



GCMS 2022

Get It Done: Solutions from the Front Lines

BETHESDA, MD | DECEMBER 5-6

#NCMAGCMS



Sponsor and Exhibitor Prospectus

NCMA's Government Contract Management Symposium continues its hybrid experience with popular in-person and powerful virtual event platforms to expand networks and develop new leads.

About GCMS

Be part of the energy at *GCMS 2022: Get it Done – Solutions from the Front Line* with over 1,000 government and industry contracting officers. The theme highlights the best of government contracting talent, skills, and experience applied to getting to solutions in the most direct way, and recognizes practitioners' critical contributions and achievements.

Last Update: September 12, 2022

Level	SOLD OUT	SOLD OUT		In-Person Exhibitor	Virtual Only Exhibitor
	Gold	Silver	Bronze		
<i>Sponsors & In-Person exhibitors receive a virtual exhibit booth</i>	\$15,000	\$10,500	\$8,000	\$4,000	\$3,250
Conference					
Premium General Session branding with video	✓				
Premium In-Person and Virtual Platform Branding and Recognition	✓				
Premium Social Media recognition from NCMA	✓				
Premium Onsite Branding and high-traffic location	✓	✓			
Choice of 1 mid-afternoon refreshment break		✓			
Inclusion in the Exhibitor Passport Game	✓	✓	✓		
Virtual Learning Pavilion Sponsored Talk – up to 20-minute sessions during exhibit hours	✓	✓	✓		
Contract Management Career Fair	✓	✓	✓	✓	
Pre-Conference					
Logo and site URL included in one event marketing email	✓	✓	✓		
Virtual Platform training and support	✓	✓	✓	✓	✓
Post-Conference					
Premium email list (1x use)	✓				
Appropriately sized logo in <i>Contract Management Magazine</i>	✓	✓	✓		

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Sponsors & In-Person exhibitors receive a virtual exhibit booth	\$15,000	\$10,500	\$8,000	\$4,000	\$3,250
Virtual Exhibit Booth					
Directory Profile Header	✓	✓	✓		
Listing: company name, contact information, description, social media, website link, company logo, product categories, and uploaded documents • Live video and text chat • Traffic and leads report • Listing and materials available through January 2023	✓ (4 docs + 4 videos)	✓ (4 docs + 4 videos)	✓ (2 docs + 2 videos)	✓ (2 docs + 1 video)	✓ (2 docs + 1 video)
In-Person Exhibit Booth					
(1) 6' draped table, (2) chairs, booth ID sign, waste basket and organization listed on exhibit hall map	Premium 10x30 Booth <small>*(2) 6' draped tables, (4) chairs</small>	10x20 booth	10x10 booth	10x10 booth	N/A
Registrations					
Full In-Person or Virtual registrations \$525 Additional Full In-Person Registrations \$275 Additional Full Virtual Registrations	6 full	4 full	2 full		
In-Person Booth Personnel (unlimited virtual <i>booth personnel</i> registrations) \$275 for additional Booth Personnel Registrations	4	2	2	2	

Why sponsor or exhibit?

Attendees engage providers to enhance networks and capture market intelligence for future procurements, and in current times *they need you even more*. Sponsors and exhibitors:

- Showcase their brand to 1,000+ attendees
- Connect with decision-makers
- Generate new leads and expand their networks
- Increase awareness of their products or services
- Gain understanding of key challenges and needs in the contract management community

About NCMA

Approaching 20,000 members, NCMA is the world's leading resource for contract management professionals and its nexus in the acquisition community through advocacy, standards, and professional development. See member profile at <https://www.ncmahq.org/sponsor>.

Who Attends GCMS?

- 40% serve in supervisory/executive roles
- 53% work for the federal government
- 23% have worked in contract management for more than 11 years

Show Details (Eastern Time, hours subject to change)

