

# 2021

## APHSA SINGLE EVENT SPONSORSHIP OPPORTUNITIES



### Welcome Partners!

Sponsoring an American Public Human Services Association (APHSA) single educational conference allows you to focus on a niche or targeted market. This also positions your company as a leader in the health and human services field, establish relationships with policymakers, deepen current customer relationships, educate state and local human services leaders about your solutions, and learn about challenges and priorities from APHSA members' organizations. While 2021 events will look and feel different, we will meet safely and follow the guidelines of the CDC, our host state and city.

Our individual conferences are designed to provide strategic thinking, real-world examples of innovation, best practices and emerging technologies to help attendees learn more about improved service delivery, state, local and federal policy, and innovative and transformational trends in health and human services.

Don't wait—secure an opportunity today to reach the top health and human service leaders. From the agency executives and deputies to program directors/analysts and beyond, your sponsorship will give you exposure to these valuable virtual and hybrid events throughout the year!





## 2021 EVENTS – SAVE THE DATES!

### VIRTUAL EVENTS:

**Third Thursday 360**  
January – June 2021

### HYBRID EVENTS:

#### **Economic Mobility and Well-Being Conference**

*August 22-25, 2021*  
*Hyatt Regency Milwaukee*  
*Milwaukee, WI*  
[www.APHSANAWRSConference.com](http://www.APHSANAWRSConference.com)

#### **ISM Annual Conference\*\***

*September 26-29, 2021*  
*Duke Energy Convention Center*  
*Cincinnati, OH*  
[www.ISMConference.com](http://www.ISMConference.com)

#### **NSDTA Education Conference**

*October 3-6, 2021*  
*Doubletree by Hilton Spokane City Center*  
*Spokane, WA*  
[www.NSDTAConference.com](http://www.NSDTAConference.com)

#### **AAHSA Education Conference**

*October 17-20, 2021*  
*Sheraton Columbus Hotel*  
*at Capitol Square*  
*Columbus, OH*  
[www.AAHHSAConference.com](http://www.AAHHSAConference.com)

**In a typical face-to-face conference year, APHSA brings together more than 3,500 members, health and human service executives, thought leaders, visionaries and allied organizations in a variety of learning settings.**

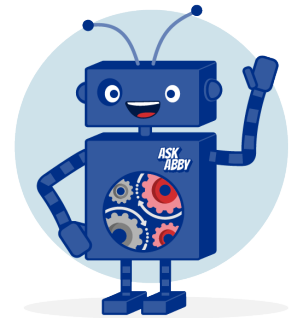
**In 2021, we will hold four hybrid events which will include both in-person and virtual attendees. Statistics and data show that organizations are making investments in their middle to frontline teams for learning opportunities.**

## Engagement Wherever You Are

In 2021, APHSA will hold one virtual series along with four\*\* hybrid events. All sponsorships will come with an option to participate in the virtual exhibit component (additional fees may apply). While not the same as meeting face-to-face, your brand will be accessible to those attending virtually. In addition, we will be doing post-event marketing to remind all attendees of their six-month access to content and any exhibit assets you attach to your virtual exhibit.

Meeting in person will be different this year and we know there will be several questions on expectations. APHSA is committed to communicating often and clearly the protocols we will be following for each event. *APHSA will follow all local and state guidelines along with CDC guidance as we begin to have our in-person meetings.* This will include having room sets which are social distanced appropriately, requiring the wearing of masks, having temperatures checked, managing expectations on food and beverage services, and providing a safe environment for all who are attending.

Each conference will have the “Ask Abby” Chatbot to provide quick answers, directions, schedule information and will be equipped with SMS-based HealthShield symptom screening to help ensure the well-being of our attendees.



Your sponsorship will create excellent exposure and significant brand awareness throughout the conference season from the initial marketing phase, during the event and post-event by taking advantage of these impactful opportunities.

We offer sponsorship opportunities to fit different goals and budgets. Our sponsorship team will work with you to customize a sponsorship to meet your specific goals.

