



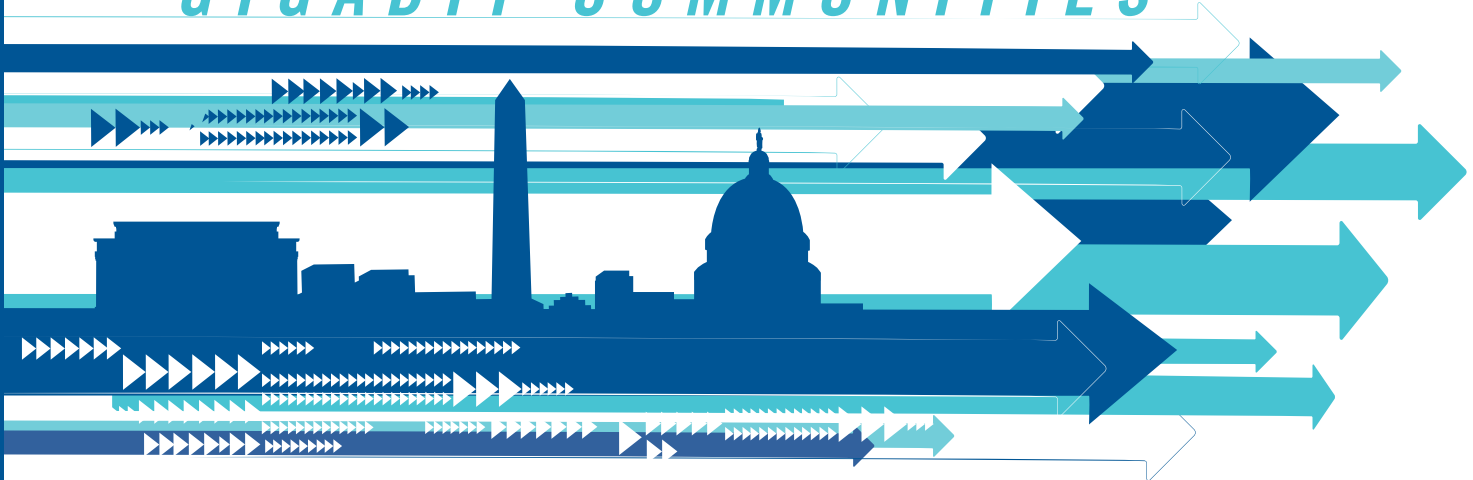
▶▶▶▶▶ 30TH ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

▶▶▶▶▶ *THE WASHINGTON COURT HOTEL, WASHINGTON, DC*
▶▶▶▶▶ *SEPTEMBER 29 ▶ OCTOBER 1, 2010*

NATOA invites your company to participate in, and to take advantage of, numerous sponsorship opportunities at NATOA's 30th Annual Conference, September 29 – October 1, 2010 at the Washington Court Hotel in Washington, DC. Whether you plan to unveil new products and services, network with established clients or contact new prospects, NATOA's Annual Conference must be an essential part of your marketing plan. Don't miss this opportunity to interact with local government IT, government access programmers, and communications and cable decision-makers as they gather to further their expertise and network within the industry. For each listed opportunity, you will be given exclusivity at the selected event.

Sign up now to become a sponsor at NATOA's 30th Annual Conference and gain marked exposure to the most influential and knowledgeable people working on broadband, communications and programming issues in local government. To guarantee maximum exposure, NATOA strongly recommends that sponsorships are purchased as early as possible. Companies that respond early are listed in early registration and promotional materials, resulting in greater exposure for your company.

GIGABIT COMMUNITIES



LET NATOA HELP YOU!



- *ESTABLISH BRAND RECOGNITION*
- *ENHANCE YOUR CORPORATE IMAGE*
- *INCREASE SALES... AND YOUR BOTTOM LINE*



PARTICIPATE IN NATOA'S 30TH ANNUAL CONFERENCE BY BECOMING A SPONSOR OR EXHIBITOR AT THIS PREMIER ANNUAL EVENT!

NATOA is a professional association that represents the communications needs and interests of local governments, and those who advise local governments. Our membership is comprised predominately of local government agencies, local government staff and public officials from across the United States. Our government members have responsibilities that range from broadband, communications franchising, rights-of-way management and public and governmental access programming to information technologies and institutional network (INET) planning and management. Our membership also includes consultants, attorneys and engineers who consult local governments on their communications interests and needs. We have members from not-for-profit organizations whose needs and interests are complementary to those of NATOA's members and we have members who are vendors to local governments, including communications providers of all types of services to and for local governments.

