



SPONSORSHIP
OPPORTUNITIES



CentralSquare ENGAGE is our largest and most anticipated user event of the year. Our community comes together to gain actionable insights and foster meaningful connections to help their communities flourish in new ways.

Attendees will connect and grow through networking and access to a wide range of educational sessions including roundtable discussions, product training, roadmap updates, thought leadership sessions, and user-led presentations.

Over 250 breakout sessions allow a customizable experience to bring the most value to each attendee.

Join us and make a lasting impact!



Karla Hageman
Channel Sales Director



Event **OVERVIEW**

- **Event Dates:** May 5-8, 2024
- **Sponsor Trade Show Dates:** May 6-7, 2024
- **Location:** Dallas, TX (Gaylord Texan Resort & Convention Center)
- **Anticipated Attendance:** 2,000+
- **Attendees:** CentralSquare® Technologies customers and prospects interested in public administration, safety, and justice technology.
 - CIO, CTO
 - Application Administrator, System Administrator, IT
 - Finance Director, Accounting/Budget Manager/Supervisor
 - 911 Director, Communications Director
 - Police Chief, Assistant Chief, Captain, Lieutenant, Sergeant
 - Fire Chief, Assistant Chief, Captain, Lieutenant, Sergeant
 - Sheriff
 - Superintendent
 - Building Official
 - Permitting Director
 - Community Development Director
 - Public Works Director, Manager
 - Customer Service
 - Estimated Attendees by Type:
 - Public Safety & Justice (PSJ) – 55%
 - Public Administration (PA) – 35%
 - Both – 10%
- **Registration Deadline:** March 5, 2024



Come and **ENGAGE WITH US!**

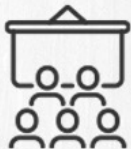
You don't want to miss the largest CentralSquare® event of the year, where sponsorship partners can:

- Gather qualified sales leads through the exhibition hall, hosted receptions, breakout sessions and other sponsored activities
- Promote their products, services or expertise on industry trends
- Conduct business meetings with high-profile attendees/prospects you can't otherwise reach in the field