Move-In

Sunday, December 4

- 1:00pm – 5:00pm

In-Person and Virtual Show Hours

Monday, December 5

Show Ready: 7:00am

- 7:00am – 5:15pm

Tuesday, December 6

- 7:00am – 3:15pm

Move-Out

Tuesday, December 6

- 3:15pm – 6:00pm

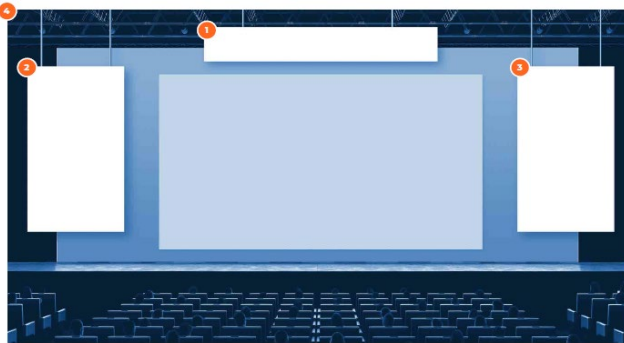
Sponsorship Detail – Conference

Gold Sponsorship

Gold sponsors are represented during the event as top sponsors in general sessions, the virtual event platform, onsite premium physical and virtual booth placement, and other onsite brand placements. Additional sponsorship features represent both Gold sponsors in pre- and post-event offerings, including the Virtual Learning Pavilion Sponsored Talk, 1-time use of the attendee email list, and other premium opportunities.

Premium General Session

Sponsor's <60-second video will air on one of two days during general sessions, at a prime time, with the maximum audience reach. Choice of video air day is given to first to confirm Gold sponsorship. Includes virtual event platform recognition with organization logo in the agenda and the general session auditorium for duration of session the day video plays.



Example: General Session Auditorium

Panel 2 dedicated to Gold sponsors on the day their video plays. General session video plays in center blue box. More examples of Gold sponsor graphic locations are available in Virtual Event Platform Detail.

Premium Virtual Event Platform

In addition to the General Session Auditorium, Gold sponsors are recognized in high-traffic areas of the event platform, and they showcase their organization in the Learning Pavilion Sponsored Talk.

Recognition as a Gold sponsor with logo placed prominently in the Virtual Event Platform, on the event sponsorship page, virtual venue entrance, virtual lobby, and virtual exhibit hall on panels. (See Virtual Event Platform Detail for more placement examples.)

Premium Onsite Branding

Gold and Silver sponsors' logo on premium signage placed in prominent main conference spaces with the opportunity for additional placement, available in order of sponsor level and timing of commitment, with printing and set up fees at Sponsor expense. Details are sorted with Blake Boynton after sponsorship commitment.

Premium Social Media Recognition from NCMA

Two Facebook and two LinkedIn posts during or following the event, thanking your organization for sponsorship.

Gold sponsor material needed for various placements: general session video and replay in virtual lobby: <60 seconds, <4 GB, mp4; logo for agenda, onsite branding, virtual exhibit hall and virtual lobby: high-res jpg; LinkedIn ad.

Material due: October 21, 2022

Silver Sponsorship

Silver sponsors have the choice of 1 mid-afternoon refreshment break and have logo placements in high-traffic areas. Additional features for Silver sponsors include the Virtual Learning Pavilion Sponsored Talk and other branding opportunities.

Silver sponsors will choose one 30-minute Coffee & Dessert break:

Monday, December 5

- 1:00pm-1:30pm EST

Tuesday, December 6

- 1:00pm-1:30pm EST

Sponsorship includes NCMA-provided signage and the opportunity for sponsor to provide branded cups, napkins, or food items at their expense (plus hotel fees).

Material Due: October 21, 2022

Bronze Sponsorship

Bronze sponsorship offers the opportunity to deliver a webinar and be recognized on the agenda and includes an in-person and/or virtual booth. Sessions are a 20-minute live or pre-recorded webinar and play from the Virtual Learning Pavilion Sponsored Talk. Please see below for more detail on the Pavilion.

Sponsorships (Gold, Silver, and Bronze) and Exhibitors

The following provides more detail on the features included in the different sponsorships or exhibitor packages. Please refer to the above Overview and Detail sections to identify contents of each sponsorship

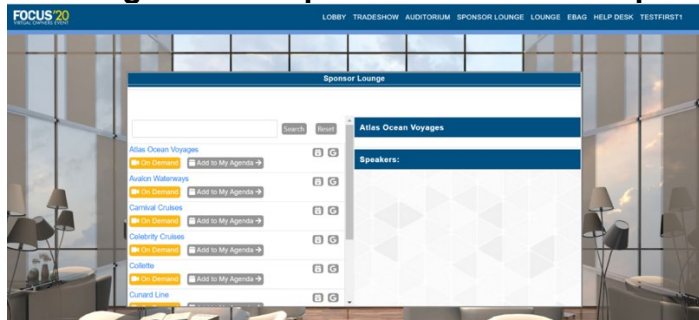
Recognition as a sponsor virtually and in-person

Recognition as a Gold, Silver or Bronze sponsor with organization logo and link on the GCMS website, in the virtual lobby and virtual exhibit hall on panel 2, and in-person at the Bethesda North Marriot Hotel.