SPONSORSHIP OPPORTUNITIES

GOVERNMENT PROGRAMMING AWARDS DINNER & GALA SPONSOR – \$20,000

The NATOA Government Programming Awards recognize excellence in broadcast, cable, multimedia and electronic programming developed by municipal agencies.

NATOA receives entries from municipalities across the country, covering more than 50 categories of programming including, among others, community events, documentary, public affairs and public service, interview/talk show, performing arts, sports, election coverage and children's issues. This premier gala dinner event is the culmination of the conference and is attended by both registrants and award finalists. The program is a complete video presentation with awards being presented throughout the event. Any entity with a focus on video production will receive the greatest exposure as a sponsor during this spectacular evening. Event sponsor may offer brief remarks to all attendees. Attire is black tie optional.

INCLUDES: *Five (5) full conference registrations ▶ Opportunity to offer remarks during the event ▶ VIP table reserved in your company's name (10 seats) at the Government Programming Award Gala ▶ Recognition from the podium ▶ Promotion throughout the event as the Exclusive Government Programming Awards Sponsor ▶ Signage with your corporate logo displayed prominently ▶ Corporate logo displayed on the screen during the dinner portion of the event ▶ Premium booth space in the exhibit area ▶ Two (2) exhibit-only passes ▶ Opportunity to provide an insert in the conference registration materials ▶ Recognition on the NATOA website as a conference sponsor ▶ Full-page ad in the NATOA on-site program*

WELCOME RECEPTION SPONSOR – \$15,000

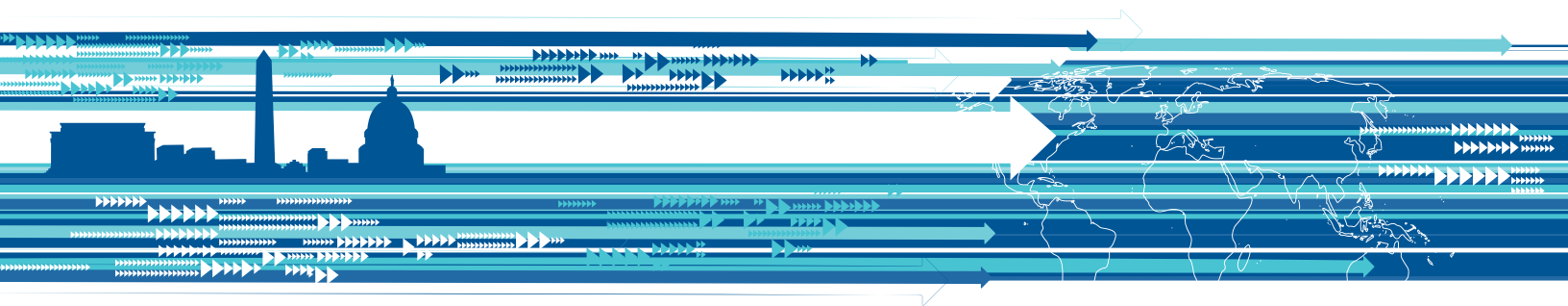
An excellent opportunity to put your own special touch to this exclusive evening of food, fun and music. This premier event welcomes all attendees to the conference. As well, it is your opportunity to make a first impression with the conference attendees. The Welcome Reception sets the pace for networking activities at the event and with a little imagination from our staff and guidance from you, it is an opportunity to highlight your company name with a unique twist. In addition, the event sponsor is given the opportunity to offer welcoming remarks.

INCLUDES: *Five (5) full conference registrations ▶ Opportunity to offer remarks during the event ▶ Recognition from the podium ▶ Promotion throughout the event as the Exclusive Reception Sponsor ▶ Signage with your corporate logo displayed prominently at the event ▶ Premium booth space in the exhibit area ▶ Two (2) exhibit-only passes ▶ Opportunity to provide an insert in the conference registration materials ▶ Recognition on the NATOA website as a conference sponsor ▶ Full-page ad in the NATOA on-site program*

KEYNOTE LUNCHEON – \$10,000

The Keynote Luncheon is a terrific opportunity for your company to gain exposure at the Annual Conference. There are two scheduled Luncheons which are included with the full conference package guaranteeing conference participants will be in attendance at this event.

INCLUDES: *Three (3) full conference registrations ▶ Recognition from the podium ▶ Promotion throughout the event as the Exclusive Luncheon Sponsor ▶ Signage with your corporate logo displayed prominently at the event*



- ▶ Premium booth space in the exhibit area
- ▶ Two (2) exhibit-only passes
- ▶ Opportunity to provide an insert in the conference registration materials
- ▶ Recognition on the NATOA website as a conference sponsor
- ▶ Full-page ad in the NATOA on-site program

CONTINENTAL BREAKFAST SPONSORSHIPS – \$5,000

Continental Breakfasts are scheduled in the morning in the Exhibit Hall and provide a great opportunity for companies that may not have a very large budget to gain exposure among attendees. There are a limited number of Breakfasts available and they usually go quickly, so don't delay in taking advantage of this opportunity before they are gone!

