spring Conference Program
- On the AMA website homepage, we will include a link to your company website from May 1, 2022 until August 1, 2022
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- Provide recognition as Gold Sponsor on our AMA Twitter feed with 2 tweets (1 before & 1 after the conference) with link to company website, user tags and hashtags of your choosing
- After conference on our Twitter feed, will thank all sponsors and provide a link to our AMA webpage listing all sponsors
- Opportunity to include any promotional information during registration.

SILVER SPONSOR

\$1,500

BENEFITS INCLUDED

- Corporate signage and recognition will be on display virtually at the conference session of your choice
- Recognition as a silver sponsor in all electronic programs. Including a 1/2 page ad within the Spring Conference Program
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- After conference on our Twitter feed, will thank all sponsors and provide a link to our AMA webpage listing all sponsors
- Opportunity to include any promotional information during registration

BRONZE SPONSOR

\$500

BENEFITS INCLUDED

- Recognition as a bronze sponsor in all electronic programs. Including a 1/2 page ad within the Spring Conference Program
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- After conference on our Twitter feed, will thank all sponsors and provide a link to our AMA webpage listing all sponsors

EXHIBITOR

\$700 + HST

As an exhibitor you have the opportunity to network, build new relationships and maintain existing ones throughout our conference. We will provide a booth in an area with foot-traffic that will provide you with facetime with our attendees during breaks. You will also receive 1 complimentary lunch ticket to attend the Exhibitors lunch on Thursday

BENEFITS INCLUDED

- Recognition as an Exhibitor in all electronic programs. Including a 1/2 page ad within the Spring Conference Program
- Exhibitor Booth during the whole conference
- 1 complimentary lunch ticket for Thursday

We will provide a skirted 6" table with two chairs. 1 electrical outlet will be provided, the Exhibitor will be responsible for their own extension cords. Internet access beyond the public WiFi will have to be arranged by the Exhibitor with the hotel. We will hold an exhibitors lunch on Thursday where you can bring prizes to be raffled off at the lunch.

SPONSORSHIP BENEFITS SNAPSHOT

Benefits to Organization

	<i>Presenting Sponsor</i> \$5,500	<i>Gold Sponsor</i> \$3,000	<i>Silver Sponsor</i> \$1,500	<i>Bronze Sponsor</i> \$500	<i>Exhibitor</i> \$700
Opportunity to address delegates prior to keynote speaker of your choice	✓				
2 complimentary registrations to attend the conference	✓				
<i>Sponsorship Spotlight</i> , exclusive feature in our AMA Newsletter sent to all members	✓				
Exclusive virtual signage and recognition at the conference session of your choice	✓	✓	✓		
Exclusive logo to be displayed delegate badges	✓				
Recognition as sponsor and an ad in digital program	Full Page	Full Page	1/2 Page	1/2 Page	1/2 Page
Company logo, link and recognition sent out to all members in 2 conference promotional emails	✓				
Link to company website displayed on homepage of AMA website from May 1, 2022 until August 1, 2022	✓	✓			
Recognition on AMA website as Spring Conference sponsor from June 20, 2022 until March 31, 2023	✓	✓	✓	✓	
Recognition on AMA Twitter Feed link to company website, hashtags and user tags of your choosing done before and after the conference	4 Tweets	2 Tweets			
Thank you tweet to all sponsors, with link to AMA webpage listing all sponsors	✓	✓	✓	✓	
Opportunity to include promotional information during registration (information to be provided by sponsor)	✓	✓	✓		
Exhibitor booth during conference	✓				✓
Spring Conference 2022 delegate profile list	✓				
Past year's Spring Conference delegate profile list		✓	✓	✓	✓

More sponsorship opportunities on pages 12-15

MEAL SPONSOR

\$2,000*

As a Meal Sponsor, you will have exclusive signage and rights to Dinner on Thursday. Receiving 2 complimentary tickets to attend the meal, and receiving the appropriate recognition