Virtual Learning Pavilion Sponsored Talks

Gold, Silver, and Bronze sponsors can showcase their organization in one pre-scheduled session in the Virtual Learning Pavilion or In-Person in the Exhibit Hall. Sponsors' 20-minute sessions will be available Monday through Tuesday during breaks. Each session allows for a 15-minute demonstration or discussion followed by a 5-minute Q&A. These sessions can be delivered live or pre-recorded and will display as demonstrated in the example below. Select your date/time by **October 14, 2022** to be included on the agenda.

Learning Pavilion Sponsored Talks Example



Free Contract Management Career Fair

As a career fair exhibitor, you will have a 6' draped table, two chairs and a wastebasket and can connect directly with potential hires in-person. The career fair is open to the public and World Congress registrants on Monday, December 5 from 3:30pm-5:30pm. *Included for all sponsors and exhibitors if you opt-in by **November 4, 2022**.*

Career Fair Booth Only – available for \$500

Virtual Event Platform Branding Examples

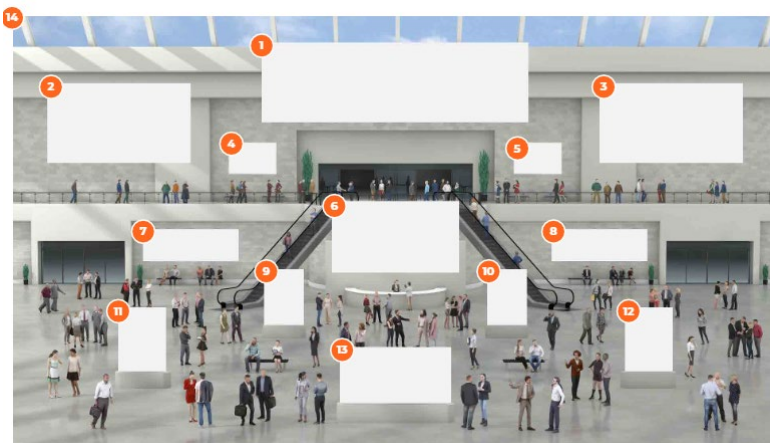
Venue Entrance



Gold Sponsors

Panel 4 (186x64px jpg/png)* is a static graphic that recognizes sponsors with their logos together on the panel

Virtual Event Lobby



Gold Sponsors

Panel 2 with rotating graphics that thank sponsors with Gold individually recognized (jpg/png, 360x200px)*

Panel 6 continuously plays general session video from that day along with event messages (<60 seconds, MP4, max 250 MB)

Silver Sponsor

Panel 2 with rotating graphics that thank sponsors with 2 Silver logos side by side (jpg/png, 360x200px)*

Panel 7 & 8 rotates between 2 Silver sponsor logos in each box (jpg/png, 240x80px)*

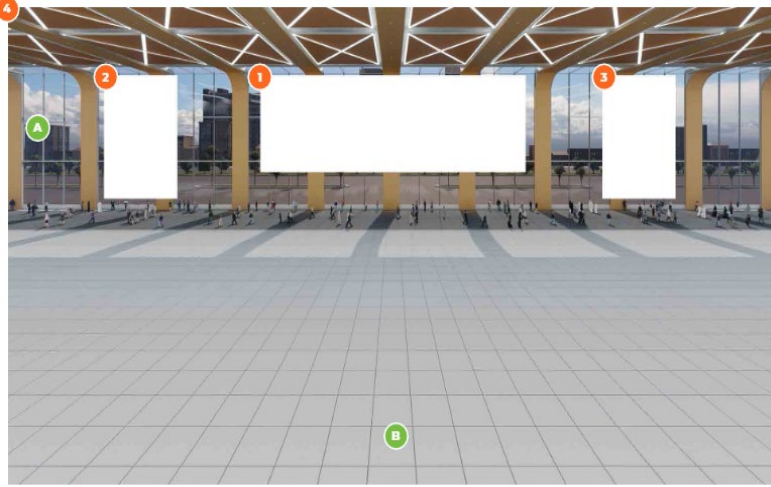
Premium Gold sponsor general session video plays center screen all day on their day in a loop with important event messages