Total number Attendees

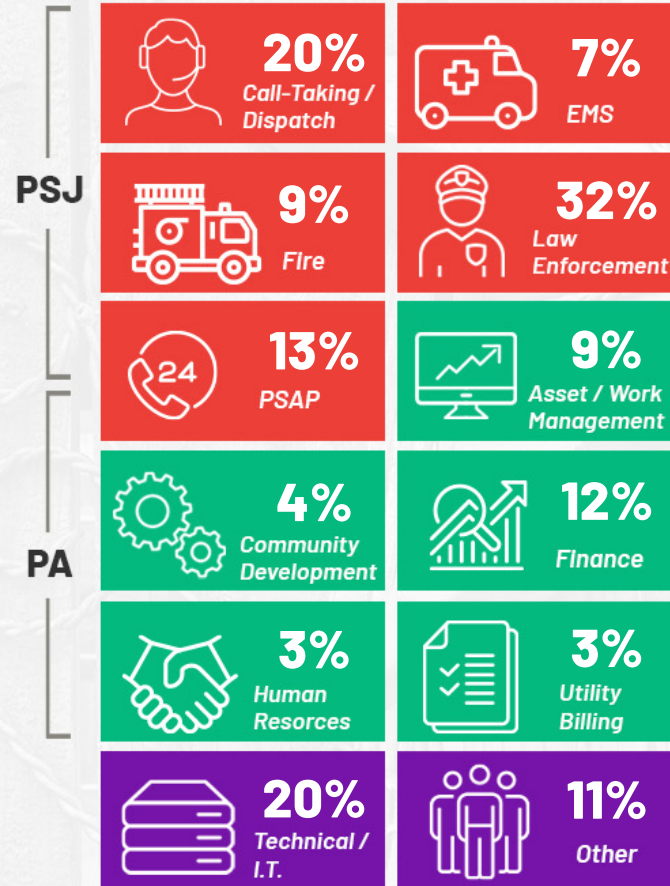
2,000+



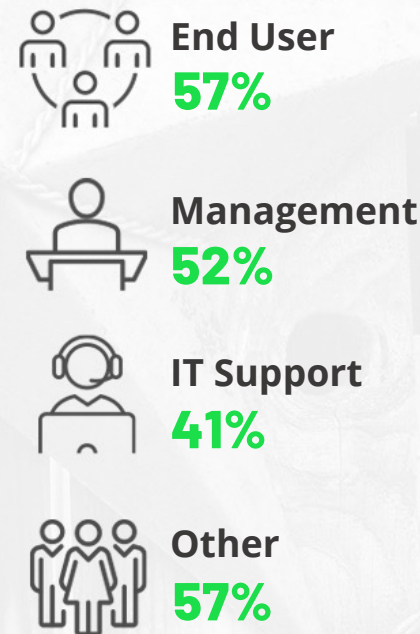
Number of Attendees

PSJ Only **55%**
 PA Only **35%**
 Both **10%**

Departments Represented



Roles



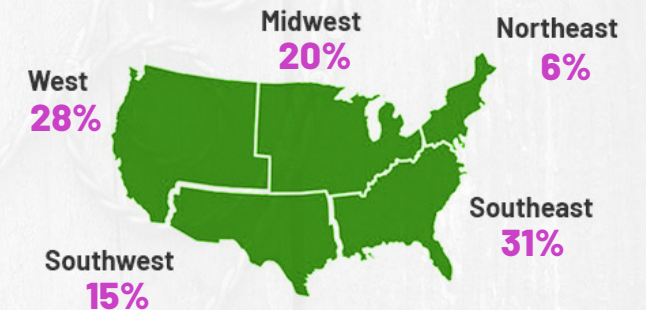
Audience Location



United States **98%**

Other Countries **2%**
 - *Australia*
 - *Bahamas*
 - *Cayman Islands*
 - *Canada*
 - *St. Vincent*
 - *New Zealand*

US Attendance by Region



SPONSORSHIP PACKAGES	DIAMOND	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
	\$55,000	\$40,000	\$35,000	\$25,000	\$15,000	\$10,000*	\$5,000
Exhibit space **	20' x 20'	N/A	10' x 20'	10' x 10'	10' x 10'	Tabletop	N/A
Number of staff included <i>Additional staff \$1,000 per person ***</i>	8	6	6	4	3	2	N/A
Bookable meeting space on May 6th or 7th	✓	✓	✓				
Up to 1-minute video, produced by sponsor, shown during a General Session	✓	✓					
One custom branding opportunity ▶	✓	✓	✓				✓
Breakout session	✓	✓	✓	✓			
Recognized as a sponsor of Monday and Tuesday refreshment breaks ◇	✓	✓					
Mobile app push notification	✓	N/A	✓	✓			
Mobile app gamification ◇◇	✓	N/A	✓	✓	✓	✓	
Opt-in attendee list ✓	✓	✓	✓	✓	✓	\$2,500	
Opportunity to purchase additional drink tickets for distribution at social events	✓	✓	✓	✓			
Logo and link on event website and in mobile app; Logo in event emails and on event signage	✓	✓	✓	✓	✓	✓	✓
Press release, issued by sponsor, reviewed and approved by CentralSquare®	✓	✓	✓	✓	✓	✓	✓
Recognized in post-event press issued by CentralSquare®	✓	✓	✓				

Sponsorship OPPORTUNITIES

NOTES:

* Bronze Sponsors: Tabletop display preferred; however, one floor standing sign permitted if placed no more than 1' behind provided table (sign not to exceed 8' tall, 6' wide, and 1' deep). Signage larger than this will not be permitted.

** Exhibit space includes one skirted table, two chairs, wastebasket and booth sign with company name. Additionally, 10' x 10' and larger booths include one back drape and two side divider drapes.

*** Includes welcome reception 5/5, breakfast and lunches 5/6-5/7 and evening event 5/7; **Third-party companies must purchase a sponsorship to attend the event. Sponsor staff may not be registered at event attendee rates. Registrations submitted this way will be canceled by CentralSquare.**

▸ Options available closer to event

◇ Please note that you may not be the only sponsor of these breaks.


