AMERICAN PROBATION AND PAROLE ASSOCIATION

www.appa-net.org

45th Annual Training Institute
AUGUST 23-26
2020
NEW YORK MARQUIS TIMES SQUARE, NEW YORK CITY

SPONSORSHIP OPPORTUNITIES
The most remarkable characteristic of our corrections community is that we truly care about our craft. We care about best practices, sharing and improving our skills, and the people we serve. This very spirit is the driving force behind our daily work at the American Probation and Parole Association, and this spirit is why we hold our annual training institutes — friendly, educational, valuable, and inspiring events that help us become better at what we do.

ATTENDEES

1,400+

PROBATION/PAROLE OFFICERS, CHIEFS, ADMINISTRATORS, JUDGES, POLICY MAKERS, EDUCATORS AND LAW ENFORCEMENT

EXHIBIT BOOTHs

74

8 X 10 BOOTHS AVAILABLE!

WHO, WHEN AND WHERE

The upcoming APPA 45th Annual Training Institute will take place August 23-26, 2020. The conference venue is the New York Marriott in the heart of Times Square.

CONFERENCE WEBSITE
http://www.appa-net.org/institutes2017-NYC/exhibit/
PROMOTE AND SHOWCASE
You can present your brand and company to our attendees, meeting clients and new employees face-to-face. Use the exhibition space to demonstrate your services and products to over 1,400 potential partners and customers. No worries: we’ll work with you every step of the way to create the very best conditions for forging lasting, meaningful connections with our attendees.

NETWORK AND CONNECT
Why sponsor the event? The APPA 45th Annual Training Institute gives you the opportunity to connect with talented and passionate professionals in the community corrections field.

WE VALUE YOU!
We’re dedicated to making you part of a truly great conference experience. That’s why we like to call our sponsors “partners.” We like to work together and offer everyone the most out of this event.

BY THE NUMBERS

<table>
<thead>
<tr>
<th>PROFESSIONAL CATEGORY</th>
<th>JOB JURISDICTION</th>
<th>WORK AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>28% Management</td>
<td>23% State</td>
<td>38% Residential</td>
</tr>
<tr>
<td>3% Admin.</td>
<td>2% Academic</td>
<td>3% Residential</td>
</tr>
<tr>
<td>16% Other</td>
<td>11% Other</td>
<td>15% Juvenile Probation</td>
</tr>
<tr>
<td>53% Line Staff</td>
<td>44% County</td>
<td>20% Other</td>
</tr>
<tr>
<td></td>
<td>15% Federal</td>
<td>24% Adult Probation and Parole</td>
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FREEDOM PARTNERSHIP $50,000

TRAINING INSTITUTE BENEFITS

• **ULTIMATE NEW YEAR’S EVE PACKAGE:** Two (2) tickets to the *Ultimate New Year’s Eve Celebration* at the New York Marriott Marquis-Includes a two night stay, five-course dinner, open bar, live entertainment and private access to ball drop

• Logo printed on official training institute T-shirts

• Prominent placement of name and logo on printed materials (i.e., postcard announcements, press releases, signage)

• Three (3) complimentary guestrooms at the NY Marriott Marquis for three nights during training institute

• Three (3) complimentary training institute registrations

• Unlimited additional registrations at early bird rate

• Private meeting room at the training venue during official conference dates (*where space is available*)

• One (1) exhibit booth space; includes up to three exhibitor badges (*Note: additional exhibit booth space may be purchased at discounted rate*)

• Opportunity for sponsor to make remarks at Opening Session

• Banner ad in the training institute mobile app

• Registration bag insert (*place up to three promotional items in the official conference bag*)

• Recognized on the official training institute website and e-newsletter

• Recognition on signage in registration area and Resource Expo

• Full-page ad in official training institute printed program

• Full-page ad in an issue of *Perspectives*

• Pre-and post-training institute attendee registration information (*including email addresses*)
EMPIRE PARTNERSHIP $35,000

TRAINING INSTITUTE BENEFITS

• Two (2) complimentary guestrooms at the NY Marriott Marquis for three nights during training institute
• Logo printed on official training institute T-shirts
• Two (2) complimentary training institute registrations
• Unlimited additional registrations at early bird rate
• One (1) exhibit booth space; includes up to three exhibitor badges (*Note: additional exhibit booth space may be purchased at discounted rate*)
• Banner ad in the training institute mobile app
• Registration bag insert (place up to two promotional items in the official conference bag)
• Recognized on the official training institute website and e-newsletter
• Recognition at Plenary Session on Monday
• Recognition on signage in registration area and Resource Expo
• Full-page ad in official training institute printed program
• Full-page ad in an issue of *Perspectives*
• Pre- and post-training institute attendee registration information (*including email addresses*)

FOR MORE INFORMATION ON SPONSORSHIPS PLEASE CONTACT:

John Higgins, APPA
Phone: 859.244.8214
Email: jhiggins@csg.org
LIBERTY PARTNERSHIP  $20,000