Bronze Sponsor

Panel 2 with rotating graphics that thank sponsors with Bronze without logos (jpg/png, 360x200px)*

Panels 11 & 12 rotated Bronze sponsor logos (jpg/png, 120x160px)*

Virtual Exhibit Hall



Gold, Silver and Bronze sponsors and all Exhibitors

*Panel 2 rotates through to recognize all Sponsors and Exhibitors with multiple logos per frame (jpg/png, 183x279px)**

*NCMA creates referenced graphic using Sponsor provided high-res logo

Hybrid Exhibit Booth

Hosted simultaneously with in-person and virtual experiences featuring a full exhibit hall accessible to both in-person and virtual attendees. **Premium** Gold and Silver sponsors are in high-traffic hallways for a unique opportunity to engage attendees.

Sponsorship packages include an in-person and virtual booth. In-person and virtual-only exhibitor options are available.

In-Person Exhibit Space

Premium Gold sponsor: 10x30 exhibit booth space in centrally located, high-traffic areas near the General Session and Exhibit Hall. Booths are on carpeted floors and include (2) 6' draped tables, (4) chairs, booth ID sign, and waste basket.

Premium Silver sponsor: 10x20 exhibit booth in centrally located, high-traffic areas near the General Session and Exhibit Hall. Booths are on carpeted floors and include (1) 6' draped table, (2) chairs, booth ID sign, and waste basket.

Bronze sponsor: 10x10 exhibit booth in centrally located, medium traffic area of Exhibit Hall space. Booths are on carpeted floors and include (1) 6' draped table, (2) chairs, booth ID sign, and waste basket.

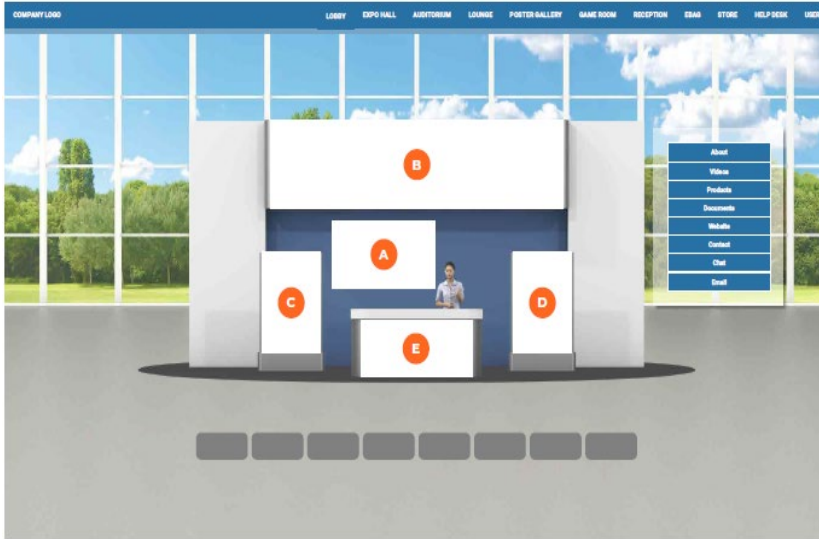
Exhibit-Only: 10x10 exhibit booth in Exhibit Hall space. Booths are on carpeted floors and include (1) 6' draped table, (2) chairs, booth ID sign, and waste basket.

Virtual Booth Detail

Features for the virtual booth presences. Exhibitors will have their own Exhibitor Service Center where you can create your profile and upload collateral and branding. Attendees can add any collateral to their e-bag. Training videos, an Exhibitor Orientation webinar and real time day-of support will be provided by eShow.

