

CAPIO

ADVANCING PUBLIC SECTOR COMMUNICATORS

2027

Annual Partner & Sponsorship Opportunities


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CAPIO

ADVANCING PUBLIC SECTOR COMMUNICATORS

About CAPIO

Founded in 1971, the California Association of Public Information Officials (CAPIO) is the leading statewide organization dedicated to advancing public sector communicators across all levels of government. Our members represent public sector agencies and engage communities through honest and transparent communication. CAPIO provides education and networking that helps our members and their agencies develop and advance. CAPIO's membership includes more than 1,200 members annually and continues to grow.

CAPIO Annual Partner & Sponsor Opportunities

CAPIO offers an Annual Partnership program that features year-round recognition to nearly 1,200 members and an additional 4,000 interested parties. Recognition will begin on January 1, 2027 and go through December 31, 2027. For those looking for a one-time marketing opportunity, please see our conference sponsorship opportunities on the following pages.

ANNUAL CAPIO BENEFITS—2027 CALENDAR YEAR *1,200 members + additional exposure*	**Diamond Partner $8,000**	**Platinum Partner $6,000**	**Gold Partner $4,000**
Complimentary Annual CAPIO membership(s)—$300 value per membership Membership provides access to the CAPIO member directory and discussion boards, along with opportunities to register for CAPIO webinars and events at the discounted membership price.	FOUR	TWO	ONE
Opportunity to post events on the capio.org partner calendar	EIGHT	FOUR	TWO
One-year listing on capio.org vendor resource page	●	●	●
Logo at the bottom of the CAPIO newsletter (6 times per year) with link to website	●	●	
Opportunity as a member to be automatically notified of RFPs submitted in the CAPIO RFP portal	●	●	●
Partner highlight in the CAPIO corner	●	●	
Logo on the new CAPIO partner page	●	●	●
“CAPIO Partner” logo for marketing purposes	●	●	●
Educational article (700 words) in bi-monthly CAPIO newsletter	TWO	ONE	
Social media boost—shares, retweets (sponsor selected**)	FOUR	TWO	
Opportunity to introduce a CAPIO webinar and moderate Q&A at the end	●	●	
Opportunity to participate in a partner panel webinar (1 per industry throughout the year)	●	●	
CAPIO Chirp podcast 15-second commercial (Diamond) or shout out by hosts (Platinum)	●	●	
Logo visibility on CAPIO website horizontal scroll bar	●		
Personalized sponsor e-blast sent from CAPIO to contacts; 1 per year	●		

** SEE DETAILS ON PAGE 5

CONFERENCE RECOGNITION BENEFITS *Tabletop Exhibit Space*	**10 ft. Space, Premium Location**	**8 ft. Space**	**6 ft. Space**
Full conference registration | $800 value — registration includes full conference pass and meals	FOUR	THREE	TWO
Ad in Luncheon program guide	FULL PAGE	HALF PAGE	QUARTER PAGE
Logo in Awards Dinner program	●	●	●
Opportunity to giveaway door prizes at the end of a general session with live announcement	●	●	●
Logo and listing on conference website/mobile app	●	●	●
Opportunity to upload a PDF on conference website partner listing	●	●	●
Conference sponsor ribbon	●	●	●
Recognition at Awards Dinner with reserved seating	●		
Custom e-blast by CAPIO to Conference Registrants	●		
Opportunity for 30-second commercial to be featured on conference website	●	●	
General Session Recognition (approx 550 attendees) 3-minute sponsor spotlight during a general session—with opportunity to present visuals (slides or video) within the 3-minute limit.	●		

CONFERENCE BOOTH SPACE ONLY | $3,000

Interested in just exhibiting at our annual conference? The option includes a **draped 6-foot table, one chair, electricity, Wi-Fi access and 1 or (one) full conference registration with meals included**. Exhibitors may also add a **one-year CAPIO membership** for $175 (regularly $300 value).

**Policy regarding CAPIO Partner calendar listings, social media shares and email blasts:
Annual Partner calendar listings, social media listings/shares and email blasts are subject to approval prior to posting/distribution. Calendar listings and social media share requests should be requested a minimum of 5 days prior to the requested posting.

A La Carte

Conference Only Sponsors

Early Bird Bonus

These items are available exclusively to our Diamond and Platinum Annual Partners as add-ons until January 8, 2027. After January 8, all remaining options will be available as add-ons for other levels or as stand-alone sponsorship items.

WiFi Sponsor | *$5,000 (one available)*
Includes custom landing page and ability to customize login password for attendees to use throughout the conference.

