CSG West Sponsor Guidelines for Benefits Menu Opportunities

As a nonpartisan, member driven organization, CSG West strives to ensure compliance with the organization's External Funding Solicitation and Acceptance Guidelines and fairness in the manner it offers and implements benefits for its sponsors. The following guidelines are aimed at providing sponsors guidance to plan and carryout activities pursuant to the CSG West sponsor benefit menu opportunities.

General Provisions (applicable to all)

- All activities offered herein require approval from CSG West staff and CSG West Chair.
- Incorporation of activities identified herein does not constitute an endorsement of a donor, product, service, or public policy position of a donor.
- As a matter of transparency, CSG West will disclose the names of the donors who organize activities pursuant to sponsor benefits menu opportunities.
- CSG West maintains creative control of and approves the agenda and content of all programs within its Annual Meeting.
- Offerings of menu opportunities are subject to availability and are on a first come, first served basis.

Legislative Learning Lab (Director, Hollywood, Red Carpet, or Universal sponsors only)

Legislative Learning Labs provide a unique opportunity and a space for sponsors to convene educational sessions that highlight specific issues relevant to state legislators and engage attendees. Protocols are as stated below:

- Session will be limited to no more than 50 minutes in length, including time for questions
- Session format should aim to be interactive and discussion orientated.
- Session will be open to all Annual Meeting attendees.
- Standard audio/visual (AV) set up is included and is based on one microphone, screen and projector. Additional AV and/or food/beverage requests will be an additional charge.
- Sessions are to address topics relevant to state legislators. Presentations should aim to be educational in nature and highlight innovations, solutions, or best practices of particular industries, fields, or public policy areas.
- Education sessions may not serve as a platform to advertise for products, services, or companies, or to advocate for specific policy positions or legislation.
- CSG West has the right to review and approve any content to be presented or distributed at the session 60 days prior to the meeting.

Policy Tour (Director, Hollywood, Red Carpet, or Universal sponsors only)

Policy tours provide sponsors an opportunity to showcase facilities and provide attendees greater understanding of specific issues and/or industries. Protocols are as stated below:

- CSG West staff will designate tour date and time within the scheduled conference.

- Tours should be open to all Annual Meeting attendees on a first-come, first-served basis.
- The tour focus should be relevant and educational to state legislators.
- Sponsor is responsible for securing and covering expense of ground transportation to/from tour destination.
- Tour itinerary and content must be submitted a minimum of 60 days in advance.

Hospitality Suite

Hospitality suites are ideal for small gatherings to allow additional networking and relationship-building for sponsors. Invites can be added to registration materials and given to a specific audience at the Annual Meeting. Protocols are as stated below:

- The hospitality suite is best suited for a smaller intimate gathering for a specific invite list.
- Hospitality suite will convene within the Annual Meeting venue.
- If the event will include food and drinks, they must be served by hotel/venue staff.
- Self-serving of alcoholic beverages will not be permitted.
- Hospitality suite date and time must be coordinated with CSG West staff.
- Sponsor will advise CSG West staff 60 days in advance of any planned activities, including the distribution of information, within the hospitality suite to ensure such activities are compliant with CSG's rules and best practices.
- CSG West staff will promote the event prior to and during the Annual Meeting, as deemed appropriate. CSG West staff, in coordination with the organizing sponsor, will determine the appropriate means of promoting the hospitality suite.
- Expenses incurred in planning and execution of the hospitality suite are separate from sponsorship contribution. CSG West staff will facilitate contact with appropriate venue contact; however, organizing sponsor will pay for, coordinate, and secure all necessary equipment and/or furniture, as well as food/drinks, separately though hotel or venue contact.

Capitol Connections Café

Hosting a gathering space provides sponsors an opportunity to network and connect with meeting attendees. By selecting this add-on item, sponsors can also use the space for a display. Protocols are as stated below:

- The Café should be open to all Annual Meeting attendees and convene within the Annual Meeting venue.
- CSG West will provide coffee and charging stations. If sponsor would like to include additional food and/or beverages, they must be provided by hotel/venue staff at an additional charge.
- Expenses incurred in carrying out the sanctioned event are separate from the sponsorship contribution. CSG West staff will facilitate contact with appropriate venue contact; however, organizing sponsor will pay for, coordinate, and secure all necessary equipment and/or furniture, as well as food/drinks, separately though hotel or venue contact.
- All signage, banners, etc. must be approved by CSG West due to individual venue restrictions.
- CSG West has the right to review and approve any content to be presented or distributed 60 days prior to the meeting.

Information Booth

This display space allows you to share information and materials with attendees while they check-in for the Annual Meeting. Your organization can staff your information booth, allowing for additional relationship building opportunities. Protocols are as stated below:

- Space will convene within the Annual Meeting venue at a location designated by CSG West staff.
- Space will include one table of up to 8' in length, with two chairs for staff to sit in.
- CSG West has the right to review and approve any content to be presented or distributed 60 days prior to the meeting.
- All signage, banners, etc. must be approved by CSG West due to individual venue restrictions.

Product Placement

By selecting this add-on opportunity, sponsors will increase brand awareness by distributing samples of their product to meeting attendees. Protocols are as stated below:

- Product will be made available to all Annual Meeting attendees unless special circumstances require that it be limited to certain group of people, i.e. because of age limitations.
- Products may be included in "welcome gift bags" or handed out during the conference at General Session or evening event. Method of distribution must be approved by CSG West.
- After product distribution the remainder of the items can be made available in the CSG West registration area, subject to any venue restrictions.
- CSG West has the right to review and approve any product or good distributed 60 days prior to the meeting.

Evening Reception

Hosting a sanctioned reception or activity within the Annual Meeting provides sponsors an opportunity to bring attendees together. Protocols are as stated below:

- Event will convene within the Annual Meeting venue, or other approved location.
- If the event will include food and drinks, they must be served by hotel/venue staff.
- Self-serving of alcoholic beverages will not be permitted.
- Event date and time must be coordinated with CSG West staff.
- Hosted events may not compete with scheduled programming and should be scheduled for the free evening.
- CSG West staff will promote the event prior to and during the Annual Meeting.
- CSG West staff, in coordination with the organizing sponsor, will determine the appropriate means of promoting the event.
- Sponsor will advise CSG West staff at least 60 days in advance of any planned activities, including the distribution of information, within the event to ensure such activities are compliant with CSG's best practices.
- Expenses incurred in carrying out the sanctioned event are separate from the sponsorship contribution. CSG West staff will facilitate contact with appropriate venue contact; however, organizing sponsor will pay for, coordinate, and secure all necessary transportation, equipment and/or furniture, as well as food/drinks, separately though hotel or venue contact.