Gold and Silver Sponsors Virtual Exhibit Booth

Large virtual exhibit booth with premium positioning in the top of the online exhibitor listing. Booth includes:

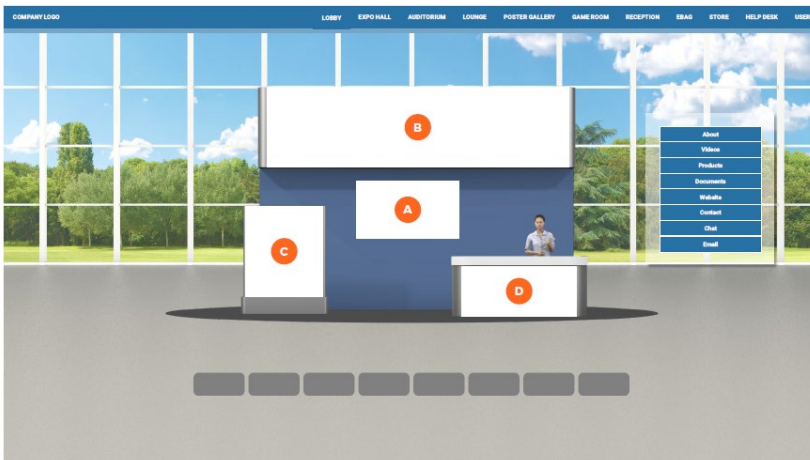


artwork panel	width (px)	height (px)	supported content type	supported file format(s)
A	240	135	image, *video	JPG / PNG / MP4
B	680	177	image (required)	JPG / PNG
C	134	200	image	JPG / PNG
D	134	200	image	JPG / PNG
E	260	112	image	JPG / PNG

*max video size 250 MB

Bronze Sponsors and Exhibitors

Medium virtual exhibit booth. Booth includes:



artwork panel	width (px)	height (px)	supported content type	supported file format(s)
A	240	135	image, *video	JPG / PNG / MP4
B	680	177	image (required)	JPG / PNG
C	134	200	image	JPG / PNG
D	134	200	image	JPG / PNG
E	260	112	image	JPG / PNG

*max video size 250 MB

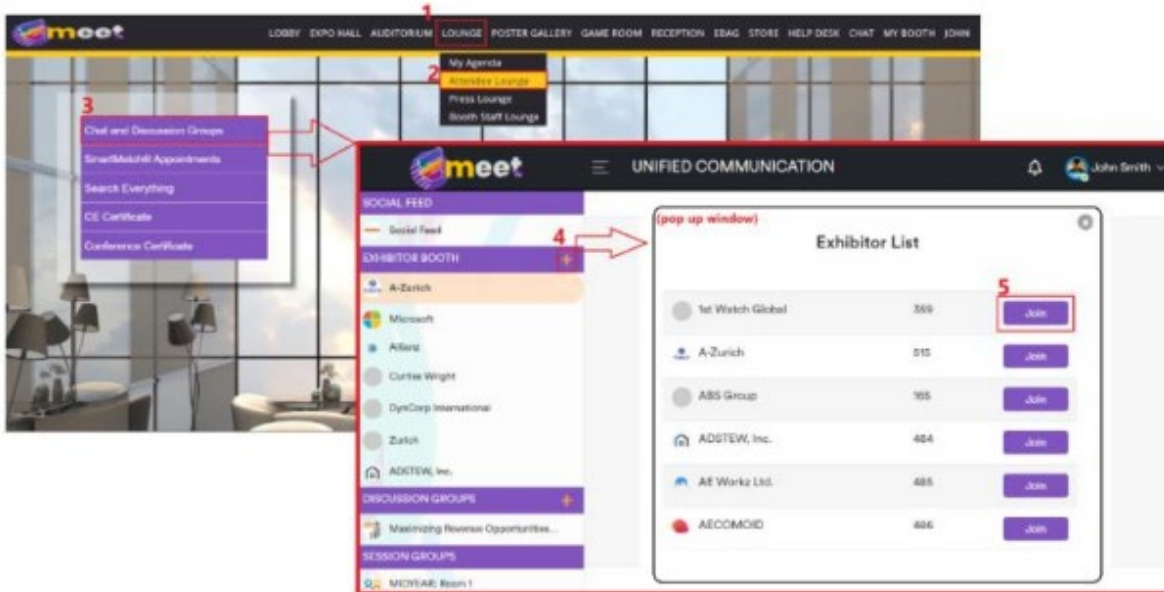
Exhibitor Listing

Organization name, address, description, booth number (for hybrid booths), contact info, social media, website, logo, and product categories to match with attendee preferences.

Real time chat (video and text)

Attendees participate in real time video and text chat to connect with you immediately.

