



*National Association of State Technology Directors
Technology Professionals Serving State Government*



**2026 East-West Seminar
March 2 - 5
New York, New York**

Sponsorship Packages

The opportunity to sponsor NASTD events is an exclusive benefit reserved for NASTD corporate affiliate members.

ANNUAL MEMBERSHIP DUES MUST BE CURRENT AND PAID IN FULL TO PARTICIPATE.

In the event that your membership status is not current, NASTD reserves the right to suspend the sponsorship until the membership status is updated. All sponsorship payment deadlines will remain in effect.

To ensure timely processing, vendors interested in applying for membership must remit payment to NASTD at least 12 days prior to the sponsorship submission deadline of February 2, 2026. Additionally, the full amount of your sponsorship must be paid by the sponsorship payment deadline of February 10, 2026.

Event Attendance: To ensure ample time for procurement procedures, prospective members are required to join by **January 21, 2026**, to be eligible for attendance.

Diamond Sponsor Standby List

Due to the limited availability of four diamond sponsorships, a standby list will be established in the event that a diamond sponsor is unable to fulfill its contractual obligations.

Should another sponsorship level (gold or silver) have already been secured, the first customer on the standby list will be offered an upgrade to the diamond sponsorship level by covering the difference in cost. Should the first customer decline this offer, the second customer on the standby list will be provided with this opportunity. Subsequent customers on the standby list will be contacted as necessary until all available diamond sponsorships have been allocated.

Please submit your request to be added to the standby list for diamond sponsorship via email to pjohnson@csg.org.

IMPORTANT DEADLINES

Sponsorship Opens	January 5, 2026 at 12 noon Eastern
Registration Opens	January 7, 2026
Sponsorship Application Submission Deadline	February 2, 2026
Sponsorship Payment Deadline	February 10, 2026
Hotel Reservation Deadline	February 6, 2026
Event Registration Deadline	February 13, 2026, 6 p.m. Eastern

Contact

Pamela Johnson, CMP, Meetings & Member Services Manager | Email: pjohnson@csg.org



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SPONSORSHIP PACKAGES

All 2026 seminar sponsors receive the following mutual benefits:

- Seminar general session slide deck recognition
- Sponsor's name mentioned in social media promotions shared before/at/after meeting (content generated by staff)
- Sponsor's name on event signage
- Sponsor's name mentioned in a post seminar edition of the association's monthly newsletter, *Gateway*
- Badges indicating the sponsorship level for all company personnel attending the event
- An unlimited number of paying attendees at \$1,295 per person

*** Please note that some evening events like the Diamond Sponsor Reception and NASTD Exclusive Dinner are by invitation only.**

DIAMOND SPONSOR - \$12,000, Four (4) Available (sold on first-come, first-served basis)

In addition to the mutual sponsor benefits, Diamond Sponsors receive:

- 90-minute private reception with state members (invitation only)
- Designated signage with logo at Diamond reception
- Opportunity to address attendees during the seminar program with a 2-minute presentation (no slides/video allowed)
- Access to the preliminary attendee roster (Excel format) and the final roster at the end of the event (Excel format)
- Sponsor's logo and link to sponsor's website on the NASTD seminar website
- Sponsor's logo and link to sponsor's website on the NASTD seminar mobile app
- Mobile app push notification recognizing sponsor
- Complimentary registration for four (4) attendees
- **EXCLUSIVE SPONSOR BENEFIT:** Four (4) attendee invitations to the NASTD Exclusive Dinner (*State Members, Invited Sponsors, NASTD Past Presidents, Life Members, and NASTD CAC Leadership*)

GOLD SPONSOR - \$10,000

In addition to the mutual sponsor benefits, Gold Sponsors receive:

- Sponsor's logo and link to sponsor's website on the NASTD seminar website
- Sponsor's logo and link to sponsor's website on the NASTD seminar mobile app
- Access to the preliminary attendee roster (Excel format) and the final roster at the end of the event (Excel format)
- Complimentary registration for two (2) attendees
- **EXCLUSIVE SPONSOR BENEFIT:** Two (2) attendee invitations to the NASTD Exclusive Dinner (*State Members, Invited Sponsors, NASTD Past Presidents, Life Members, and NASTD CAC Leadership*)

SILVER SPONSOR - \$8,000

In addition to the mutual sponsor benefits, Silver Sponsors receive:

- Sponsor's logo and link to sponsor's website on the NASTD seminar website
- Sponsor's logo and link to sponsor's website on the NASTD seminar mobile app
- Access to the preliminary attendee roster (PDF) and the final roster at the end of the event (PDF)
- Complimentary registration for one (1) attendee
- **EXCLUSIVE SPONSOR BENEFIT:** One (1) attendee invitation to the NASTD Exclusive Dinner (*State Members, Invited Sponsors, NASTD Past Presidents, Life Members, and NASTD CAC Leadership*)

After payment is received and processed, sponsors will receive their complimentary registration passes as defined in the Sponsorship Benefits package. NASTD will give each sponsoring company a discount code to enter into the online registration module, enabling the designated attendees to register without payment. Companies registering with complimentary passes should do so by **February 13, 2026, 6:00pm Eastern**. Additional registrations may be purchased through the NASTD website at \$1,295 per person.

NASTD 2026 Seminar Sponsor Terms and Conditions

NASTD East-West Seminar Sponsor Terms & Conditions are firm and binding. By securing an East-West sponsorship via our online sponsorship form you are agreeing to adhere to these Terms & Conditions. **No addendums, strike throughs, edits or modifications will be recognized to this Agreement. Please do not request these.**

Sponsors must pay the full sponsorship fee for the East-West seminar by **February 10, 2026** before your company is eligible to use complimentary registrations, to have its logo/name recognized on the website, the event slide deck, in any seminar promotions, and in the NASTD newsletter.

Purchase orders are not considered a form of payment. If purchase orders are used to secure a sponsorship, NASTD must receive payment by check or credit card prior to or on the cut-off date of February 10, 2025 before benefits can be granted.

Sponsorship fees are non-refundable with the exception of unforeseen circumstances that force a cancellation of the entire event.

Co-branding of your sponsorship is not permitted.

COMPLIMENTARY REGISTRATIONS

Failure of complimentary attendees to register by the registration deadline will result in the forfeit of the complimentary registration.

It is the responsibility of the attendee to ensure they receive their registration confirmation to verify that their registration is finalized. If they do not receive a confirmation **within 24 hours**, please contact pjohnson@csg.org.

The attendee list is periodically published on the NASTD website behind login. If you are uncertain whether your registration is complete, please check this list on the website by the registration deadline. We do not accept late or onsite registrations, so please ensure your registration is complete by the deadline.

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CANCELLATION POLICY

Cancellation of registration must be submitted via e-mail and must be dated on or before **February 13, 2026**, to receive a refund less a \$150 registration cancellation processing fee. After **February 13, 2026**, any payments made are not refundable for any reason, including, but not limited to, failure to use event registration due to illness or due to any event beyond the reasonable control of NASTD, such as an act of God, natural disaster, or travel-related complications.

Corporate members are not permitted to register non-member attendees for the conference. The registrant's email must match the member company's email domain. Email domains that do not match will be voided/refunded.

Name changes and substitutions must be submitted to NASTD by February 23, 2026, 6:00pm ET. Name changes and substitutions are not permitted onsite.

Any event content, including but not limited to photos, videos, slides, or papers, are considered property of NASTD, and shall not be posted or disseminated by Sponsor without express written approval of NASTD.

Vendors or other organizations involved with NASTD activities are specifically instructed not to use the NASTD name or logo without permission of the Executive Board and NASTD staff. This includes, but is not limited to:

- Advertising and promotional items
- Event invitations
- Email addresses from the association's database
- Event registration

NASTD explicitly prohibits NASTD corporate members and conference sponsors from holding events that run concurrently with NASTD sessions, meetings, meals, receptions, or any other conference related events. Events should finish no later than 30-minutes prior to the first scheduled event agenda item and should be scheduled no earlier than 30-minutes following the last event agenda item.

Vendors organizing/hosting off-schedule events are advised to add disclaimer language stating that their event is not affiliated with NASTD.

Vendors organizing/hosting off-schedule events are responsible for complying with local, state, and federal regulations and laws and should consider liability coverage for their events. The association will assume no liability for these events.

NASTD reserves the right to suspend or revoke the sponsorship privileges of any entity and its agents found to be in violation of the terms and conditions outlined above. By accepting these terms and conditions you and your organization have agreed to comply with these terms, conditions, and policies for conference sponsorship.