BENEFITS INCLUDED

- Exclusive signage and recognition on display virtually where the event is taking place
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- Recognition as a meal sponsor in all electronic programs. Includes a 1/2 page ad within the Spring Conference Program
- 2 complimentary tickets to attend meal for employees / guests to attend event
- Recognition on AMA Twitter Feed with 1 tweet, during the meal, with link to company website

* the meal could be held at an offsite location

NIGHTLY EVENT SPONSOR

\$1,000

As a Nightly Event Sponsor, you will have exclusive rights and signage to the Hospitality Suite held on the Thursday Night (or Opening Reception). It provides you with 2 complimentary tickets to attend the event as an opportunity to network with our conference attendees

BENEFITS INCLUDED

- Exclusive signage and recognition on display virtually when the event is taking place
- On AMA website will provide recognition as an AMA Conference Sponsor from June 20, 2022 until March 31, 2023
- Recognition as a nightly event sponsor in all electronic programs. Includes a 1/2 page ad within the Spring Conference Program
- 2 complimentary tickets to nightly event for employees / guests to attend event

REFRESHMENT BREAK SPONSOR

\$500

As a Refreshment break sponsor, for 15-20 minutes, you will have virtual signage displayed during the break

BENEFITS INCLUDED

- Exclusive signage and recognition on display virtually during the break
- Recognition as a refreshment break sponsor in all electronic programs. Includes a 1/2 page ad within the Spring Conference Program

SPONSORSHIP ADD-ONS

These can be added to your package if not already included

The below items, if not already included in your package, can be added in order to customize your sponsorship package

ADD PROMO INFO \$300

Include any promotional ad in the Spring Conference Program

SIGNAGE & RECOGNITION \$700

Have virtual signage and sponsor recognition at a conference session of your choosing

AMA TWITTER FEED \$500

Recognition on AMA twitter feed with 2 tweets, user tags & hashtags of your choosing

EXTRA TICKETS

Purchase extra Lunch & Dinner Tickets for Thursday.

Lunch: \$20 each

Dinner: \$40 each

LINK TO COMPANY WEBSITE \$1,000

From May 1, 2022 to August 1, 2022 we will include a link on the AMA website to your company website

CONFIRMATION FORM: Sponsors and Exhibitors

If you would like to be a sponsor or exhibitor at the 2022 Spring Conference, please complete the electronic confirmation form: <https://forms.office.com/r/4uZrjqArKS>

The benefits outlined in this package are subject to change. The AMA will make every effort to accommodate sponsors who have submitted forms, prior to the change. Any withdrawals in sponsorship must be received in writing prior to May 23, 2022 to be eligible for a full refund. **Any withdrawals after May 23, 2022 will be subject to the full amount.** As there are a limited number of sponsorships available for certain packages, we cannot guarantee the package requested from this confirmation form. We will work to accommodate all inquiries. Additional information will be required based on the package selected. This confirmation form is agreement of the above listed Terms & Conditions. Payment can be submitted with this confirmation form, although not required. If payment is not enclosed we will send an invoice to the address listed above, unless otherwise stated.

EXHIBITOR TENTATIVE SCHEDULE*



Wed. June 15

- 3:00pm - 5:00pm Exhibitor Setup
- 7:00pm - 10:00pm Opening Reception (Location TBD)

Thurs. June 16

- 8:00 - 8:30am Coffee & Early Bird Draws
- 10:00 - 10:15am Refreshment Break
- 12:00 - 1:00pm Lunch
- 3:00pm - 5:00pm Potential Offsite Activity

Fri. June 17

- 8:00 - 8:30am Coffee & Early Bird Draws
- 9:30 - 9:45am Refreshment Break
- 11:30pm Exhibitor Prizes

Delegates will be given exhibitor cards, which are required to be initialed by the exhibitor. We will use these exhibitor passports to draw for prizes at the Thursday's lunch. We encourage exhibitors to bring prizes for this draw.

*Our schedule is subject to change

THANK YOU

Next Steps

Thank you for taking the time to read through this document. We would be happy to discuss some of these concepts in more detail and learn how to best meet your company's needs. The AMA is open to customizable sponsorship packages

For more additional information about this opportunity, please contact:

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