◇◇ Game managed by CentralSquare

✓ List may not be shared outside your organization. Pre-event list will be shared approximately two weeks prior to the event. Post-event list will be shared approximately one week after the event. **To be respectful of our attendees' time, please send only one email before and after the event.**



Sponsorship **OPPORTUNITIES**

Additional Notes for ALL Levels:

- 
- Sponsors may not use CentralSquare's logo or issue press releases about CentralSquare or the event without the written permission of CentralSquare®. To request permission, please contact Karla Hageman, karla.hageman@centralsquare.com.
 - **Sponsor exhibits are open Monday, May 6 and Tuesday, May 7 only.**
Exhibit hours, including exclusive times, are as follows (subject to change):
 - Monday, May 6, 10:00 AM-12:45 PM & 2:00 PM-4:45 PM
Exclusive exhibit times 10:00-10:45 AM & 3:00-3:45 PM
 - Tuesday, May 7, 8:00 AM-4:00 PM
Exclusive exhibit times 10:00-10:45 AM & 3:00-3:45 PM
 - Sponsors may host events during the following times:
 - Monday, May 6, 5 PM on
 - Tuesday, May 7, 5-7 PM or after 10 PM
 - To request event space for your event, please complete the Sponsor Event Request Form (SERF) available [here](#).
 - Cvent LeadCapture solution will be available to all exhibiting sponsors (bring-your-own-device). More information will be shared closer to the event. Cost is estimated to be \$249 for the first license and \$149 for each additional.

Sponsorship OPPORTUNITIES

SOME QUOTES FROM OUR PREVIOUS SPONSOR PARTNERS

“

*Best tradeshow
EVER as far
as **LEADS**.*

”

“

*This was our **first** CentralSquare event, we saw a **TON OF VALUE** with the opportunity to **SPEAK** at a session and have our solutions demonstrated. We had **more than expected** activity at the booth with **MEANINGFUL CONVERSATIONS**.*

”

“

*Great **BRAND VISIBILITY** and **collaboration** with CentralSquare and **CUSTOMERS***

”

Deadlines **FOR SPONSORS**

- 1 Due March 5, 2024: Registration and Staff Names**

This is the last day to register as a sponsor for the event. All staff members must be registered and have a name badge to attend any part of the event. Staff name changes may be made until May 1, 2024. Information about how to make changes to your registration will be included in your registration confirmation email.
 - 2 Due March 8, 2024: Breakout Session Details (Titanium, Diamond, Platinum & Gold Sponsors)**

Submit your breakout session title, abstract, presenter names, and presentation. Presenters must be registered as your staff members and are subject to any applicable registration fees relative to your sponsorship package.
 - 3 Due March 8, 2024: Custom Card Artwork for Mobile App (Titanium, Diamond, Platinum & Gold Sponsors)**

Specs will be provided prior to the due date.
 - 4 Due March 22, 2024: Mobile App Push Notification (Diamond, Platinum, Gold & Silver Sponsors)**

Notification will be pushed on May 6th or 7th at the discretion of CentralSquare Technologies. Message may be up to 100 characters (including spaces and punctuation) and is subject to approval and edit by CentralSquare Technologies.
 - 5 Due April 5, 2024: Company Description & Logo Updates**

Updates may be made online by the person that registered for the sponsorship. Alternatively, updates may be sent to Marisa Villanueva by email (address below).
 - 6 Due April 12, 2024: Submit Request for Additional Non-Booth Space (Example: Vehicle on the Tradeshow Floor)**

Send an email describing the request to Karla Hageman, karla.hageman@centralsquare.com. Requests will be reviewed by CentralSquare on a case-by-case basis. Approval status and associated costs will be shared after this review.
- !** All deliverables must be sent to:
Marisa Villanueva, marisa@meeting-management.com

SPONSOR AGREEMENT

This Agreement sets forth the terms and conditions for participation at CentralSquare ENGAGE 2024



- 1. Registration:** CentralSquare Technologies, in their sole discretion, reserves the right to accept or decline a company's or individual's registration for this event. If you are registering other individuals, it is your responsibility to ensure the event participants you are registering are aware of and agree to these Terms & Conditions. By registering on their behalf, you warrant that they have been made aware of these Terms & Conditions and that they agree to them.
- 2. Installation & Teardown:** Installation of exhibits will take place on May 5, 2024, time to be confirmed prior to the event (estimated to be 2:00 PM-5:00 PM). Teardown of exhibits will be on May 7, 2024, time to be confirmed prior to the event (estimated to be 4:00 PM-6:00 PM). Dismantling of exhibits prior to the official closing of exhibit hours is not permitted.
- 3. Exhibit Hours:** Exhibit hours are estimated as follows. Final times will be shown on the event agenda prior to the event.
 - May 6, 2024 10:00 AM-12:45 PM & 2:00 PM-4:45 M
 - May 7, 2024 8:00 AM-4:00 PM

