SPONSORSHIP PROSPECTUS

March 14-16, 2022 | DALLAS, TEXAS
CLICK ABOVE TO VIEW: P3C IN ACTION

See the conference preview including video from our educational sessions, networking events, and lively exhibition floor.

See why the industry descends upon Dallas each year for P3C.
WELCOME

SHOWCASE YOUR PRODUCTS AND SERVICES TO THE LARGEST P3 GATHERING IN THE INDUSTRY

In its 10th year, P3C invites you to be a sponsor and exhibitor at the 2022 Conference and Expo, taking place March 14-16 in Dallas. Participate in the industry’s most respected conference for advancing public-private partnerships in the country.

Why Exhibit and Sponsor?

- Connect with over 1,000 industry professionals—with even more public sector attendees (40%) than total attendees at other industry conferences
- The nation’s foremost experts will cover the latest industry developments
- Our packages are designed to ensure maximum exposure and visibility before, during and after the event
- Multiple networking opportunities with key decision makers

P3C 2022 will once again bring together high-level industry decision-makers and owners from a variety of public backgrounds. Leading companies with products and services in the public-private partnership industry will be exhibiting and sponsoring at this key event. Act quickly and experience what repeat exhibitors and sponsors have long known — a presence at the P3C delivers measurable, tangible, and concrete ROI.

To book your exhibit space and secure your sponsorship, please contact Brynja Bogan at bbogan@accessintel.com or 301-354-1771.
WHO ATTENDS P3C?

The P3 Conference is one of the largest gatherings of government and development professionals in the country

Don’t miss this opportunity to work with your target audience. Register today!

The 2022 Conference expects more than 1,000 attendees from organizations of all sizes across both the public and private sectors, including:

**Private Sector Attendee include:**
- Architecture Firms
- Engineers
- Construction
- Developers
- Law Firms
- Technology Companies
- Operations & Maintenance
- Consultants
- Finance

**Public Sector Attendees Include:**
- Municipal, State and Federal Levels of Government
- Mayors
- Council Members
- Commissioners
- Procurement Officials
- Public Works
- Departments of Transportation
- Airport Authorities

**AUDIENCE BREAKDOWN**

- **15%** Higher Education Officers
- **14%** Banking/Finance/Investment
- **35%** City/State/Federal Agencies
- **11%** Legal/Consultant/Service Providers
- **25%** Architecture/Engineering/Construction
As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of the three days to promote your company’s brand, products and services directly to the audience and attendees. With limited opportunities available, this is your chance to uniquely position your company to the market, gaining the competitive edge to other industry players.

**Benefits of Sponsoring & Exhibiting**

+ **DEMONSTRATE THOUGHT LEADERSHIP** and enhance your brand image. The benefits to be gained from aligning your organization with this high profile event are substantial—from boosting market awareness to generating high quality sales leads.

+ **REACH THE LARGEST AND MOST QUALIFIED AUDIENCE** of public and industry leaders. P3C attracts the largest number of qualified prospects, all available at one space at one time, thereby maximizing your marketing investment.

+ **CAPTURE QUALIFIED LEADS** throughout the event. Excellent lead generating opportunity with effective reach.

+ **P3C** has an **UNMATCHED PROGRAM** you can’t find anywhere else. Leading practitioners will present on the most pressing industry challenges and provide first-hand observations and best practices. Your organization will be associated with high quality content, placing your company at the forefront of industry thought leadership.

**AUDIENCE KEY STATISTICS**

- 97% WOULD RECOMMEND A P3C EVENT TO ANOTHER COLLEioneer
- 91% SAID THEIR MAIN REASON FOR ATTENDING WAS NETWORKING, EDUCATION AND BUSINESS DEVELOPMENT
- 90% OF THOSE PLANNING TO PURSUE AN UPCOMING PROJECT WILL ATTEND AGAIN
- 85% ARE DIRECTOR-LEVEL OR HIGHER INCLUDING VICE PRESIDENTS AND C-LEVEL EXECUTIVES
P3C Media’s Digital Capabilities

The Public-Private Partnership Conference & Expo is the largest gathering of government and development professionals in the country over three days. But what about those other 362 days of the year?