Welcome Reception Bar Sponsor | *$5,000 (one available)*
Company logo imprinted on event napkins, bar signage and drink tickets to hand out

After Party | *$2,500 (one available)*
Ability to customize beverage/snack service (at your own cost)

Attendee Lanyard | *$3,000 (one available)*
Includes logo imprinted on customized lanyards for all attendees

Speaker Gift Sponsor | *$2,000 (one available)*
Company logo added to the speaker gift for conference presenters (approx. 100 speakers)

EPIC Awards Dinner Night-Bar Sponsor | *$5,000 (one available)*
Logo on the bar, napkins and drink tickets to hand out

EPIC Awards Dinner Night-Dinner Sponsor | *$2,800 (one available)*
Logo on event napkins, event signage

EPIC Awards Dinner Night-Dessert Sponsor | *$1,500 (one available)*
Logo on event napkins, event signage

EPIC Awards Night-Champagne Welcome Sponsor | *$3,000 (one available)*
Promotion before and at the event and ability to welcome attendees to the dinner

Endorsed Sponsor Event | *$500*
Add your company's hosted event to the CAPIO event agenda for additional visibility and opportunity for attendees to RSVP or select event to add to their agenda.

Awards Platform Sponsor | *$3,000 (one available)*
Logo and recognition on the EPIC awards entry system

Conference App Sponsor | *$2,000 (one available)*
Signage at the conference and promotion through the app and on the conference website

Break Sponsor | *$2,000 (two available)*
Signage and promotion through the conference App

Recharge Working Lounge | *$1,500 (two available)*
Includes sponsor signage, promotion and/or recognition in a dedicated space for attendees to work, connect and recharge.

2027 CAPIO Annual Conference
Estimated Schedule & Information

ADVANCING PUBLIC SECTOR COMMUNICATORS

Location:
Monterey Convention Center
Portola Hotel
Two Portola Plaza
Monterey, CA 93940

Note: Exhibit Hours | Tuesday, 8:00 a.m.–6 p.m.; Wednesday, 8:00 a.m.–3:30 p.m. Peak times are during breakfast, morning and afternoon breaks, and Tuesday's mixer. We encourage you to participate in our lunches and conference sessions which provide additional networking opportunities. Annual Partners and Conference Sponsors are responsible for booking and paying for their own hotel reservations. Visit capio.org/conference for the hotel booking information and links.

Additional conference badges are available for purchase for $800.00 (meals included).

Monday
April 5

1:00—5:00 PM	Pre-Conference Sessions & Team building
1:00—5:00 PM	Exhibitor Set-Up
4:45—6:00 PM	Welcome Reception
8:30—9:30 PM	After Party

Tuesday
April 6

7:00—7:30 AM	Exhibitor Set-Up
9:00 AM—5:00 PM	Full Day of Sessions
5:00—6:00 PM	Sponsor Mixer
6:00—8:30 PM	Open Evening to explore local restaurants

Wednesday
April 7

9:00 AM—5:00 PM	Full Day of Sessions
3:30—5:00 PM	Exhibitor Tear Down
5:30—6:30 PM	Reception
6:30—9:00 PM	Dinner

Thursday
April 8

8:30—11:00 AM	Educational Workshops

CAPIO 2027 Sponsor Commitment Form

Key Partner Agreement:

Yes! We would like to participate as a CAPIO Annual Partner at the following level:

Diamond | $8,000	Platinum | $6,000	Gold | $4,000
_____	_____	_____

Conference Booth Space Only:

☐ We would like to participate as a conference exhibitor | ***$3,000***

Conference Add-Ons:

(Available through Jan. 8 to Diamond and Platinum Key Partners.
Open after Jan. 8 to Gold and Conference Exhibitors).

- ☐ WiFi Sponsor
  $5,000 (one available)
- ☐ Welcome Reception Bar Sponsor
  $5,000 (one available)
- ☐ After Party
  $2,500 (one available)
- ☐ Awards Platform Sponsor
  $3,000 (one available)
- ☐ Attendee Lanyard
  $3,000 (one available)
- ☐ Speaker Gift Sponsor
  $2,000 (one available)
- ☐ Break Sponsor
  $2,000 (two available)
- ☐ EPIC Awards Dinner Night-Bar Sponsor
  $5,000 (one available)
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  $2,800 (one available)
- ☐ Conference App Sponsor
  $2,000 (one available)
- ☐ EPIC Awards Dinner Night-Dessert Sponsor
  $1,500 (one available)
- ☐ EPIC Awards Night-Champagne Welcome Sponsor
  $3,000 (one available)
- ☐ Recharge Working Lounge
  $1,500 (two available)
- ☐ Endorsed Sponsor Event
  $500

Total Commitment: $_____

Contact Name: _____ **Title:** _____

Company: _____

Address: _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

Complete this form and email it to members@capio.org, or sign up online at capio.org.