



2023 CONFERENCE SPONSORSHIP OPPORTUNITIES

Greetings to All Future Sponsors and Exhibitors!

The Virginia Government Finance Officers' Association (VGFOA) was organized in 1968 and continues its mission today to foster financial excellence in government by creating opportunities for professional development. VGFOA offers two statewide conferences annually with opportunities for sponsorships and exhibitions by vendors, regional training events with available CPE credit, as well as scholarship opportunities.

By sponsoring or exhibiting at our conferences, which average 300 attendees, you will gain maximum exposure to the VGFOA members who have a great combined impact on the governmental and financial industry across the Commonwealth, and in many cases, nationally. Becoming a sponsor or exhibitor will allow for networking opportunities and the ability to connect with a variety of governmental and financial groups.

We revamped our sponsorship model in recent years, but continue to assess the value that we can provide you in return. VGFOA appreciates your consideration and thanks you for your invaluable contributions. We would not be successful without your support!



Partnership Opportunities

Exhibit booths are separate from Sponsorships.

GOLD SPONSOR—\$4,000

- 4 free attendees
- Prominent recognition at all conference events

SILVER SPONSOR—\$2,000

- 2 free attendees
- Recognition at conference

BRONZE SPONSOR—\$1,000

- 1 free attendee
- Recognition at conference

CONFERENCE BAGS

- Provided by sponsor
- Estimated need based on conference

NAME TAG LANYARDS

- Provided by sponsor
- Estimated need based on conference

Additional sponsorships below the \$1,000 threshold will still be accepted and recognized at the conference, such as Meet the Exhibitor prizes.

All Sponsorships include basic advertising via web, print, and digital, as is feasible per conference site, such as logo and company overview in the program.

EXHIBIT BOOTHS—\$1,500

- 1 free attendee
- Conference advertising included
- Spaces will be assigned on a first-paid, first-choice basis

ADDITIONAL ATTENDEES—\$200

ADVERTISING—\$750

- To include web, print, and digital, as is feasible per conference site
- For those not sponsoring or exhibiting, or those seeking additional ad space

We continue to try to enhance the Meet the Exhibitors contest during the conference to increase your exposure to our attendees.

Questions about the format, or for how to register?

Contact Marion Serfass, Associate Member Chair, at mserfass@vienna.gov and Kara Rothman at krothman@valocalfinance.org.

Visit vgfoa.org to reserve your exhibit booth or sponsorship for 2023.



THANK YOU FOR YOUR SUPPORT!