P3C Media’s Digital Offerings are here to serve your marketing objectives all year long. With over 100,000 active digital subscribers across the water, aviation, healthcare, higher education and hospitality sectors, the best way to reach our audience is through P3C’s Digital Media Services. From thought leadership to branding/awareness to lead generation, our digital media products are an engaging and cost-effective way to develop unique and highly qualified leads.

CAPABILITIES TO MEET YOUR MARKETING OBJECTIVES

BRAND AWARENESS
Activate high-impact channels, positioning your brand and message to the P3C audience

THOUGHT LEADERSHIP
Establish authority in the market by promoting your expertise and solutions

LEAD GENERATION
Qualify the best prospects by promoting key assets to generate leads

RELATIONSHIP DEVELOPMENT
Enrich sales pipeline with activities from leads, re-engaging users at the right time to facilitate meaningful conversations

CUSTOMER RETENTION
Engage existing customers, personalizing communication to promote brand loyalty

Complete Audience Activation

To learn more, contact Brynja Bogan at bbogan@accessintel.com or 301-354-1771.

www.thep3conference.com/digital-offerings/
The sponsorship program is structured to ensure maximum exposure and visibility for each organization both before and during the conference. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach to the industry.

**CO-CHAIR | $25,000**

**8 REGISTRATION PASSES**

**PRE CONFERENCE MARKETING**
- Top sponsorship recognition in program brochure and all promotional material including email campaigns, social media, direct mail campaigns, and on website
- Your company logo on registration confirmation emails
- Social Media post promoting organization’s participation

**ONSITE MARKETING**
- Full page advertisement prominently located in the event guide
- Top sponsorship recognition position during the conference (banner, posters, signage)
- Meter board display with company advertisement prominently placed on event floor
- Hospitality suite for two nights at the conference headquarters hotel (excludes food & beverage)
- Table top exhibition space location at the event

**POST CONFERENCE MARKETING**
- Copy of registration list with names, emails, addresses and phone numbers

**CHOOSE FROM ONE OF THE FOLLOWING** *(SEE PAGE 12 FOR DETAILS):*
- **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- **NETWORKING RECEPTION SPONSOR (1 AVAILABLE):** Your company is the sponsor of the Opening Networking Reception which includes all signage and marketing collateral
- **LUNCH SPONSOR (2 AVAILABLE):** Your company will sponsor one of the lunches provided to all attendees, with all corresponding branding
- **TOTE BAG SPONSOR:** Distributed to all attendees upon arrival at the conference
- **LANYARD SPONSOR:** Corporate logo displayed on identification badge lanyard, distributed to all attendees upon arrival at the conference
- **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- **HOTEL KEYCARD SPONSOR:** Your brand will be promoted via room key cards distributed at the event hotel
- **EMAIL REGISTRATION CONFIRMATION:** Company logo will be highlighted on registration confirmation emails sent to all paid registrants
COMMIT TO SPONSORSHIP EARLY AND MAXIMIZE YOUR VISIBILITY THROUGH PRE CONFERENCE MARKETING EFFORTS

DIAMOND | $16,000

6 REGISTRATION PASSES

PRE CONFERENCE MARKETING

➤ Sponsorship recognition in program brochure and all promotional material including email campaigns, social media and on website

ONSITE MARKETING

➤ Full page advertisement prominently located on the inside cover in the event guide
➤ Sponsorship recognition position during the conference (banner, posters, signage)
➤ Meter board display with company advertisement prominently placed on event floor
➤ Table top exhibition space location at the event

POST CONFERENCE MARKETING

➤ Copy of registration list with names, emails, addresses and phone numbers

CHOOSE FROM ONE OF THE FOLLOWING (SEE PAGE 12 FOR DETAILS):

➤ REGISTRATION BOOTH SPONSOR: Have your company logo and artwork be seen first by all conference participants
➤ NETWORKING RECEPTION SPONSOR (1 AVAILABLE): Your company is the sponsor of the Opening Networking Reception which includes all signage and marketing collateral
➤ LUNCH SPONSOR (2 AVAILABLE): Our company will sponsor one of the lunches provided to all attendees, with all corresponding branding and recognition
➤ BREAKFAST SPONSOR (1 AVAILABLE): Your company will sponsor a breakfast for all attendees with all corresponding branding and recognition
➤ TOTE BAG SPONSOR: Distributed to all attendees upon arrival at the conference
➤ LANYARD SPONSOR: Corporate logo displayed on identification badge lanyard, distributed to all attendees upon arrival at the conference
➤ MOBILE APP SPONSOR: Includes logo recognition each time a user opens the mobile app
➤ WiFi SPONSOR: Help all attendees get connected at the Conference as the official WiFi sponsor
PLATINUM
$11,000
4 REGISTRATION PASSES