The following events will take place in the exhibit area during exclusive exhibit hours, subject to available space and other requirements at the time of the event:

- May 6, 2024 AM & PM Refreshment Breaks (10:00-10:45 AM & 3:00-3:45 PM)
 - May 7, 2024 AM & PM Refreshment Breaks (10:00-10:45 AM & 3:00-3:45 PM)
- 4. Booth Assignments:** Space assignment priority is given according to sponsorship level and date of registration within that sponsorship level. CentralSquare reserves the right to place, move or relocate any sponsor exhibit in case of necessity for the total benefit and operation of the show. Space assignment shall begin the week of March 25, 2024. If full payment is not received by April 8, 2024, CentralSquare Technologies reserves the right to cancel space without refunding any deposits paid.

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5. **Exhibit Space:** Exhibits shall be confined to assigned space and shall not extend into aisles or across another exhibit space or impede the visibility of another exhibit space. Sponsor acknowledges and understands that CentralSquare Technologies may alter, at any time, exhibit space locations at its own discretion to further the best interests of CentralSquare Technologies or event attendees.
6. **Exhibitor Kit:** An exhibitor kit containing more information on ordering additional items, electrical, drayage, etc. will be sent closer to the event.
7. **On-Site Registration:** Event badges will be required to enter all CentralSquare event areas. Sponsors may check in and receive badges during registration hours posted on the event agenda.
8. **Registration Deadlines:** Sponsorship registration is available through March 5, 2024. Cancellations will be accepted and refunded at 100% through March 8, 2024 and at 50% through March 22, 2024. Cancellations after this will not be refunded and, if unpaid, will be billed. No shows will not be refunded and, if unpaid, will be billed. If left unpaid, Sponsor will not be invited to future CentralSquare events. Canceling your registration does not automatically cancel your hotel and travel arrangements. You are responsible for canceling your own hotel and travel reservations.
9. **Payments:** Credit cards are accepted online only during the registration process. Credit card payments will not be accepted over the phone or in person at the event. Alternatively, a Purchase Order may be issued to CentralSquare Technologies and fees may be invoiced. Invoices may be paid by check or ACH. Payment is due upon receipt of invoice.
10. **Travel:** Hotel reservation information is available at <https://engage.centalsquare.com/#hotels>.
11. **Show Floor Rules/Conduct:**
 - a) All attendees are expected to conduct themselves in a professional manner.
 - b) Disruptive behavior of any kind will not be tolerated.
12. **Damage to Premises:** Sponsor shall be liable for any and all damages to the venue premises caused by Sponsor, its employees and/or agents including but not limited to any defacement, marring, or other damage. Sponsor shall not permit any of its employees to drive nails, staples, hooks, tacks, screws or other such items into walls or other surfaces. No decorations, adhesives, or tapes that would deface the premises shall be used. Sponsor shall not make, nor shall it allow its employees and/or agents to make any alterations of any kind to the premises. Sponsor shall pay CentralSquare Technologies for any and all damages assessed by the venue to CentralSquare Technologies as a result of the acts of Sponsor or its employees and/or agents in any area of the venue premises.

