

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

2014 Regional Conference & General Assembly

Partnering for Prosperity:
Technology's Impact on
Mobility and Opportunity

MAY 1-2, 2014

Renaissance Esmeralda
Indian Wells Resort & Spa

44-400 Indian Wells Lane
Indian Wells, CA 92210

REGISTER NOW!

www.scag.ca.gov/ga2014

SOUTHERN CALIFORNIA



ASSOCIATION of
GOVERNMENTS

2014 Regional Conference & General Assembly

Partnering for Prosperity:
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Dear Regional Partner,

On behalf of the Regional Council, the Southern California Association of Governments (SCAG) invites you to join us as a partner for the 49th Annual Regional Conference & General Assembly on May 1-2, 2014, at the Renaissance Esmeralda Indian Wells Resort & Spa. We are the nation's largest Metropolitan Planning Organization, representing six counties and 191 cities in Southern California. This conference includes the annual meeting of the nation's largest council of locally elected officials. It is an ideal opportunity to not only discuss the region's transportation needs, but other critical issues facing the future of the region as well.

Our goal is to build upon the success of last year's conference with a slate of speakers and panel sessions that will enrich and inspire. Join us in the discussion.

We look forward to your partnership.

Sincerely,



Hasan Ikhata
Executive Director
Southern California Association of Governments





“It was an excellent event. The opportunities to network were great. Having the Lieutenant Governor speak was fantastic and just shows how important the SCAG region is to the state.”

Cambridge Systematics

Sponsor of the 2013 Regional Conference & General Assembly

ABOUT SCAG

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives, including the development of the Regional Transportation Plan/Sustainable Communities Strategy and the Sustainability Program (formerly known as Compass Blueprint), to promote a livable and sustainable Southern California now and in the future.

VALUE

By becoming a sponsor of SCAG's Regional Conference & General Assembly, you gain exposure and access to one of the region's premier conference events. Our sponsors were surveyed and **90%** of respondents agree that their core benefits were:

- ▶ the ability to interact with regional partners
- ▶ relationship-building with SCAG, its Regional Council members and employees

AUDIENCE

Sponsorships provide an unparalleled opportunity to promote your commitment to the region and to network with elected officials, decision makers, community leaders and business stakeholders throughout Southern California.

- ▶ 191 cities represented
- ▶ 800+ attendees
- ▶ 180+ elected officials
- ▶ 75+ city managers, city planning staff and county staff in attendance

PRESENTING SPONSOR BENEFITS

\$25,000

HIGHLIGHTS:

- Naming rights for conference
- Speaking opportunity
- Name and logo as 'Presenting Sponsor' on all conference materials with special distinction on slides projected throughout the conference
- 4 invitations to the President's Reception

PLUS:

- Conference registration for 10 attendees
- One reserved table of 10, with premium placement, at all conference meals
- Acknowledgement from podium during conference
- Full-page, color advertisement on the back cover of the conference program
- Product or materials placement opportunities in registration bags
- Logo with link to company website on SCAG's event website
- Exhibit table (with priority placement) and one electrical outlet included

AWARDS DINNER SPONSOR BENEFITS

\$10,000

HIGHLIGHTS:

- Formal introduction and stage time for representative at Awards Dinner
- 2 invitations to the President's Reception

PLUS:

- Conference registration for 5 attendees
- One reserved table of 5, with premium placement, at all conference meals
- Name and logo as 'Awards Dinner Sponsor' on all conference materials
- Acknowledgement from podium during conference
- Full-page, color ad in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to company website on SCAG's event website
- Exhibit table (with priority placement) and one electrical outlet included

LUNCHEON SPONSOR BENEFITS

\$10,000

HIGHLIGHTS:

- Formal introduction and stage time for representative at Luncheon
- 2 invitations to the President's Reception

PLUS:

- Conference registration for 5 attendees
- One reserved table of 5, with premium placement, at all conference meals
- Name and logo as 'Luncheon Sponsor' on all conference materials
- Acknowledgement from podium during conference
- Full-page, color ad in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to company website on SCAG's event website
- Exhibit table (with priority placement) and one electrical outlet included

PANEL SPONSOR BENEFITS

\$7,500

HIGHLIGHTS:

- Opportunity for company representative to make brief introduction
- Room signage with company logo
- 2 invitations to the President's Reception

PLUS:

- Conference registration for 5 attendees
- One shared, reserved table of 10 at all conference meals
- Acknowledgement from podium during conference
- Half-page, color ad and line listing in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to your website on SCAG's event website
- Exhibit table and one complimentary electrical outlet included



“It’s a great place to interact with and learn from participants. It’s a vast region and nice to have everyone in one place.”

