



COLORADO
MUNICIPAL
LEAGUE

2020 Annual Conference Sponsor Prospectus

Reach the officials who lead Colorado's cities and towns



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For information on advertising or sponsorships, contact Courtney Forehand at cforehand@cml.org, 303-831-6411, or 866-578-0936 (toll-free).



COLORADO
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Exhibit Area

Westin Westminster
10600 Westminster Blvd.
Westminster, CO 80020

Important Dates

Feb. 7

Sponsorship payment must be received by CML to be included in early e-marketing of event.

May 1

Last day to sponsor and be included in program. All sponsorship payments are due.

June 12

Table locations provided to exhibiting organizations.
Conference registration closes.

June 23

Exhibitor registration (1 p.m.–5 p.m. or 7 p.m.–9 p.m.)
Exhibitor set-up (7 p.m.–9 p.m.)

June 24

Exhibitor set-up (6:30 a.m.–7:30 a.m.)
Exhibits open (7:30 a.m.–5 p.m. & 5:30 p.m.–7 p.m.)
Breakfast with exhibitors (7:30 a.m. - 9 a.m.)

June 25

Exhibits open (7:30 a.m.–noon)
Breakfast with exhibitors (7:30 a.m. - 9 a.m.)
Exhibit breakdown (noon–6:30 p.m.)
All exhibitors must vacate area by 7 p.m.



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Colorado Municipal League Annual Conference

- Date: June 23–26, 2020
- Location: Westin Westminster, Westminster, CO
- Audience: Municipal staff and elected officials
- Attendance: 1,200–1,400

The CML Annual Conference is the premiere event for Colorado municipal officials, attracting an average attendance of more than 1,200.

Municipal officials truly appreciate CML conference sponsors and look forward to meeting you!



1,200 +
Attendees

40 +
Exhibitors

70 +
Sponsors

35 +
Sessions

Sponsorship Overview

(Discounted CML associate member price is in **bold**)

5K Fun Run	Bronze	Silver	Gold	Platinum***	Diamond**	Reception*
\$2,500 \$2,780	\$725 \$810	\$2,925 \$3,250	\$3,900 \$4,350	\$7,400 \$8,225	\$11,750 \$13,100	\$15,000 \$16,700

	5K Fun Run	Bronze	Silver	Gold	Platinum***	Diamond**	Reception*
Exhibit Space and Table			X	X	X	X	X
Opportunity to Select Exhibit Space in Exhibit Area				X	X	X	X
Name Badges (permits entry to all non-ticketed events, sessions, and Exhibit Area)	2	2	4	5	5	5	5
Listing in E-Marketing of Event	X	X	X	X	X	X	X
Listing in Colorado Municipalities (bimonthly magazine with a circulation of more than 4,000)	X	X	X	X	X	X	X
Listing in CML Newsletter (biweekly periodical with a readership of more than 3,000)	X	X	X	X	X	X	X
Logo and Website Link in Two Conference Countdown Emails				X	X	X	X
Three-Minute Event Introduction or Video					Event Sponsorships*	X	X
Logo Displayed at Event					Event Sponsorships*	X	X
Logo on Product					Product Sponsorships*		
Logo in Program (sponsorship form and payment must be received by May 1)	X		X	X	X	X	X
Program Listing (sponsorship form and payment must be received by May 1)	X	X	X	X	X	X	X
Tickets to Sponsored Event	3				5 Ticketed Event Sponsorships*	5 Ticketed Event Sponsorships*	
Mobile App Listing			X	X	X	X	X

***Platinum (Event Sponsorships)

- Elected Officials Breakfast (Ticketed Event)
- Tuesday, Wednesday or Thursday Mobile Tour
- Wednesday Luncheon (Ticketed Event)

***Platinum (Product Sponsorships)

- Conference Tote Bag
- Conference Lanyard
- Lavatory
- Phone/Tablet Charging Station
- Program Note Paper
- Conference Center Wi-Fi
- Wednesday Breakfast Station
- Thursday Breakfast Station

**Diamond

- Opening Session
- Thursday Luncheon (Ticketed Event)
- Thursday General Session

*Reception

- Tuesday Reception



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2020 Colorado Municipal League Annual Conference Sponsor Form

Complete and return this form to CML Training and Marketing Specialist Courtney Forehand at cforehand@cml.org; CML, 1144 Sherman St., Denver, CO 80203-2207; or 303-860-8175 (fax). Sponsor by Feb. 7 to be included in early e-marketing of the event or by May 1 to be included in the conference program available on-site.