GOLD
$9,000
3 REGISTRATION PASSES

SILVER
$7,000
2 REGISTRATION PASSES

ONSITE MARKETING
➤ Full page advertisement in event guide
➤ Exhibit space at the event
➤ Sponsorship recognition position during the conference (banner, posters, signage)
➤ 24” by 36” poster with company advertisement strategically placed on event floor

POST CONFERENCE MARKETING
➤ Copy of registration list with names, addresses and phone numbers

CHOOSE FROM ONE OF THE FOLLOWING:
➤ REGISTRATION BOOTH SPONSOR: Have your company logo and artwork be seen first by all conference participants
➤ METER BOARD ADVERTISEMENT: Standing meter board with company advertisement strategically placed on event floor
➤ MOBILE APP SPONSOR: Includes logo recognition each time a user opens the mobile app
➤ NETWORKING RECEPTION SPONSOR: Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
➤ REFRESHMENT BREAK SPONSOR: Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition

PRE CONFERENCE MARKETING
➤ Sponsorship recognition in promotional material including email campaigns, social media posts, direct mail campaigns, and on website

ONSITE MARKETING
➤ Full page advertisement in the event guide
➤ Exhibit space at the event
➤ Sponsorship recognition position during the conference (banner, posters, signage)

POST CONFERENCE MARKETING
➤ Copy of registration list with names, addresses and phone numbers

CHOOSE FROM ONE OF THE FOLLOWING:
➤ NETWORKING BREAK SPONSOR: Your company is the sponsor for a networking break held during the event, includes signage with logo and event recognition
➤ DIRECTIONAL SIGN SPONSOR: Company logo will be profiled on freestanding directional signs strategically placed in the highest traffic areas
➤ METER BOARD ADVERTISEMENT: Standing meter board with company advertisement strategically placed on event floor

Interested in an opportunity that isn’t listed here?
Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals.
Select from the following opportunities to maximize your company’s exposure. Costs per item are separate from the cost of sponsor packages.

<table>
<thead>
<tr>
<th>INCREASED EXPOSURE OPPORTUNITIES</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISEMENT IN EVENT GUIDE</td>
<td>$1,350</td>
</tr>
<tr>
<td>METER BOARD ADVERTISING (22&quot;x28&quot;)</td>
<td>$1,600</td>
</tr>
<tr>
<td>MEETING ROOM</td>
<td>$2,500</td>
</tr>
<tr>
<td>CHARGING STATION ADVERTISEMENT</td>
<td>$4,500</td>
</tr>
<tr>
<td>LITERATURE OR PRODUCT DROP IN EVENT WELCOME BAG</td>
<td>$1,000</td>
</tr>
<tr>
<td>EXHIBITOR LEAD GENERATION</td>
<td>$385</td>
</tr>
</tbody>
</table>
DELIVERABLES

REGISTRATION AREA SPONSOR
Have your company logo and artwork be seen first by all conference participants. Upon arrival all attendees must check-in here and attendees return here throughout the Conference. Your company name and logo are presented on a large, impossible-to-miss banner and you can place collateral at the registration desk.

NETWORKING RECEPTION SPONSOR
Your company is the sponsor of the Opening Networking Reception which includes all signage and marketing collateral to attendees as they arrive to our dining area.

LUNCH SPONSOR
Your company will sponsor one of the lunches provided to all attendees, with all corresponding branding and recognition.

BREAKFAST SPONSOR
Your company will sponsor a breakfast for all attendees with all corresponding branding and recognition.
TOTE BAG SPONSOR
Your logo on the conference bags that are given to every attendee. Many attendees use their bags for years—this sponsorship provides immediate visibility at the Conference and ongoing recognition, even after the Conference.

LANYARD SPONSOR
These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference — on the floor, in sessions, at keynote events, and at networking functions.