INCLUDES: One (1) full conference registration ▶ Promotion throughout the event as a Continental Breakfast Sponsor ▶ Signage with your corporate logo displayed prominently at the event ▶ Premium booth space in the exhibit area ▶ Two (2) exhibit-only passes ▶ Recognition on the NATOA website as a conference sponsor ▶ Recognition in the NATOA on-site program

TECHNOLOGY SHOWCASE SPONSORSHIPS – \$5,000

Limited opportunities available!

This is a fantastic opportunity to showcase your company's products or services before specialized audiences. Specific sessions will be produced to highlight areas of interest to conference attendees within the policy & legal, programming and community networks tracks. This opportunity provides you with dedicated time in front of attendees through presentations and/or demonstrations tailored to get your message in front of the most appropriate audience. This showcase opportunity is inclusive of premium exhibit space where all attendees will have continued access to your products and services beyond the individual session opportunity.

To guarantee maximum exposure, NATOA strongly recommends that Technology Showcases are purchased as early as possible. Companies that respond early are listed in early registration and promotional materials, resulting in greater exposure and as a result, a larger audience.

INCLUDES: One (1) full conference registration ▶ Promotion throughout the event as a Technology Showcase participant ▶ Signage with your corporate logo displayed prominently at the event ▶ Premium booth space in the exhibit area ▶ Two (2) exhibit-only passes ▶ Session description included in the Online Registration Brochure ▶ Session description included in the Onsite Program ▶ Recognition in the NATOA on-site program

REFRESHMENT BREAK SPONSORSHIPS – \$3,000

Refreshment Breaks are scheduled in the morning or afternoon in the Exhibit Hall and provide a great opportunity for companies that may not have a very large budget to gain exposure among attendees. There are a limited number of Breaks available and they usually go quickly, so don't delay in taking advantage of this opportunity before they are gone!

INCLUDES: One (1) full conference registration ▶ Promotion throughout the event as a Refreshment Break Sponsor ▶ Signage with your corporate logo displayed prominently at the event ▶ Recognition on the NATOA website as a conference sponsor ▶ Recognition in the NATOA on-site program

EXHIBIT SPACE

Members: Before July 16 \$1,500/After July 16 \$2,500

Non-Members: Before July 16 \$2,500/After July 16 \$3,500

Exhibitors make a significant investment in marketing dollars when they attend our conference. We have scheduled our exhibit hall hours to include unopposed hall hours and activities, which provide the only scheduled networking opportunity during that time period, giving exhibitors unrestricted access to those who matter most – our attendees. Among the activities are breakfasts and refreshment breaks held exclusively in the exhibit hall, bringing the decision-makers to you.

Booth reservations must be received by July 16, 2010 in order to receive the Earlybird Exhibit rates. Exhibit fees will go up after July 16. All reservations must be submitted by September 1, 2010. Payment is due at the time of purchase. Booths will be assigned by NATOA on a first-come, first-served basis, and close consideration will be given to ensure that competing companies are not placed in near proximity to each other. Booth assignments will not be released until reservations are confirmed and payment is received in full. Each exhibiting company will receive one full registration (that includes all meals) and 2 exhibit-only passes which includes all meals. All booth personnel must be registered and wear name tags throughout the conference. Your exhibit hall investment includes the following:

- ▶ One (1) full conference registration with meals
- ▶ Two (2) exhibit-only passes with meals
- ▶ 8' x 10' booth with identification sign
- ▶ Recognition on the NATOA website
- ▶ Recognition in the NATOA on-site program

ON-SITE PROGRAM ADVERTISING

Complete your marketing campaign with ads targeted to reinforce your message and improve the effectiveness of your exhibit and/or sponsorship. Advertising in the NATOA on-site program should be an integral part of your company's multi-level marketing campaign. Distributed to every attendee, the final program contains the official schedule of the educational program, special event details, as well as exhibit hall information. If you are unable to exhibit or sponsor, your ad in the on-site program will provide you with a tangible presence at this important event at a low cost. Advertising opportunities are limited and are available on a first-come, first-served basis.

See opportunities contract for size and rate information.

SPONSORSHIP BY DESIGN

Other opportunities are available, including opportunities to provide inserts for attendee registration bags. NATOA will work with you to find the right fit for your message and your budget. Many of the opportunity packages include exhibit space, ads in the on-site program, and other benefits that guarantee high visibility. Similarly, companies may choose to combine their resources to capture the greatest benefit. If you wish to discuss ways we can assist you in creating an integrated marketing effort to help your company achieve its sales objectives, call NATOA Headquarters at (703) 519-8035.