Organization name: _____

Contact name: _____

Address: _____

City, state, ZIP: _____

Phone: _____ Email: _____

Will you be exhibiting? (not applicable for Bronze and Fun Run sponsors) Yes No

Billing information (If different from above)

Billing contact: _____

Address: _____

City, state, ZIP: _____

Phone: _____ Email: _____

I am interested in the following sponsorship opportunities:

	Member	Non-member
<input type="checkbox"/> 5K Fun Run	\$2,500	\$2,780
<input type="checkbox"/> Bronze	\$725	\$810
<input type="checkbox"/> Silver Sponsorship	\$2,925	\$3,250
<input type="checkbox"/> Gold Sponsorship	\$3,900	\$4,350
<input type="checkbox"/> Platinum Sponsorship*	\$7,400	\$8,225
<input type="checkbox"/> Diamond Sponsorship*	\$11,750	\$13,100
<input type="checkbox"/> Reception Sponsorship	\$15,000	\$16,700

* See next page to select sponsorship option

Platinum sponsorship options:

- Tuesday mobile tour
- Wed. continental breakfast station
- Wednesday mobile tour
- Thursday mobile tour
- Conference center wi-fi
- Program note paper
- Lavatory sponsorship
- Phone/tablet charging station

- ~~Conference lanyards~~
- ~~Conference tote bag~~
- ~~Wednesday luncheon~~
- ~~Thursday continental breakfast station~~
- ~~Elected officials breakfast (ticketed)~~

Diamond sponsorship options:

- Thursday general session
- ~~Thursday luncheon~~
- ~~Opening general session~~

Luncheon and event tickets

Luncheon and event tickets must be purchased by May 1 – no exceptions and no on-site ticket sales. Luncheon tickets tend to sell out quickly, so purchase early. Sponsors may purchase additional name badges if more than those included with sponsorship are needed. All sponsor guests (spouse, significant other, children) must be registered to enter the exhibit area and to attend conference educational sessions and non-ticketed events. CML member cost for registration is in bold.

Date	Meals and Events	Qty	Cost	Total
6/23	Westminster Mobile Tour		Free	\$
6/24	Morning Wellness		Free	\$
6/24	Wednesday Luncheon		\$41	\$
6/25	Thursday Luncheon		\$41	\$
6/25	5K Run/Walk		\$25	\$
6/26	Elected Officials Breakfast		\$35	\$
6/26	Attorneys Luncheon		\$41	\$
6/26	Managers Luncheon		\$41	\$
Meal and Event Fee Total				\$
Additional Attendee Registration			\$235/\$360	\$
Sponsor Guest Registration			\$50	\$
Sponsorship Amount				\$
Grand Total (Including the Sponsorship Amount)				\$

PAYMENT INFORMATION (Note: Sponsorship payment is nonrefundable. CML reserves the right to refuse sponsorship for any reason.)

Sponsorship Level _____ Payment Amount \$ _____

Payment Type (payment must be received by CML by **Friday, May 1**): Check in mail Visa MasterCard

Company _____ Contact Name _____

Street Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____

Visa/MC _____ Exp. Date _____

Name of Organization and/or Person on Card _____

Signature _____

Sponsor Attendee Registration

Company _____

Attendee name _____

Name for badge (optional) _____

Title _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Attendee name _____

Name for badge (optional) _____

Title _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Attendee name _____

Name for badge (optional) _____

Title _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Attendee name _____

Name for badge (optional) _____

Title _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Attendee name _____

Name for badge (optional) _____

Title _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Additional attendees: Please use a separate sheet and include all required information.

Sponsor Guest Registration

Must be a spouse, significant other or child of a registered sponsor attendee. Registration provides access to the exhibit area, conference sessions, and non-ticketed events. For additional guests, please use separate sheet.

