



2018

**REGIONAL CONFERENCE
& GENERAL ASSEMBLY**

**SOUTHERN CALIFORNIA AT A
CROSSROADS**



MAY 3-4

Renaissance Indian Wells Resort & Spa
44400 Indian Wells Lane, Indian Wells, CA 92210
scag.ca.gov/ga2018

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DEAR REGIONAL PARTNER:

On behalf of the Regional Council, the Southern California Association of Governments invites you to join us as a partner for the 2018 Regional Conference & General Assembly at the Renaissance Indian Wells Resort & Spa. We are the nation's largest Metropolitan Planning Organization, representing six counties and 191 cities in Southern California, and we serve as a unique convener on a variety of regional issues. Our premier event each year, this conference will bring together nearly 1,000 of Southern California's most influential leaders and innovators, and feature a diverse slate of expert panels, keynote presentations and technical demonstrations designed to equip the region for navigating major changes.

This is an opportunity to network with representatives from across Southern California as well as participate in the discussions. At the Renaissance Indian Wells Resort & Spa, we will be bringing together our member cities, counties, state and federal agencies, private sector partners, as well as old friends and new.

We look forward to your partnership.

Sincerely,

A handwritten signature in black ink that reads "Hasan Ikhata". The signature is fluid and cursive, written in a professional style.

Hasan Ikhata
Executive Director
Southern California Association of Governments



THIS IS OUR GENERAL ASSEMBLY



191

CITIES REPRESENTED

800+

ATTENDEES

250+

ELECTED OFFICIALS

120+

CITY MANAGERS, CITY PLANNING STAFF
& COUNTY STAFF IN ATTENDANCE

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 Grants Program, to promote a livable and sustainable Southern California now and in the future.

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.

SPONSORSHIP

BENEFIT LEVELS	PRESENTING \$30,000	LUNCHEON/ BREAKFAST \$10,000 (MAY 3 OR MAY 4)	RECEPTION \$7,500 (MAY 3)
Name and logo on program cover	✓		
Provide speaker at conference	✓		
Stage time	✓	✓	
Product placement in registration bags	✓	✓	✓
Reserved table at meals	1 Table	1 Table	1 Table
VIP Reception invitations (May 2)	5	4	4
Conference registrations	10	6	6
Added-value	Top billing on all conference materials	Special signage with company logo at Luncheon or Breakfast	Special signage with company logo at Reception
Ad space	Full-page, color ad, back or inside cover	Full-page, color ad, premium placement	Full-page, color ad, premium placement
Exhibitor table	Premium placement	Premium placement	Premium placement
Logo on event website and slideshow	✓	✓	✓

PANEL \$7,500	TECHNOLOGY \$7,000 SOLD OUT	HOSPITALITY \$5,000 (MAY 2 OR MAY3)	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000
✓	✓	✓	✓		
1 Table					
2	2	2	2		
5	5	5	5	3	2
Special signage with company logo at panel	Branding on Wi-Fi, company landing page	One hotel hospitality suite included in the program	Logo placement on registration bag, name badge or lanyard		
Half-page, color ad	Half-page, color ad	Half-page, color ad	Half-page, color ad	Quarter-page, color ad	
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓

SPEAKING OPPORTUNITIES

Each year, we bring a slate of engaging breakout sessions and inspiring speakers to our program. If you are interested in speaking, there are several opportunities to share your company's commitment to the region and join in the discussions. These include:

WEDNESDAY MAY 2		THURSDAY MAY 3		FRIDAY MAY 4
8:00 A.M.		EXHIBIT AREA OPENS		BREAKFAST
9:00 A.M.				
10:00 A.M.				PLENARY SESSIONS
11:00 A.M.	FUTURE COMMUNITIES FORUM			
12:00 P.M.		LUNCHEON		
1:00 P.M.				
2:00 P.M.		PANEL A	PANEL B	PANEL C
3:00 P.M.				
4:00 P.M.			PANEL D	PANEL E
5:00 P.M.				
6:00 P.M.	PRESIDENT'S VIP RECEPTION (CALL FOR EXCLUSIVE SPONSORSHIP)	RECEPTION		
7:00 P.M.				
8:00 P.M.	HOSPITALITY SUITES	HOSPITALITY SUITES	HOSPITALITY SUITES	HOSPITALITY SUITES

LUNCHEON/BREAKFAST SPONSORSHIP (\$10,000)

Meal sponsors will be recognized on stage, with time for brief comments. A single slide (congratulatory message or company advertisement) will be looped. A special product placement opportunity is also included.

PANEL SPONSORSHIP (\$7,500+)

SCAG offers five breakout panels on a variety of subjects. Sponsorship provides logo recognition on panel signage, welcome slide and includes an opportunity to welcome and introduce the panelists.

HOSPITALITY SPONSORSHIP (\$5,000+)

The conference offers two hospitality suites each evening for sponsors looking to host a more private gathering or demonstration. This sponsorship includes one premium suite for the evening, inclusion of the sponsored suite in conference program agenda, as well as other Gold-level benefits. (Cost does not include food, beverage or other items.)

Please note: The tentative schedule on the left is subject to change.

SPONSOR REGISTRATION

Please select a sponsorship level

<input type="checkbox"/> PRESENTING \$30,000	<input type="checkbox"/> LUNCHEON/BREAKFAST \$10,000	
<input type="checkbox"/> RECEPTION \$7,500	<input type="checkbox"/> PANEL \$7,500	<input type="checkbox"/> HOSPITALITY \$5,000
<input type="checkbox"/> GOLD \$5,000	<input type="checkbox"/> SILVER \$3,000	<input type="checkbox"/> BRONZE \$1,000

Please choose one:

- Registration Bag
- Name Badge
- Lanyard

Please provide

Company Name	<input type="text"/>
Contact Person	<input type="text"/>
Contact Title	<input type="text"/>
Address	<input type="text"/>
City/State/Zip	<input type="text"/>
Phone	<input type="text"/>
E-mail	<input type="text"/>
Website	<input type="text"/>
Signature	<input type="text"/>
Company Name for Program	<input type="text"/>

Please make check payable to SCAG and mail check along with a completed registration form to:

Southern California Association of Governments
Attn: Jeff Liu
900 Wilshire Blvd., Ste. 1700, 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
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
Email: liuj@scag.ca.gov
Phone: (213) 236-1998

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REGIONAL OFFICES

IMPERIAL COUNTY

1503 North Imperial Avenue, Ste. 104
El Centro, CA 92243
Phone (760) 353-7800

ORANGE COUNTY

OCTA Building
600 South Main Street, Ste. 1233
Orange, CA 92868
Phone (714) 542-3687

RIVERSIDE COUNTY

3403 10th Street, Ste. 805
Riverside, CA 92501
Phone (951) 784-1513

SAN BERNARDINO COUNTY

Santa Fe Depot
1170 West 3rd Street, Ste. 140
San Bernardino, CA 92410
Phone (909) 806-3556

VENTURA COUNTY

950 County Square Drive, Ste. 101
Ventura, CA 93003
Phone (805) 642-2800