Exhibitor Chat Example



Traffic and leads report

You will be able to access your traffic and leads reports through your Exhibitor Service Center. This is covered in Pre-Conference training videos and an Exhibitor Orientation webinar. You will need to purchase lead retrieval to collect this information from attendees.

Listing and marketing materials available through eShow

Your exhibit booth listing and materials will be available to registrants on the eShow platform for one month after the event. During this time, you will have access to your Exhibitor Service Center for your traffic and leads reports.

Exhibitor Passport Game

Sponsors drive traffic to their booths by participating in the passport game. Attendees check into your booth through the virtual event platform or by scanning in-person at your booth. Attendees receive points based on sponsorship levels: Gold=50 points; Silver=35 points; and Bronze=20 points. The winner will receive complimentary registration to NCMA next GCMS event.

Full Registrations

Additional full event registration upgrades available for sponsors and exhibitor booth registrations for \$525 in-person and \$275 virtual.

Sponsorship Detail – Pre-Conference

Features prior to the event include technology support, training, and representation in event material to include marketing messages and the virtual event platform, eShow.

Support and Training

Please view the eShow (virtual event platform) Exhibitor Brief for information on setting up your virtual booth.

An Exhibitor Orientation webinar is scheduled for November 4, 2022, at 12:00pm ET. Please join to ask your questions. Register at https://www.zoomgov.com/meeting/register/vJlsf-yurD4oHbrnKkh_Oy9ZwCFR-TG_O10

Logo and Website Link

A logo linking to the sponsor website will be featured in the “Thank You to our Sponsors” section in the footer of the marketing email of at least one event marketing email. Please provide logo as soon as possible for optimal exposure.

Sponsorship Detail – Post-Conference

Features after the event to continue exposure to your brand.

Premium email list – 1x use

The post-conference list of participants, who have opted-in, is available within two weeks following the event. The following terms apply:

- NCMA must approve the final html copy of the messaging and reserves the right to refuse mailing based on content
- NCMA will send out one sponsored email on behalf of Gold Sponsor
- Email must be sent within 30 days of the event

Material Due: Sponsor to coordinate with Blake Boynton within 30 days of the event

Appropriately sized logo in *Contract Management Magazine*

Logo included in a "thank you" piece in an edition of *Contract Management Magazine* that reaches over 20,000, distributed in print and digital. Requires high-res file formats in jpg.

AGREEMENT TERMS

All Terms are non-cancelable, except as set forth in the cancellation provision below. All terms and conditions of NCMA's Government Contract Symposium (GCMS) are agreed upon and enforced by my company signature. We agree to pay for the in-person and/or virtual exhibit booth in accordance with the guidelines listed here. We agree to abide by all provisions set forth in these terms as a part of this contract between the National Contract Management Association, ("NCMA") and the exhibiting and/or sponsoring company ("Exhibitor"). Terms are enforced regardless of if Exhibitor does not attend, fails, or elects not to participate in conference, or if exhibit space is resold due to notification of absence.

By sponsoring or exhibiting companies agree to these terms.

CANCELLATION OR DOWNSIZING

No refunds will be issued. Exhibitor is liable for full contract total, and all terms and conditions. In such case, Exhibitor becomes obligated to make immediate payment of any unpaid portion of the total contract cost. By cancelling in-person and/or virtual exhibit space participation, exhibitor will forfeit all exhibit and sponsor benefits.

EACH EXHIBIT BOOTH SPACE INCLUDES:

VIRTUAL

- Exhibitor Service Center for organization to customize virtual booth with:
 - Organization name, description, website, and logo
 - Exhibitor contact info
 - Video and document uploads (limited by package level as outlined in prospectus)
- Live scheduled content presentations (Sponsors Only)
- Real time chat (video and text)
- Traffic and leads reporting (excluding emails, available only with eShow lead capture solutions).
- Listing available on event platform through **January 6, 2023**.

IN-PERSON

- Unique, adjustable for Gold with the equivalent of approximately 10'x30', 10'x20' for Silver, 10'x10' for Bronze, and 10'x10' in-person standard booth in the exhibit area.
- 2 Booth Personnel registrations

- ID Sign (measuring 4” wide x 7” deep)
- Pipe & Drape
- Logo and 50-word company description featured in the conference mobile app

EXHIBIT HALL BOOTH SETUP

VIRTUAL

Booth should be set for pre-event launch by **November 1, 2022**, ahead of attendee launch (week of November 14, 2022). Exhibit booth will not be live until payment has been made. If no representative of an exhibiting organization has submitted its payment by **2pm ET, November 23**, NCMA may not be able to setup the booth before this deadline.