Guest name _____

Name for badge (optional) _____

Relation _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

Guest name _____

Name for badge (optional) _____

Relation _____

Email _____

Lunch accommodations (if any)

Vegetarian Gluten free

5K Fun Run/Walk T-Shirt Information

Complete this section **only** if you registered for the 5K Fun Run/Walk. If you have additional registrants, please use a separate sheet and include all required information.

Name _____ M F

T-shirt size: S M L XL

Name _____ M F

T-shirt size: S M L XL

Name _____ M F

T-shirt size: S M L XL

Name _____ M F

T-shirt size: S M L XL

Sponsor Recognition in Program

Not applicable to Fun Run and Bronze sponsors. All other sponsor levels, complete the information below. Information provided will be included in the conference program if received by May 1.

Email your logo to cforehand@cml.org. PDF, TIF, AI, EPS, and JPG are all acceptable formats at a resolution of 300 DPI or higher.

Company _____
Contact name _____
Title _____
Address _____
City, state, ZIP _____
Phone _____
Email _____
Website _____

Additional contact (optional)
Contact name _____
Title _____
Phone _____
Email _____

Business type (check all applicable)

- Association
- Construction/code services
- Consulting services
- Engineering/architecture
- Equipment/supplies
- Executive search
- Financial services
- Government
- Human resources/employee benefits

- Insurance/risk management
- Legal services
- Planning/economic development
- Retirement
- Technology/communications
- Utilities/energy
- Water/wastewater & waste
- Other _____

Terms and Conditions

1. Character of Exhibit

CML reserves the right to decline or prohibit any exhibit, part of an exhibit, or prohibit or restrict any activity or conduct within the Exhibit Area which in the opinion of CML is not suitable or appropriate or is detrimental to CML, its members, or other exhibitors.

2. Exhibit Hours

Tuesday, June 23

Exhibitor set-up.....7 p.m.–9 p.m.

Exhibitor registration..... 1 p.m.–5 p.m. or 7 p.m.–9 p.m.

Wednesday, June 24

Exhibitor set-up.....6:30 a.m.–7:30 a.m.

Exhibits open 7:30 a.m.–7:30 p.m.

Thursday, June 25

Exhibits open 7:30 a.m.–noon

(All exhibitors must vacate area by 7 p.m.)

3. Name Badges and Check-in

All exhibitors/sponsors receive name badges and sponsor ribbons, which permits entry to all non-ticketed events/sessions and Exhibit Area at the CML annual conference. All exhibitor/sponsor guests [spouse or significant other and their child(ren)] must be registered guests to attend conference educational sessions and to access Exhibit Area and its refreshments.

At conference check-in, each organization will receive one packet containing name badges for all of the organization's registered attendees, additional attendees, and sponsor guests and any purchased meal and event tickets. All registered attendees and guests must wear their name badges at all times; no one will be admitted to any function without a badge. At check-in, be sure to mention that you are a sponsor.

4. Conference Program Recognition

To be included in the conference program, all sponsors (Fun Run and Bronze sponsors excluded) must complete the Sponsor Conference Program Recognition section of the sponsor form and email their logos by the deadline stated in sponsorship brochure. Email your logo (300 DPI or greater) to cforehand@cml.org. AI, EPS, PDF, TIF, and JPG are all acceptable formats.

5. Payments

Cost for sponsorship is shown in the brochure. Sponsorship application and payment must be received and paid by deadline stated in sponsorship brochure. All applications received after this time must be accompanied by full payment. Requests for exhibit space will be considered only after a signed application has been received. CML reserves the right to refuse sponsorship for any reason.

6. Failure to Make Payment

Any person, partnership, or organization sponsoring who shall fail to make the payment as herein provided, whether such person, partnership, or organization desires to exhibit or not, shall forfeit all rights to the use of the selected exhibit space, and CML shall have the right to dispose of such exhibit space without any liability. Any sponsor who fails to pay for and occupy exhibit space shall be and shall remain liable for the payment agreed on.

7. Cancellation

Sponsorship may not be canceled, and sponsors remain liable for the agreed upon payment. Sponsorship payment is nonrefundable.

8. Cancellation of Conference by CML

In the event that CML is prevented from holding the Conference for whatever reason in CML's sole and absolute discretion, CML may terminate this Contract at any time prior to the Conference by giving written notice to exhibitor/sponsor.

