Exhibit & Sponsorship Opportunities

Connect with the Decision Makers

Government Finance Officers Association

116th Annual Conference

Austin Convention Center • Austin, TX

Exhibit Dates: June 5–7, 2022  GFOA.org #GFOA2022
BE PART OF SOMETHING BIG

Don't Miss the Largest Gathering of Government Finance Officers!

GFOA’s 113th Annual Conference, our last in-person event in 2019, broke all records in its history with more than 5,200+ delegates, including almost 600 first-time conference attendees, and close to 200 exhibiting companies!

Help us surpass those records by signing up to reach key decision makers and influencers who are specifically looking for your products and services to incorporate into their current government projects and recommend to their communities.

WHO WILL BE WALKING THE EXHIBIT HALL FLOOR?
Meet face-to-face with thousands of finance officers from state, local, and provincial governments, special districts, school districts, and utilities who are looking for new products and services to meet their current challenges and upcoming needs while saving their governments time and money.

Specifically, you’ll find key decision makers including chief financial officers, directors of finance, auditor-controllers, treasurers, budget directors, and accountants.

EXHIBIT DATES: JUNE 5–7, 2022
For the past 116 years, GFOA has hosted the highest quality conference which means the highest quality leads for you. It is the perfect place to establish new partnerships and reconnect with existing customers.

WHY YOU SHOULD EXHIBIT:
• CONNECT with > 5,000++ government finance professionals
• SHOWCASE innovative products, services, and solutions
• INFLUENCE key decision makers
• BENCHMARK your company as an industry leader
• GROW YOUR BUSINESS

RESERVE YOUR BOOTH SPACE TODAY!
Access the exhibit contract and floorplan at GFOA.org.

If you partner with any companies that you think would be a good fit to exhibit at GFOA’s Annual Conference, please send suggestions to: conference@gfoa.org.
EXHIBITOR SPECIFICS

BOOTH SPACE FEES

• Each booth is 10’ x 10’ or multiples thereof
• Booths are priced at $2,600 per 10’ x 10’
• Signed contracts must include all pages and either full payment or a 50 percent deposit
• Spaces will only be assigned once payment has been received
• Booth space is assigned on a first-come, first-served basis
• There is no deadline to submit a contract. However, contracts received after March 11, 2022, must be paid in full

BOOTH SPACE PACKAGE

Includes the following:

• 3 complimentary badges (exhibit hall only) per 10’ x 10’ booth
• Complimentary admission to GFOA’s welcome event
• Company name and booth number in the 2022 conference program guide, online buyer’s guide, and GFOA’s website
• Conference registration available at a discounted fee
• Back drape and side rails in show colors
• A 7” x 44” two-line identification sign
• Attendee list with name, employer, city, and state or province two weeks before the start of the Annual Conference
• Information about installation and dismantle will be available by March 2022 in the electronic exhibitor services kit

Important note:

All booths must be carpeted. Booth furnishings (furniture, carpet, electrical, internet, phone, etc.) are not included with your booth package. Freeman, GFOA’s official exhibit contractor, will email an exhibitor service manual to you by March 2022. The manual will include information and order forms for the above services as well as information about registration and housing, local tours and activities, pre- and post-show mailing lists, freight and shipping, labor regulations, and much more.

LOCATION

Austin Convention Center
Exhibits located in Hall 4
500 E. Cesar Chavez St.
Austin, TX 78701

EXHIBIT HALL HOURS*

Day 1 • 10:00 am – 1:30 pm
Day 2 • 11:00 am – 4:30 pm
Day 3 • 10:00 am – 2:00 pm

*Tentative, watch GFOA.org for updates

EXHIBIT DATES

June 5–7, 2022
THINK OUTSIDE THE BOOTH!

GFOA offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall. Whether you choose to contribute to the overall conference or fund a specific element of the event, your sponsorship will increase top-of-mind awareness among delegates.

TOP 5 REASONS TO BECOME A SPONSOR:
1 - Put your business front and center before your target audience
2 - Enhance brand awareness
3 - Increase your reach and exposure to new clients, customers, and governments
4 - Reconnect with customers and engage with a specific audience
5 - Make lasting connections

DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | FRIEND

Sponsorships are available at every level. Go to GFOA.org to access a list of opportunities and download a pledge form to email to: conference@gfoa.org.

If you have questions or don’t see a sponsorship package that works for you, contact Barb Mollo, Director of Operations and Marketing at: bmollo@gfoa.org to customize the perfect package.

MEMBERSHIP

After 116 years we’re just getting started! GFOA is more than 21,500+ strong and growing. Members turn to GFOA as a trusted source for timely information, ongoing education, and best practices. Make an investment in your career and join today! For a list of benefits, fee schedule, and an application, go to GFOA.org. Let’s work together to grow the government finance profession!

Photos courtesy of Visit Austin and the Austin Convention Center.
QUESTIONS?

If you have any questions regarding GFOA's 2022 Annual Conference, please contact (312) 977-9700:

Dan Zielinski  
Assistant Director  
dzielinski@gfoa.org  
ext. 4410

Barb Mollo  
Director of Operations & Marketing  
bmollo@gfoa.org  
ext. 6103

Kate Southard  
Manager  
ksouthard@gfoa.org  
ext. 4415

Natalie Laudadio  
Senior Communications Manager  
nlaudadio@gfoa.org  
ext. 2298

IT'S NEVER TOO EARLY TO PLAN AHEAD!  
FUTURE ANNUAL CONFERENCES

• Portland, Oregon, May 21–24, 2023
• Orlando, Florida, June 9–12, 2024
• Washington, D.C., June 29–July 2, 2025
• Chicago, Illinois, June 28–July 1, 2026
• New Orleans, Louisiana, June 6–9, 2027
• Anaheim, California, May 21–24, 2028 *tentative

GFOA • 203 North LaSalle Street • Suite 2700 • Chicago, IL 60601-1210 • 312-977-9700 • GFOA.org

Government Finance Officers Association (GFOA) advances excellence in government finance by providing best practices, professional development, resources, and practical research for more than 21,500+ members and the communities they serve.

IMPORTANT NOTICE: The Government Finance Officers Association (GFOA) or its agents will be taking photographs and/or video during the conference, including, without limitation, during the general session and other meetings and sessions. By attending the event, you acknowledge and agree that the Government Finance Officers Association (GFOA) or its agents may take photographs and/or video of you during the event and may use those photographs and recordings for GFOA’s purposes, including but not limited to news, marketing, advertising, publicity, and fundraising purposes, without compensation to, or further permission from, you. All such photos and videos are the sole property of GFOA.