With this sponsorship all conference attendees become a walking “billboard” for your organization.

MOBILE APP SPONSOR
The conference mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more.

It is referenced often, ensuring on-going visibility for sponsors.

A great opportunity to showcase your brand. Your logo appears on the splash screen, and you are entitled to one “push” message to be sent to all app users.
STANDING METER BOARD SPONSOR

Place your company graphics and information on a six foot, two-sided poster board, placed on the main floor.

CHARGING STATION SPONSOR

Attendees will appreciate the opportunity to “charge up” and will have extended exposure to your ad while they wait.

We are happy to discuss your ideas for a custom sponsorship! Partial and co-sponsorships available. Contact Brynja Bogan at bbogan@accessintel.com or call 301-354-1771 for pricing & availability.
DIRECTIONAL SIGN SPONSOR

Your company logo will be profiled on freestanding directional signs strategically placed in the highest traffic areas.

WiFi NETWORK SPONSOR

Help all conference attendees get connected at the conference as the official WiFi sponsor.

This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.

➤ Sponsorship recognition in conference program
➤ Company logo on signage the includes WiFi login instructions
Sponsorship Contract

Company Name

Address

City                  State/Province                  ZIP/Postal Code                  Country

Contact Name

Title

Phone                  Email

Company Website

**Sponsorship Levels**

- **Co-Chair Partner** | $25,000
- **Diamond Sponsor** | $16,000
- **Platinum Sponsor** | $11,000
- **Gold Sponsor** | $9,000
- **Silver Sponsor** | $7,000

**Payment Information**

**Check**

<table>
<thead>
<tr>
<th>Credit Card:</th>
<th>Visa</th>
<th>Mastercard</th>
<th>Amex</th>
<th>Discover</th>
</tr>
</thead>
</table>

Credit Card Number

Expiration Date

Security Code

Name (as it appears on card)

**Partner Acknowledgment**

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the 2022 event.

_______________________________________________________
Signature

_______________________________________________________
Date

Return this contract with payment to

Brynja Bogan
bbogan@accessintel.com
301-354-1771
PAYMENT: Sponsor shall pay the Sponsor fee to Event within 30 days after signing contract. An invoice will be sent to you. All prices are net and non-commissionable. All payments to be paid in US funds. Upon signature on completed contract, Sponsorship shall be in effect. If Sponsor fails to make the required payment in a timely manner, Event may terminate this contract and Sponsor’s participation in the Event without further notice and without obligation to refund monies previously paid. Event reserves the right to refuse Sponsor’s participation in the Event if Sponsor is in arrears of any payment due to Event. If payment is not made, Event is expressly authorized to make Sponsorship available to others without releasing Sponsor from any liability hereunder. Event has the right to omit any company not paid in full by deadline above from the official Event website and virtual platform.

SPONSOR CANCELLATION: If Sponsor desires to cancel this contract, Sponsor may only do so by giving written notice thereof to Event with evidence of receipt. In such event, Sponsor shall be liable for the following cancellation fee: 50% of the total cost of Sponsor’s participation if such cancellation is effective until 3 months prior to Event date listed on the Contract; and 100% of the total cost of Sponsor’s participation if such cancellation is effective within 3 months of the Event Date on the Contract. Payment of cancellation fee must be received by Event within 15 days after cancellation. The effective date of any cancellation shall be the date Event actually receives Sponsor’s written notice as specified above. Sponsor understands this cancellation fee has been incorporated into this contract as a valid pre-estimate of damages Event will sustain which will not be capable of precise determination and is considered to be liquidated and agreed-upon damages suffered as a result of Sponsor’s cancellation and is not a penalty. Subsequent reassignment of canceled Sponsorship shall not affect this cancellation assessment.

CANCELLATION OR INTERRUPTION OF EVENT: If for any reason beyond Event’s control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, technology, power or connectivity outages, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), the Event, or any part thereof, is prevented from being held or interrupted, Producer may cancel the Event. In such event, Producer shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Sponsor waives claims for damage arising therefrom.

POSTPONEMENT OF EVENT: If the event is moved exclusively online, Sponsor has the option to apply value of Agreement to a future year live event or other digital engagement opportunity offered by Access Intelligence, LLC commensurate with the same sponsorship level. In the occurrence of a full cancellation, as it determines to be appropriate, Access Intelligence, LLC may return a portion of the amount paid for sponsorship after deduction of any amounts necessary to cover expenses incurred in connection with the event programs.

