

P3 GOVERNMENT CONFERENCE



**VIRTUAL CONFERENCE
DECEMBER 8-10, 2021
SPONSOR & EXHIBITOR PROSPECTUS**

www.p3gov.com



P3 GOVERNMENT CONFERENCE

A LITTLE ABOUT US

The **P3 Government Conference** offers three valuable days of project delivery discussions, focusing on project management, planning, procurement, and networking for local, state, and federal agencies, and other industry professionals.

Our attendees include senior management from firms in the construction, engineering, design, legal, investment and consulting industries as well as local, state and federal agency representatives from around the country.

Many attending the Conference are project owners considering alternative project delivery and exploring partnerships.

By sponsoring or exhibiting, you will reach public representatives, owners, and industry players involved in active and upcoming projects. Our audience is interested in products and services related to alternative project delivery as a way to help their communities deliver critical projects.



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AUDIENCE

The P3 Government Conference audience differs from other industry events in that 40% of attendees represent a government agency or public owner. This means your organization has a direct line to the decision makers who hold the purse strings. This is a business development opportunity you can't find anywhere else.

WHO WILL ATTEND?

Many attending the conference are project owners interested in better understanding project delivery options and exploring partnerships, including:

- + **Senior Representative from State, Local and Federal Agencies**
- + **Build America Bureau**
- + **Departments of Transportation**
- + **Departments of Commerce**
- + **Developers**
- + **Construction Professionals**
- + **Architects**
- + **Facility Designers**
- + **Design-Build Advisers**
- + **Infrastructure Investment Funds**

+ 40% of attendees represent a local, state or federal agency.

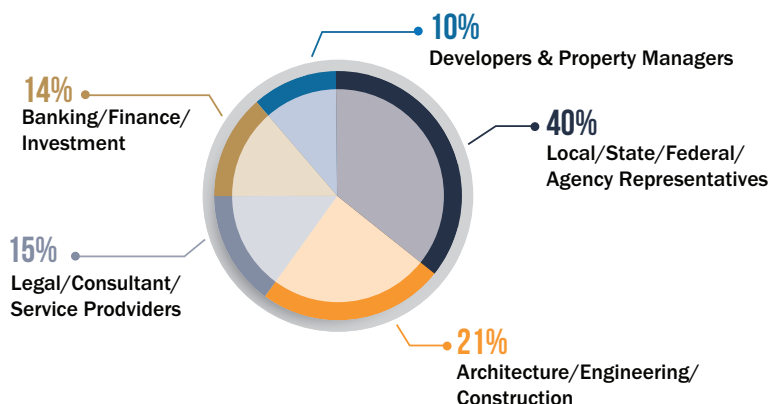
+ 25% of attendees represent senior leaders from architecture, construction, and engineering companies.

+ 20% of attendees represent a private equity, banking, lending or investment group.

WHY THEY WILL ATTEND?

- + **HIGH QUALITY CONTENT.** Leading practitioners will present their firsthand observations of a variety of infrastructure projects of all sizes in different markets from around the country.
- + **ATTENDEE MIX.** 40% of P3 Government Conference attendees represent a government agency.
- + **EASE OF ATTENDING.** No travel is required which minimizes out-of-office time for executives with demanding schedules.

AUDIENCE BREAKDOWN





P3 GOVERNMENT CONFERENCE

BENEFITS OF SPONSORING & EXHIBITING

As a sponsor/exhibitor, you will gain visibility and will have multiple opportunities over three days to promote your company's brand, products and services directly to the industry. This is your chance to uniquely position your company in the market, gaining a competitive edge over other industry players.

- + **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 government agencies and industry leaders. The P3 Government Conference attracts the largest number of qualified prospects, all available in one place at one time, thereby maximizing your marketing investment.
- + **CAPTURE QUALIFIED LEADS** throughout the live and on-demand event. Excellent lead generating opportunity with a low cost and an effective reach. Attendees will visit your virtual booth, be able to download white papers and collateral, and can participate in live chats.
- + The P3 Government Conference 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.

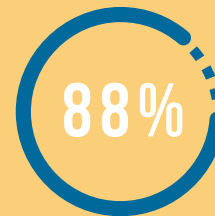
AUDIENCE KEY STATS



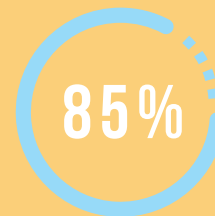
WOULD RECOMMEND
P3C EVENTS TO
ANOTHER PROFESSIONAL



SAID THEIR MAIN REASON
FOR ATTENDING WAS
NETWORKING, EDUCATION
AND BUSINESS DEVELOPMENT



PLAN TO PURSUE A
NEW P3 PROJECT IN
THE NEXT 3 YEARS



ARE DIRECTOR-LEVEL
OR HIGHER INCLUDING
VICE PRESIDENTS AND
C-LEVEL EXECUTIVES

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SPONSORSHIP PACKAGES

DIAMOND LEVEL SPONSORSHIP

Our top level sponsorship is designed for maximum exposure before, during and after our virtual event. The P3 Government Conference gives your organization lead generation opportunities you won't find anywhere else.