9. Installation and Dismantling of Exhibits

Setup time, Exhibit Area hours, and dismantling times are listed in this document. Each exhibitor must deliver to the Exhibit Area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such exhibitor no later than fifteen (15) minutes prior to the published opening time of the Exhibit Area. Exhibits will not be permitted to be packed or removed from Exhibit Areas at any time after installation until the final closing of the Exhibit Area unless special permission in writing is obtained from CML.

10. Shipping and Receiving

Shipping and receiving arrangements must be made directly with the host hotel.

11. Audio/Video and Electricity

Audio/video equipment and electricity requests must be made directly with the host hotel.

12. Prizes and Gifts: Amendment 41

No prizes consisting of cash or a cash equivalent (e.g., gift card, casino tokens) shall be offered by an exhibitor at the CML annual conference. In addition, public officials and employees are subject to Amendment 41 "Ethics in Government" of the Colorado Constitution (codified at Colo. Const. Art. XXIX), which prohibits money or gifts exceeding \$65 received, subject to numerous exceptions. A government official or employee shall not accept any money or forgiveness of indebtedness without receiving lawful consideration of equal or greater value in return. Additionally, a government official or employee shall not, directly or indirectly (via gift to spouse or dependent child) accept from any person any gift or thing valued at more than \$65 per year without receiving lawful consideration of equal or greater value in return. The most common exceptions include but are not limited to unsolicited items of less than \$65 per year; a gift from a personal friend or relative on a special occasion; and admission, food, and beverage at a scheduled program where the recipient speaks or answers questions. The remaining exceptions can be found in CML's *Knowledge Now* on Amendment 41 and in the text of Amendment 41 itself. For more information, visit www.cml.org.

13. Consent to Use of Photographic Images

Registration and attendance at, or participation in the CML annual conference constitutes an agreement by the registrant to CML use and distribution of the registrant or attendee’s image in photographs, videotapes, and electronic reproductions of such events and activities.

14. Indemnification

To the extent authorized by law and subject to the restrictions and limitations provided by the Colorado Governmental Immunity Act, Section 24-10-101, et. Seq. C.R.S., CML shall indemnify, save and hold harmless the exhibitor, its officers, employees, and agents against any and all claims, damages, liability and court awards, including costs, expenses and attorney fees incurred as a result of any act or omission by CML, its officers, employees, agents, subcontractors, or assigns, pursuant to the terms of this agreement.

To the extent authorized by law, the exhibitor shall indemnify, save and hold harmless CML, its officers, employees, and agents against any and all claims, damages, liability and court awards, including costs, expenses and attorney fees incurred as a result of any act or omission by the exhibitor, its officers, employees, agents, subcontractors, or assigns, pursuant to the terms of this agreement.

15. Use of Space

Exhibitor promotional materials must be distributed from within the confines of exhibitor’s contracted space. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. No exhibitor shall sublet space allotted. Each exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions.

16. Assignment and relocation of exhibits

Exhibitor understands and agrees that CML has sole discretion on the assignment of booths. CML is under no obligation to assign exhibitor any of the booths preferred by exhibitor. CML reserves the right to alter exhibitor’s assigned location at any time in its sole discretion if deemed in the best interest of the exhibit program as a whole. Before exercising its discretion, CML will contact exhibitor.

17. Hospitality Events and Suites

Hospitality Events – No hospitality events are permitted in CML contracted space at host hotel property. Outside events are not allowed to conflict with CML’s educational conference schedule.

Hospitality Suites – CML annual conference sponsors at the Silver level and above wishing to host a public/private hospitality suite at the conference host hotel during the conference may do so, as long as the hospitality suite does not open until after 4:30 p.m. CML requires that the host copy CML on any invitations or materials distributed to conference attendees 30 days in advance of the conference. Final booking of host hotel hospitality suite is contingent on CML approval.

18. Amendments to Terms and Conditions

Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of CML. CML may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on exhibitor equally with the other terms and conditions contained herein.

The undersigned agrees to all terms and conditions outlined in this document

Sponsor signature: _____

Sponsor printed name: _____

Date: _____ CML signature: _____