



EXHIBITING OPPORTUNITIES



OCTOBER 17-20, 2010

SAN JOSÉ MCENERY CONVENTION CENTER
San José—Santa Clara County, California



Leaders at the Core of Better Communities

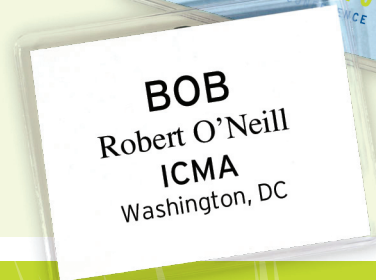


Dear Colleagues,

You're invited to participate as an exhibitor in ICMA's 96th Annual Conference and Exposition in San José, California, October 17-20, 2010. As the premier local government leadership and management organization, ICMA is committed to delivering high-quality tools, tips, information, and resources to help local governments weather challenging times. Featuring more than 200 speakers and a wide range of professional development courses taught by experts, this year's conference will draw over 2,000 local government professionals from around the world, and our expansive exhibit hall will provide the ideal venue for you to showcase your latest products and services. In short, ICMA's 96th Annual Conference will offer you the perfect opportunity to meet the key decision makers in the local government market and share with them your newest ideas and solutions.

Sincerely,

Robert J. O'Neill Jr.
ICMA Executive Director



ABOUT ICMA

The International City/County Management Association is the professional and educational organization for over 9,000 chief appointed managers, administrators and assistance in cities, towns, counties and regional entities throughout the world. Since 1914, ICMA has provided technical and management assistance, training, and information resources to its members and the local government community.

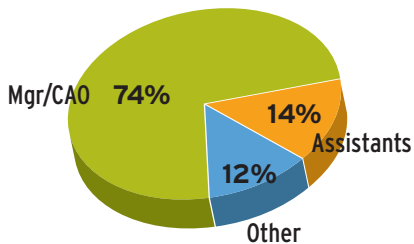




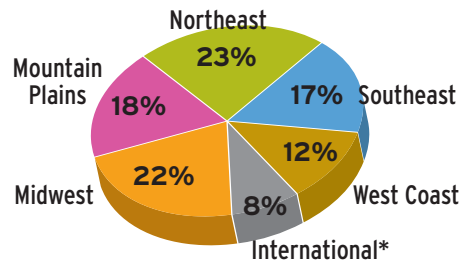
Who Attends

The top decision makers in the local government marketplace from across the United States and around the world attend the ICMA Annual Conference.

2009 ATTENDANCE BY TITLE



2009 ATTENDANCE BY REGION



*International attendance is higher in 2009 because the conference was held in Canada. Typical international attendance is about 3%.

Reach more Buyers and Decision-Makers

The professional city, town, and county managers who attend ICMA's annual conference are the individuals who authorize the purchase of your products and services in their communities. ICMA's exhibit hall gives you **unparalleled access to the \$300 billion municipal marketplace**.

What's more, the ICMA annual conference is where the up-and-coming local government managers come to build their networks and gather the information they will use to move up the ladder. This is your opportunity to **establish relationships with the future decision makers** in the profession.

Reasons to Exhibit at ICMA 2010

- **Local, regional, state, national, and international exposure.** ICMA members represent all 50 states and over 60 countries.
- **The lure of the exhibit hall.** The exhibit hall is the focal point for attendees, *the* place that they come to for activities and special events, including session breaks, the opening reception, Solutions Track sessions, the Internet Express, ICMA Pavilion, and passport-to-prizes drawings.
- **ICMA's year-round marketing campaign.** ICMA takes advantage of every opportunity to reach out to prospective attendees. We promote the conference through direct mail pieces, e-mail blasts, monthly e-newsletters, our own *PM Magazine*, industry trade publications, and Web advertising.
- **Exclusive networking opportunities.** All exhibitors are invited to a luncheon with the ICMA president, executive board, and executive director.
- **Industry Knowledge.** By attending educational sessions with attendees, exhibitors will have the best opportunity to gain insight into the market and find out what is most important to cities and counties.
- **The place to meet your competitors and colleagues.** Professionals consider ICMA's 96th Annual Conference to be a key industry event. Providers in the industry not only exhibit their products and services but also present case study solutions, moderate sessions, and network at social events.

ICMA CONFERENCE ATTENDEES' KEY FOCUS AREAS INCLUDE

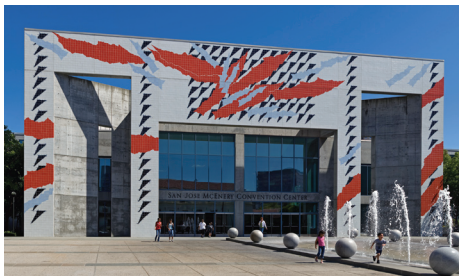
- Active living
- Animal control
- Communications and interoperability
- Construction codes and equipment
- Economic development
- Employment programs
- Energy management
- Environmental management
- Financial management and resource allocation
- Fire and smoke detection
- Fleet management and leasing
- Government financing
- Hospital management
- Information technology
- Insurance and benefits administration
- Law enforcement and equipment
- Parking control
- Personnel management and training
- Playground, recreation, and park equipment
- Public safety
- Solid-waste management and disposal
- Surveying and mapping
- Telecommunications
- Transportation
- Water and wastewater processing

According to the Center for Exhibition Industry Research, trade shows/exhibitions are the #1 source for attendees who make the final purchase decisions.

Exhibit at ICMA's 2010 Annual Conference!

LOCATION

San José McEnery Convention Center,
San José, California



COST

Commercial

\$20.50 per square foot
\$150 per corner

Government/Nonprofit Organizations

\$17.50 per square foot
\$150 per corner

ICMA Strategic Partners

\$14.50 per square foot
\$150 per corner

Minimum booth size 10' x 10'

EXHIBIT HOURS

Saturday, October 16	Move In	8:00 a.m.-5:00 p.m.
Sunday, October 17	Move In	8:00 a.m.-3:00 p.m.
Sunday, October 17	Open	5:00 p.m.-7:00 p.m.
Monday, October 18	Open	9:30 a.m.-4:00 p.m.
Tuesday, October 19	Open	9:30 a.m.-2:00 p.m.
Tuesday, October 19	Move Out	2:00 p.m.-8:00 p.m.
Wednesday, October 20	Move Out	8:00 a.m.-12:00 p.m.

**View available exhibit space online at
icma.org/2010exhibits**

"ICMA has consistently been the best national conference for City and County officials that we attend. We generate more quality leads at the ICMA conference than any other national conference."

Robert Windrow, Library Systems & Services, LLC

WHAT YOU GET

1. Four conference badges per 10' x 10' booth. Badges entitle you to attend all plenary sessions and non-fee educational sessions
2. Standard drapery: 8' draped booth backdrop with 3' side dividers
3. Company listing in the ICMA Exhibitor Program and the online floor plan
4. Company identification sign
5. A post-conference attendee list delivered electronically to your e-mail address
6. Exhibitor luncheon served Sunday afternoon in the hall, and an exclusive opportunity to interact with ICMA's president and board members.

EXHIBIT INFORMATION

Barry Sacks, Exhibit Manager
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Chicago, IL 60603
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E-mail: barry@corcexpo.com

CONFERENCE AND ICMA ACTIVITIES INFORMATION

ICMA
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Washington, DC 20002-4201
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E-mail: customercontactcenter@icma.org

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