IN-PERSON

Booth should be set by **7:00am on December 5, 2022**. Exhibit booth will not be set until payment has been made. If no representative of an exhibiting organization has submitted its payment by **2pm ET, November 21, 2022**, NCMA may not be able to setup the booth before this deadline.

PAYMENT TERMS

Payment is due upon receipt of invoice from NCMA Show Management, or upon signature of this agreement (in case of credit charge). Booth assignment is contingent upon receipt of payment in full. Please make all checks payable to **National Contract Management Association**.

Mailing Address:

National Contract Management Association
Attn: GCMS Sponsors/Exhibitor Sales
21740 Beaumeade Circle, Suite 125
Ashburn, VA 20147
Phone: (800) 344-8096

NCMA EXHIBITOR CONTRACT TERMS

Application for virtual or in-person exhibit booth must be accompanied by the full fee to guarantee reservation. Booths for which payment has not been received in full will not be set up by NCMA. Reservations made after **November 4, 2022**, must be followed by payment within 2 working days to set up the virtual or in-person exhibit booth. Client will remain responsible for payment of booth. Terms are enforced regardless of if Exhibitor does not attend, fails, or elects not to participate in conference. No refunds. Should the agreement be referred to a collection agency/attorney for any reason, Exhibitor and or

representing agency of Exhibitor is responsible to pay a 25% attorney fee, interest, plus all costs associated with any and all collection efforts.

NCMA has the sole right to determine the eligibility of any company or product for inclusion in the Exhibit Hall.

NCMA retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

No Exhibitor shall assign, sublet, or share the whole or any part of the exhibit booth contracted to them. Exhibitor agrees to limit the service and/or materials displayed in their virtual exhibit booth to those purveyed by Exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of Exhibitor.

Exhibitors may not interfere with collateral that is not produced by said Exhibitor. Violation of this will result in cancellation of exhibit space during show without refund.

If NCMA should be prevented from holding the exhibition for any reason beyond NCMA's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if Exhibitor cannot set up their virtual exhibit space due to reasons beyond NCMA's control, then NCMA has the right to cancel the exhibition or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.

Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless NCMA, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitors' installation, removal, maintenance, occupancy, or use of the GCMS platforms or any part thereof.

Limitation of Liability Exhibitor agrees to make no claim for any reason whatsoever against NCMA, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of NCMA. The exhibitor is solely responsible for his own exhibition material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. NCMA shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Exhibitor Insurance The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and

product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage.

During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to Show Management or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

Union Labor Exhibitor shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.

Installing, Exhibiting, Dismantling Hours and dates for installing, exhibiting, and dismantling shall be those specified by NCMA. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before the specified conclusion of the dismantling period set by NCMA.

Damage to Property Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

Floor Loading Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications. The dispensing, distribution or use of alcoholic beverages in the Exposition Hall is prohibited without the expressed prior approval of NCMA.

Flammable Materials No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.

Lotteries, Contests/Games, Drawings and Giveaways The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from NCMA. Approval of giveaways is at NCMA's discretion. Exhibitors found distributing materials that have not been approved or are not in compliance with this policy may be asked to cease distribution. Gifts, prizes,

giveaways or entertainment will only be accepted by attendees in accordance with the employer policies.

Music Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. NCMA is not responsible for any licensing fees for music played in exhibitor's booth.

Obstruction of Aisles or Booths Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by NCMA.

Booth Personnel Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification furnished by NCMA at all times while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. All exhibits must have personnel present during show hours.

Height and Non-Blocking Regulations All exhibit display construction design must conform to the regulations set forth by the IAEE Guidelines for Display Rules & Regulations so as to enable use of the space without detriment to neighboring exhibitors.

Electrical Safety All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment. 24. Use of Space Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.

Display NCMA shall have full authority for approval or arrangement and appearance of items displayed. NCMA may, at its discretion, require replacement, rearrangement, or redecoration of any item, including 3rd party food and beverage charges, or any booth, and no liability shall attach to NCMA for the costs that may evolve upon exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished two hours before the scheduled opening of the show, NCMA shall authorize the official decorator to affect the necessary finish and the exhibitor must pay all charges involved thereby.