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- 13. Clean-Up Fees:** Sponsor is responsible for leaving the premises in the same condition it was found. In the event that CentralSquare Technologies is charged a fee by the venue for cleanup as a result of Sponsor or its employees' activities during the event, such fee shall be invoiced by CentralSquare Technologies to Sponsor, and Sponsor agrees to remit the invoiced amount to CentralSquare Technologies within fifteen (15) days of receipt of said invoice.
- 14. Exhibiting with Partners and Non-Registered Organizations:** Sponsor shall not assign, sublet, or share its exhibit space with any other entity, firm, or organization. Sponsor shall not allow any other entity, firm, or organization to exhibit or engage in any promotional activities in Sponsor's exhibit space, the exhibit area or the venue. Failure to comply with this provision may result in termination of Sponsor's participation in event and removal from the venue, at the sole discretion of CentralSquare Technologies or its officially designated event management. In the event of termination pursuant to this provision, Sponsor shall not be entitled to any refund of any fees paid for registration and participation.
- 15. Sponsor Events:** Written, pre-approved consent from CentralSquare Technologies is required for any Sponsor event or function to take place during event hours, which event shall not conflict with the Exhibit Hours or other CentralSquare Technologies scheduled events, whether before or after hours. Sponsor must submit a SERF form by March 5, 2024.
- 16. Photography & Video:** No photography or video capture of the exhibit area or contents of another exhibit space, or event presentation sessions, is permitted by Sponsor. Photography or video capture by Sponsor is expressly limited to the Sponsor's own exhibit space or, if applicable, the Sponsor's own presentation. Violation of this provision may result in termination of Sponsor's continued participation in event. CentralSquare Technologies reserves the right to capture, or hire other parties to capture, images, audio and video at the event to be used in promotional materials. By participating in the ENGAGE trade show, you consent to such photography, audio, or video recording and waive all rights you may have to any claims for payment or royalties in connection with any streaming, webcasting, televising or other publication of these materials.
- 17. Use of CentralSquare Technologies or CentralSquare Event Name and Logos:** Sponsor shall not use the event name or logo, or other CentralSquare Technologies logo in any form without the prior express, written permission of CentralSquare Technologies.
- 18. Compliance with Applicable Laws and Venue Regulations:** Sponsor shall comply with all applicable Federal, State, and Local laws and regulations and any rules and regulations of the Venue in performance of this Agreement.
- 19. Security:** CentralSquare Technologies (and its host facility) accepts no responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. In all cases, occupants wishing to insure their property must do so at their own expense. Exhibitors are encouraged not to leave exhibits unattended at any time. CentralSquare Technologies (and its host facility) is not responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed. **Note: Security may not be present within the ENGAGE event areas at all times.**

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- 20. Indemnification:** The Sponsor agrees to protect, save and hold CentralSquare Technologies harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Sponsor or those holding under the Sponsor as well as to strictly comply with the applicable terms and conditions contained in the agreement between event facilities and CentralSquare Technologies regarding the exhibition premises; and further, Sponsor shall at all times protect, indemnify, save and hold harmless CentralSquare Technologies against and from any and all losses, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or person, including the Sponsor, its agents, employees and business invitees, which arises from or out of or by reason of said Sponsor's occupancy and the use of the exhibition premises or part thereof.
- 21. Force Majeure:** CentralSquare Technologies shall not be held responsible for any loss, damage, or delay due to explosions, fires, flood, catastrophic weather conditions or other elements of nature or acts of God, epidemics, pandemics, strikes, lockouts, governmental restrictions, enemy action, civil commotion, failures or fluctuations in electrical power or telecommunications service or equipment or other causes beyond the reasonable control of CentralSquare Technologies.
- 22. Governing Law:** This agreement shall be governed, interpreted and enforced in accordance with the laws of the State of Florida without regard to its conflict of law provisions, and any dispute relating to this agreement must be brought exclusively in a court with appropriate jurisdiction sitting in Seminole County, Florida.
- 23. Assumption of Risk:** An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the CDC, senior citizens and guests with underlying medical conditions are especially vulnerable. Any interaction in any public place poses an elevated risk of being exposed to COVID-19. We cannot guarantee that you will not be exposed during your visit. By attending ENGAGE, you voluntarily assume all risks related to exposure to COVID-19.

SPONSOR **AGREEMENT**

Agreement Signed By:

Company Name

Signature

Print Name

Title

Date

CentralSquare Technologies, LLC

Company Name

Signature

Print Name

Title

Date



REGISTRATION

Upon full execution of this agreement, CentralSquare Technologies will provide a weblink where you may finalize your registration.

By registering for the event, Sponsor agrees to all terms and conditions set forth above.

Register by March 5, 2024.

QUESTIONS?

FOR QUESTIONS ABOUT SPONSORSHIP SALES:

Contact **Karla Hageman**,
karla.hageman@centralsquare.com

FOR QUESTIONS ABOUT THE REGISTRATION PROCESS:

Contact **Michelle Asher**,
michelle.asher@centralsquare.com

FOR QUESTIONS ABOUT DEADLINES, ASSET SUBMISSIONS AND OTHER GENERAL TOPICS:

Contact **Marisa Villanueva**,
marisa@meeting-management.com



CENTRAL SQUARE
ENGAGE
DALLAS 2024