Patricia McLaughlin, MIG

Sponsor of the 2013 Regional Conference & General Assembly

RECEPTION SPONSOR BENEFITS

\$7,500

HIGHLIGHTS:

- Special signage with company logo at reception
- 2 invitations to the President’s Reception

PLUS:

- Conference registration for 5 attendees
- One shared, reserved table of 10 at all conference meals
- Acknowledgement from podium during conference
- Half-page, color ad and line listing in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to your website on SCAG’s event website
- Exhibit table and one complimentary electrical outlet included

WI-FI SPONSOR BENEFITS

(1 AVAILABLE)

\$7,000

HIGHLIGHTS:

- Wi-Fi access password highlighting your corporate identity (i.e. “CompanyNameConnects”)
- Company website will appear as the landing webpage upon login to the wifi network
- Two posts, per day, during conference from SCAG’s social media accounts promoting company’s sponsorship or service

PLUS:

- Conference registration for 5 attendees
- One shared, reserved table of 10 at all conference meals
- Acknowledgement from podium during conference
- Half-page, color ad and line listing in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to your website on SCAG’s event website
- Exhibit table and one complimentary electrical outlet included

GOLD SPONSOR BENEFITS

\$5,000

YOUR CHOICE OF COMPANY LOGO
ON ONE OF THE FOLLOWING:

- Registration bag (6 available)
- Name badge (4 available)
- Lanyard (2 available)

PLUS:

- Conference registration for 5 attendees
- One shared, reserved table of 10 at all conference meals
- Acknowledgement from podium during conference
- Half-page, color ad and line listing in conference program
- Product or materials placement opportunities in registration packets
- Logo with link to your website on SCAG's event website
- Exhibit table and one complimentary electrical outlet included

SILVER SPONSOR BENEFITS

\$3,000

- Conference registration for 4 attendees
- Quarter-page ad and line listing in conference program
- Logo with link to your website on SCAG's event website
- Exhibit table and one complimentary electrical outlet included

BRONZE BENEFITS

\$1,000

- Conference registration for 2 attendees
- Logo with link to your website on SCAG's event website



“
**Great value. Great meeting. Great connectivity.
Great networking. Great info.**
*Lucy Dunn, Orange County Business Council
Sponsor of the 2013 Regional Conference & General Assembly*”

BENEFIT LEVELS	PRESENTING \$25,000	AWARDS DINNER \$10,000	LUNCHEON \$10,000	PANEL \$7,500
Name and logo on program cover	✓			
Provide speaker at conference	✓			
Stage time	✓	✓	✓	
Product placement opportunity at meals	✓	✓	✓	
Product placement opportunity in registration bags	✓	✓	✓	✓
Reserved table at meals	Premium placement	Premium placement	Premium placement	1/2 table
President's Reception invitations	4	2	2	2
Conference registrations	10	5	5	5
Added-value	Top billing on all conference materials	Special signage with company logo at Awards Dinner	Special signage with company logo at Luncheon	Special signage with company logo at panel
Ad space	Full-page, color ad, back cover	Full-page, color ad, premium placement	Full-page, color ad, premium placement	Half-page, color ad
Exhibitor table	Premium placement	Premium placement	Premium placement	✓
Logo on event website and slide show	✓	✓	✓	✓

SPONSORSHIP PACKET

RECEPTION \$7,500	WI-FI \$7,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000
✓	✓	✓		
1/2 table	1/2 table	1/2 table		
2	2	2		
5	5	5	4	2
Special signage with company logo at reception	Wi-Fi and social media promos	Logo placement on registration bag, name badge or lanyard		
Half-page, color ad	Half-page, color ad	Half-page, color ad	Quarter-page, color ad	
✓	✓	✓	✓	
✓	✓	✓	✓	✓

SPONSOR REGISTRATION

Please select a sponsorship level:

- Presenting Sponsor.....\$25,000
- Awards Dinner Sponsor.....\$10,000
- Luncheon Sponsor.....\$10,000
- Panel Sponsor.....\$7,500
- Reception Sponsor.....\$7,500
- Wi-Fi Sponsor.....\$7,000
- Gold Sponsor.....\$5,000
Please choose one: registration bag name badge lanyard
- Silver Sponsor.....\$3,000
- Bronze Sponsor.....\$1,000

Company Name

Contact Person

Contact Title

Address

City/State/Zip

Phone Fax

E-mail

Website

Signature

Company Name for Program

Please make check payable to SCAG and mail check along with a completed registration form to:
Southern California Association of Governments
Attn: Jeff Liu
818 West 7th Street, 12th Floor, Los Angeles, CA 90017

For more information, please contact Jeff Liu at liuj@scag.ca.gov or (213) 236-1998.

FOR MORE INFORMATION, PLEASE CONTACT

Jeff Liu
Southern California Association of Governments
818 West 7th Street, 12th Floor
Los Angeles, CA 90017

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REGIONAL OFFICES

Imperial County
1405 North Imperial Avenue, Suite 1
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Phone: (760) 353-7800
Fax: (760) 353-1877

Orange County
OCTA Building
600 South Main Street, Suite 906
Orange, CA 92863
Phone: (714) 542-3687
Fax: (714) 560-5089

Riverside County
3403 10th Street, Suite 805
Riverside, CA 92501
Phone: (951) 784-1513
Fax: (951) 784-3925

San Bernardino County
Santa Fe Depot
1170 West 3rd Street, Suite 140
San Bernardino, CA 92410
Phone: (909) 806-3556
Fax: (909) 806-3572

Ventura County
950 County Square Drive, Suite 101
Ventura, CA 93003
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Fax: (805) 642-2260



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