*\*\*The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the IT Solutions Management (ISM) Conference & Expo, September 26-29, 2021, Cincinnati, Ohio. There is a separate prospectus for the ISM Annual Conference & Expo, which can be forwarded.*



# Single Conference Sponsorship Opportunities

## Benefits of a Single Sponsorship

APHSA recognizes that reaching a niche or targeted market may be the driving force for your sponsorship. You can easily reach a single sector of the H/HS workforce by underwriting the conference(s) which your firm is directly focused on reaching in 2021. Below you will find the benefits and investment levels per conference.

<b>BENEFITS</b>	<b>INFLUENCE \$5,500</b>	<b>BUILD \$3,250</b>	<b>CONNECT \$2,500</b>	<b>TABLETOP \$1,250</b>
Complimentary Full Conference Registration	3	2	1	1
Discount Conference Registration for Additional Personnel	☑	☑	☑	☑
6' Tabletop with Two (2) Chairs, Electric Access	☑	☑	☑	☑
Virtual Exhibit	\$1,000	\$1,000	\$1,000	\$1,000
Swag Box (selection of items provided)	☑ One (1) Item	\$1,000 One (1) Item	N/A	N/A
Logo Representation on Conference Website(s)	Logo with URL	Logo with URL	Company Name (Text) with URL	Company Name (Text)
Receipt of Full Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference	Post-Conference

## Explanation of Sponsorship Benefits

### Conference Registration

Includes full conference registration to attend all sessions and official functions.

### Tabletop Display

One (1) 6' skirted tabletop with two (2) chairs will be provided. Company may bring their pop-up display units if they don't exceed 10'. Access to one (1) electrical outlet will be provided, if required. All exhibits will be located in the foyer of the hotel and placement assigned on-site by staff.

### Swag Box Insert

Swag Boxes, similar to the conference bag, will be shipped to virtual attendees and provided to in-person attendees. Selection of options will be provided.

### Attendee List

The list will include full contact information. We will remove the contact information of any person who does not wish to be contacted, per their opting out of this during the registration process.

### Virtual Exhibit

Reach the virtual attendees with your online exhibit space. Includes the following:

- Background page banner (1218x400 px)
- Video thumbnail (1100x500 px)
- Shareable files and videos
- Custom file and video icons
- Live video chat
- Available for one year, post event

**For More Information, Contact**

**Anna Nogueira, Sponsorship Associate**  
ads\_exhibits@aphsa.org | (703) 549-9500

# À La Carte Sponsorship Opportunities

Choose from the à la carte offerings to build a custom package to meet your marketing goals. These opportunities are in addition to the sponsorship fee above.

## Engagement Opportunity

*One opportunity per conference*

**Investment: \$13,750 per reception**

The Networking Receptions are premier social events at every conference. Sponsorship ensures exposure to all attendees at these networking events, and you will receive the following benefits:

- “Sponsored by” signage placed at the event
- Up to 2-color logo cocktail napkins placed at the event
- Additional branding is provided, when possible

## Keynote Speaker

*One opportunity per conference*

**Investment: \$13,750 per conference**

Keynote speakers set the tone or bring it all to a close for conference attendees. Underwriting this opportunity provides you with an opportunity to invest in the development of our members and attendees. You will also enjoy these additional benefits:

- “Underwritten by” signage placed at the session
- Opportunity to introduce the keynote speaker and opportunity to provide a 2-minute highlight of your organization
- Opportunity for a personal meet and greet for you and invited guests

## Continental Breakfasts

*One opportunity per conference*

**Investment: \$10,000 per conference**

Kick-start the day! Breakfast is a great way to jump-start the day and open ongoing conversations with conference participants. As a breakfast sponsor, your company will meet, greet, and network with participants, while receiving the following additional benefits:

- Logo recognition at each breakfast with appropriate signage near the serving area
- Up to 2-color logo cocktail napkins placed at the continental breakfast

**For More Information, Contact**

**Anna Nogueira, Sponsorship Associate**  
ads\_exhibits@aphsa.org | (703) 549-9500

# APHSA EVENT SPONSORSHIP OPPORTUNITIES: 2021 CONTRACT & ORDER FORM

## SPONSORSHIP OPPORTUNITIES - FULL YEAR *Please Indicate Level and Additional Benefit Chosen:*

- Gold Sponsor** *(select one)*  
 Meeting Room Wi-Fi     Hotel Room Keycards     Conference Chatbot     Charging Station     Swag Box (+ one item)
- Silver Sponsor** *(select one)*  
 Conference Signage     Conference Bag     Conference Notebook     Water Bottle     Light-Up No Contact Tool  
 Socks     Hand Sanitizer
- Bronze Sponsor** *(select one)*  
 Coffee Breaks     Snack Item #1     Snack Item #2     Scrambler/Mind Puzzle #1     Scrambler/Mind Puzzle #2  
 3-in-1 Charging Cable