DELIVERABLES INCLUDES

- + 2 moderating/speaking positions in the 2021 program, including the option to develop a 30-minute stand-alone session and host an interactive roundtable discussion
- + 8 passes to 2021 program
- + Top level sponsorship branding throughout Virtual Conference Show Floor
- + Top level sponsorship branding through event marketing to audience of over 200,000 subscribers
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Networking Break Sponsorship Recognition
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$15,000 USD



LET US BUILD YOUR VIRTUAL BOOTH FOR YOU!

Our marketing and lead generation experts will create your virtual booth so you can maximize your event exposure and engage prospects in meaningful conversations throughout the event.

The P3 Government Conference team will work with you to determine the best mix of content that aligns with your goals, and engages prospects with the most relevant content.



P3 GOVERNMENT CONFERENCE

PLATINUM LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 1 moderating/speaking position in the 2021 program, including the option to develop a 30-minute stand-alone session and host an interactive roundtable discussion
- + 6 passes to 2021 program
- + Sponsorship branding throughout Virtual Conference Show Floor
- + Sponsorship branding through event marketing to audience of over 200,000 subscribers
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Networking Break Sponsorship Recognition
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$10,000 USD



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GOLD LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 1 moderating/speaking position in the 2021 program
- + 4 passes to 2021 program
- + Gold level sponsorship Branding throughout Online Event Forum
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$8,000 USD





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SILVER LEVEL SPONSORSHIP

DELIVERABLES INCLUDES

- + 2 passes to 2021 program
- + Silver level sponsorship Branding throughout Online Event Forum
- + Virtual Exhibition Booth
- + Digital Advertisement in Event Guide
- + Access to attendee list (Companies, Names, Titles, Profiles)
- + Digital Welcome Bag Insert
- + Opportunity to distribute market material after event

\$6,000 USD





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The Exhibitor Packages provide content downloads and brand recognition for your organization, in turn providing new sales opportunities.

DELUXE EXHIBITOR

DELIVERABLES INCLUDES

- + 4 Registration Passes
- + Virtual Exhibition Booth
 - » Ability to brand your booth
 - » Ability to link content (whitepapers, thought leadership, case studies) within your booth, which attendees can download and save to their virtual briefcase
 - » A direct link to your company website
 - » A pop-up introduction video when attendees enter your virtual booth
 - » Video and one-on-one chat functions with all attendees that enter your booth
- + Premium Exposure of your Company Within the Exhibit Hall
- + Access to attendee list (Companies, Names, Titles, Profiles)

\$2,500 USD

EXHIBITOR

DELIVERABLES INCLUDES

- + 2 Registration Passes
- + Virtual Exhibition Booth
 - » Ability to brand your booth
 - » Ability to link content (whitepapers, thought leadership, case studies) within your booth, which attendees can download and save to their virtual briefcase
 - » A direct link to your company website
 - » A pop-up introduction video when attendees enter your virtual booth
 - » Video and one-on-one chat functions with all attendees that enter your booth
- + Premium Exposure of your Company Within the Exhibit Hall
- + Access to attendee list (Companies, Names, Titles, Profiles)

\$2,000 USD



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SPONSORSHIP CONTRACT

Company Name

Address

City State/Province ZIP/Postal Code Country

Contact Name

Title

Phone

Email

Company Website

SPONSORSHIP LEVELS

- ☐ Co-Chair Partner \$20,000
- ☐ Diamond Sponsor \$15,000
- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$8,000
- ☐ Silver Sponsor \$6,000
- ☐ Deluxe Exhibitor \$2,500
- ☐ Exhibitor \$2,000

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 2021 event.

Signature

Date

PAYMENT INFORMATION

Payment Type: Check or Credit Card

____ Visa ____ Mastercard ____ Amex ____ Discover

Credit Card Number Expiration Date

Security Code Name (as it appears on card)

RETURN THIS CONTRACT WITH PAYMENT TO

BRYNJA BOGAN
BBOGAN@ACCESSINTEL.COM
301-354-1771



VIRTUAL CONFERENCE DECEMBER 8-10, 2021 SPONSOR & EXHIBITOR PROSPECTUS

TERMS & CONDITIONS

DEFINED TERMS: This contract is between Access Intelligence, LLC d/b/a P3 Government Conference (hereafter referred to as Producer) and the company listed above, (hereafter referred to as Sponsor) for Event to be held online December 8-10, 2021 (hereafter referred to as the Event).

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 web site 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 there from.

POSTPONEMENT OF EVENT: If for any reason the dates of the Event should be changed, no refund will be due to Sponsor. Event will re-assign Sponsorship to Sponsor, and Sponsor agrees to use Sponsorship under the terms of this contract. Producer shall not be financially liable or otherwise obligated in the event that the Event is relocated or postponed.

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 or hold the Event, however caused, including that caused by Producer's, 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 representatives, from, and any and 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. Sponsor represents and warrants 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 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 purpose.

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 referenced 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 of breach of any provision of this contract. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Wilmington, DE.