LIMITATION OF LIABILITY: INDEMNITY: Producer nor any of its officers, agents, employees or other representatives, shall be held liable for, and each is hereby released from any damage, loss, harm, or injury to the person or property of Sponsor or any of its visitors, officers, agents, employees or other representatives, resulting from Sponsor’s participation in the Event, licensing and/or use of Sponsorship space hereunder; or the failure of Producer to make available the Sponsorship space/Sponsorship hereunder, or any action or failure to act on the part of Sponsor or its officers, agents, employees’ or other representatives’ negligence. Sponsor shall indemnify, defend and hold harmless Producer and its respective owners, directors, officers, employees, agents and/or representatives, from, and against all claims, demands, suits, liability damages, loss, costs, attorneys’ fees, and expenses of any kind which might result or arise from its participation in the Event, its licensing and/or use of Sponsorship space hereunder, or any action or failure to act on the part of Sponsor or its officers, agents, employees, or other representatives; and warranties that it complies with all Event rules & regulations; and that it holds the necessary rights to permit the use of the logo and other materials it provides to Event for the purpose of this contract; and that the use, reproduction, distribution, or transmission of these materials will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity.

COPYRIGHTED MATERIALS: Sponsor shall not violate any copyrights with respect to writings, music or other material used by it at the Event or at any affiliated function, and assumes sole liability and responsibility for the use and display of all copyrighted materials at the Event, and shall obtain any and all necessary licenses therefore.

LISTINGS AND PROMOTIONAL MATERIALS: By participating in the Event, Sponsor grants to Producer a fully-paid, limited non-exclusive license to use, display and reproduce the name, trade names and product names of Sponsor, its子公司 and affiliates, in any Event directory (print, online or other media) listing the Sponsoring companies at the Event and to use such names in Event promotional materials. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor’s items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purposes.

SPONSOR CONDUCT: Sponsor and its employees/representatives shall conduct itself in a manner in accordance with standards of decency and good taste.

AMENDMENT, INTERPRETATION: Producer shall have full power in the enforcement and interpretation of all terms, conditions, and rules, and the power to make amendments and set further terms, conditions, and rules as it deems necessary and in the best interest of the Event. The connectives “and” and “or” shall be construed both conjunctively and disjunctively, the term “including” shall mean including without limitation, words in the singular include the plural, and words in the plural include the singular.

TAXES, LICENSES: Sponsor shall be responsible for obtaining all licenses, permits and approvals under local, state or Federal law applicable to its activity at, and obtaining all tax identification numbers and paying all taxes, license fees and other charges that become due to any governmental authority in connection with the Event.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms, conditions and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.

ENTIRE AND BINDING CONTRACT: This contract constitutes the entire contract between Producer and Sponsor with respect to the subject matter herein and supersedes all prior written and oral contracts or statements not referenced herein. No representation, statement, condition, warranty or contract not contained or referred to in this contract shall be binding or have any force or effect whatsoever.

NO WAIVER: The failure of either Sponsor or Producer to enforce any of their rights under this contract shall not constitute a waiver or modification of this contract, and either Sponsor or Producer may, within the time provided by applicable law, take appropriate action to enforce any such rights.

SEVERABILITY: If any term or provision of this contract shall to any extent be held invalid or unenforceable, the remaining terms and provisions of this contract shall not be affected thereby, but each term and provision hereunder shall be valid and enforced to the fullest extent permitted by law.

MODIFICATIONS/ASSIGNMENT: No supplement, assignment, amendment or modification of this contract shall be effective unless it is in writing and signed by both Producer and Sponsor.

ATTORNEY’S FEES: In any action or proceeding which either party brings against the other to enforce its rights hereunder, the unsuccessful party shall pay all costs incurred by the prevailing party, including reasonable attorneys’ fees, which amounts shall be a part of the judgment in said action or proceeding.

GOVERNING LAW: This contract is governed by the laws of the State of Delaware as applied to contracts entered into and performed within such state. Sponsor agrees that the courts located in the State of Delaware shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract to the breach of any provision of this contract. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue property lies in Wilmington, DE.