## À LA CARTE OPPORTUNITIES *Please Indicate à La Carte Opportunity and Conference(s) Chosen:*

- Engagement Opportunity**  
 Economic Mobility and Well-Being     NSDTA     AAHNSA
- Keynote Speaker**  
 Economic Mobility and Well-Being     NSDTA     AAHNSA
- Continental Breakfasts**  
 Economic Mobility and Well-Being     NSDTA     AAHNSA

## SPONSORSHIP OPPORTUNITIES - SINGLE CONFERENCE *Please Indicate Level and Conference Chosen:*

- Sponsorship Level** *(select one)*  
 Influence     Build     Connect     Tabletop     Swag Box insert (+\$1,000)     Virtual Exhibit Add-On (+\$1,000)
- Conference Opportunity** *(select one)*  
 Economic Mobility and Well-Being     NSDTA     AAHNSA

## SPONSOR INFORMATION *Please Fill in Fields Below:*

Company/Organization \_\_\_\_\_

Website \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Contact Email \_\_\_\_\_

## ORDER

**TOTAL \$** \_\_\_\_\_

## BILLING INFORMATION *(if different than sponsor information)*

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Contact Email \_\_\_\_\_

## PAYMENT INFORMATION *Please Fill in Fields Below:*

Check # \_\_\_\_\_     MasterCard     Visa     Am. Ex.     Please Invoice

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

By signing this form, you permit us to debit your account for the amount indicated. This authorization is permission for a single transaction only and does not provide for any additional unrelated debits or credits to your account.

Authorized Name \_\_\_\_\_

Authorized Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## ADDITIONAL ATTENDEES

*Please Fill in Full Name(s) Below for Alloted Complimentary Registration(s):*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**All contracts must be complete, signed and prepaid. Please return form and payment to:**

Anna Nogueira, Sponsorship Associate  
 ads\_exhibits@aphsa.org | (703) 549-9500

American Public Human Services Association (APHSA)  
 1300 17th Street North, Suite 340  
 Arlington, VA 22209

www.APHSA.org | @APHSA1

# 2021

## APHSA SINGLE EVENT SPONSORSHIP OPPORTUNITIES



American Public Human Services Association

1300 17th Street North, Suite 340, Arlington, VA 22209  
(202) 682-0100 | [www.APHSA.org](http://www.APHSA.org) | @APHSA1

### For More Information, Contact

**Anna Nogueira, *Sponsorship Associate***  
[ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org) | (703) 549-9500

**Donna Jarvis-Miller, *CMP, CEM, Director, Membership and Events***  
[djarvis-miller@aphsa.org](mailto:djarvis-miller@aphsa.org) | (202) 866-0569

### About APHSA

The American Public Human Services Association (APHSA) is a bipartisan national membership association representing state and local health and human services agencies and the subject matter experts that help execute their mission to improve outcomes for people nationwide. Building on our long-standing relationships with health and human services leaders, we focus on generating pragmatic solutions that advance the well-being of individuals, families, and communities.

APHSA's members are experts in administering, overseeing, and aligning programs that build resilience and bolster the well-being of people through access to food, health care, housing, employment, child care, community support, and other key building blocks. Our members are also leading experts in performance measurement and data analysis, health and human services IT systems, workforce development and training, and the legal dimensions of the field.

APHSA connects its members to national policymakers and human-serving organizations across a wide circle of stakeholders in the health and human services sector, as well as key partners in other fields. APHSA also helps members build more capacity for their teams through access to our professional education and development conferences, technical expertise, publications, and our Organizational Effectiveness practice.

### Vision

Thriving communities BUILT on human potential.

### Mission

APHSA advances the well-being of all people by influencing modern approaches to sound policy, building the capacity of public agencies to enable healthy families and communities, and connecting leaders to accelerate learning and generate practical solutions together.