NATOA ANNUAL CONFERENCE 2010 SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES CONTRACT

THE WASHINGTON COURT HOTEL, WASHINGTON, DC SEPTEMBER 29 ▶ OCTOBER 1, 2010

YES, I WOULD LIKE TO SUPPORT THE NATOA ANNUAL CONFERENCE.

- | | | | |
|--|----------|---|---------|
| <input type="checkbox"/> Government Programming Awards | \$20,000 | <input type="checkbox"/> Exhibit Space – Member – By July 16 | \$1,500 |
| <input type="checkbox"/> Welcome Reception | \$15,000 | <input type="checkbox"/> Exhibit Space – Member – After July 16 | \$2,500 |
| <input type="checkbox"/> Keynote Luncheon | \$10,000 | <input type="checkbox"/> Exhibit Space – Non-Member – By July 16 | \$2,500 |
| <input type="checkbox"/> Technology Showcase | \$ 5,000 | <input type="checkbox"/> Exhibit Space – Non-Member – After July 16 | \$3,500 |
| <input type="checkbox"/> Continental Breakfast | \$ 5,000 | <input type="checkbox"/> Sponsorship by Design: _____ | |
| <input type="checkbox"/> Refreshment Break | \$ 3,000 | | |

TOTAL FEES: \$ _____

ON-SITE PROGRAM ADVERTISING INSERTION ORDER:

Note: With most sponsorship packages, an advertisement and exhibit space is included. All ads are black & white. Advertising opportunities are limited and are available on a first-come, first-served basis. *** A special discount is available for Non-profit or governments wishing to purchase an advertisement. Please call (703) 519-8035 for details.

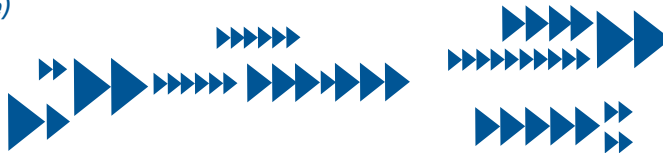
Size (check one)

Ad Dimensions

Rates (check one)

- | | |
|---------------------------------------|--------------|
| <input type="checkbox"/> Full page | 7 3/8" x 10" |
| <input type="checkbox"/> Half page | 7 3/8" x 5" |
| <input type="checkbox"/> Quarter page | 3 3/4" x 5" |

- For Profit
- | |
|--------------------------------|
| <input type="checkbox"/> \$799 |
| <input type="checkbox"/> \$499 |
| <input type="checkbox"/> \$299 |



PREFERRED MATERIALS: Submit only black and white ads. Electronic Mac files are preferred; all art and fonts used in the file must be provided. PC files must be provided in the following Illustrator programs: Quark Express, Photo Shop or InDesign. * ARTWORK MAY ONLY BE PROVIDED IN THE FORMATS LISTED AND MUST BE PROVIDED BY THE DATE INDICATED IN ORDER TO BE INCLUDED IN THE PROGRAM. ADS DESIGNED IN PROGRAMS OTHER THAN THE ONES LISTED WILL NOT BE ACCEPTED. Please submit artwork on a zip disk or CD, with page proof, to Jennifer Harman, NATOA, 2121 Eisenhower Avenue, Suite 401, Alexandria, VA 22314, or you may e-mail your ads to jharman@natoa.org. Please also fax a hard copy to (703) 997-7080, Attn: Jennifer Harman. Without a hard copy mailed or faxed, we will not be responsible for correct output of your advertisement. If you have any questions, please call NATOA Headquarters at (703) 519-8035.

ADVERTISING DEADLINES: Insertion Orders and Artwork is due by August 6, 2010.

QUESTIONS? CALL US AT (703) 519-8035.

Name/Title: _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 E-mail _____ Web Site _____
 Signature _____ Date: _____

Signature constitutes a binding contract for which the party signing indicates they have requisite authority.

Check one: Check Enclosed Visa / MasterCard / AmEx (circle one) TOTAL \$ _____
 CC# _____ Exp. Date _____
 Print Name _____ Signature _____

CANCELLATION POLICY: Full payment required at the time of purchase. NATOA must be notified in writing in the event of cancellation. If cancellation occurs prior to July 16, 2010, the Sponsor will be refunded 75% of the payment received. After July 16, no refunds will be made available. NATOA® is a registered trademark of the National Association of Telecommunications Officers and Advisors. All rights reserved.

COMPLETE AND RETURN TO NATOA VIA FAX AT 703-997-7080

THANK YOU FOR YOUR SUPPORT OF NATOA!

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