TRAINING INSTITUTE BENEFITS

• One (1) complimentary guestrooms at the NY Marriott Marquis for three nights during training institute
• One (1) complimentary training institute registration
• Logo printed on official training institute T-shirts
• Unlimited additional registrations at early bird rate
• One (1) exhibit booth space; includes up to three exhibitor badges (Note: additional exhibit booth space may be purchased at discounted rate)
• Banner ad in the training institute mobile app
• Registration bag insert (place a promotional item in the official conference bag)
• Recognized on the official training institute website and e-newsletter
• Recognition on signage in registration area and Resource Expo
• Recognition at Closing Session on Wednesday
• Full-page ad in official training institute printed program
• Pre- and post-training institute attendee registration information (including email addresses)

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John Higgins, APPA
Phone: 859.244.8214
Email: jhiggins@csg.org
MANHATTAN PARTNERSHIP $10,000

TRAINING INSTITUTE BENEFITS

• One (1) complimentary training institute registration
• Unlimited additional registrations at early bird rate
• One (1) exhibit booth space; includes up to three exhibitor badges (*Note: additional exhibit booth space may be purchased at discounted rate*)
• Banner ad in the training institute mobile app
• Registration bag insert (place a promotional item in the official training institute bag)
• Recognized on the official training institute website and e-newsletter
• Recognition on signage in registration area and Resource Expo
• Full-page ad in official training institute program
• Pre- and post-training institute attendee registration information (*including email addresses*)
EVENT SPONSORSHIPS

Sunday Evening Reception

EXCLUSIVE SPONSORSHIP: $30,000
JOINT SUPPORT: $15,000 (2 AVAILABLE)

The opening reception is when attention is at its highest, and your company name and branding will be front and center. Play host for the evening, so attendees can benefit from your hospitality and support of this opening event. First Impressions Last!

Monday Evening Reception

EXCLUSIVE SPONSORSHIP: $30,000
JOINT SUPPORT: $15,000 (2 AVAILABLE)

All attendees will benefit from your hospitality and support of this event. Your company name and branding will be front and center as you play host for the evening to all APPA participants.

Morning Breaks

EXCLUSIVE SPONSORSHIP: $20,000
JOINT SUPPORT: $5,000 (4 AVAILABLE)

All attendees will benefit from your hospitality and support in getting their second day off to a great start. Your company name and branding will be front and center as you play host for the morning to all APPA participants.

Mobile App

EXCLUSIVE SPONSORSHIP: $20,000
JOINT SUPPORT: $5,000 (4 AVAILABLE)

Capture the attention of attendees before, during and after the conference by sponsoring the Mobile App. Attendees will access programming, exhibits and logistical information through the Mobile App. A valuable resource with thousands of downloads. As a sponsor, your logo will be visible each time an attendee checks their schedule or looks up training institute information.
Board of Director’s Meeting and “Company Moment”

**$10,000 (Exclusive Sponsorship)**

While members of our Board of Directors are busy providing strategic leadership for our organization, sponsorship support provides a light lunch giving Board members the ability to concentrate on their important work. This sponsorship will provide you the opportunity give a five-minute presentation. *It is YOUR five minutes!*

**C3: The Community Corrections Chase**  **SOLD!**

**Exclusive Sponsorship: $5,000**

The Chase is on! APPA’s interactive learning experience, the Community Corrections Chase (C3), will offer an exciting, rewarding, competitive challenge as well as learning experience for training institute attendees. It is a take on the very popular CBS show, *The Amazing Race*, where contestants “race” around the world. In our competition, community corrections/supervision professionals will team up to “chase” an opportunity to gain knowledge about practices, theories, and policies that increase understanding of this industry.

**Reception Bar Sponsor - $2,000/bar**

**$2,000 each (10 available)**

After the official kick-off, attendees will enter the exhibit expo for the first time. Open APPA’s exhibit hall by providing attendees with complimentary spirits of “your” choice. Add company-supplied sign(s), napkins, cups, drink huggies/koozies, etc. Bar can be strategically located close to sponsor’s booth or inside booth (space permitting). This sponsorship comes with 10 complimentary drink tickets. All branded items must be supplied by the sponsor for distribution to attendees.
MERCHANDISE SPONSORSHIPS

These sponsorships are an opportunity to build your brand with attendees.

**Institute Lanyards**  **SOLD!**

**$10,000 (EXCLUSIVE SPONSORSHIP)**

Participants will help generate visibility for your company as they move around the hotel wearing a lanyard with your company’s name on it. Because the attendees will receive a lanyard the moment they check-in at registration, you will be able to reach attendees early. All branded items must be supplied by the sponsor for distribution to attendees.

**Conference Water Bottle**  **SOLD!**

**$10,000 (EXCLUSIVE SPONSORSHIP)**

Premier conference take-away. Buy your potential customers a drink (or at least the vessel to hold one in). *All branded items must be supplied by the sponsor for distribution to attendees.*

**Hotel Keycards**

**EXCLUSIVE SPONSORSHIP: $10,000**

Make a first impression as attendees arrive in *The Big Apple!* Customized hotel keycards with your personalized design will be distributed to conference attendees upon check in at the hotel. And, they’ll continue to see your branding as they access their hotel rooms.

**Meeting Registration Bags**

**$5,000 (EXCLUSIVE SPONSORSHIP)**

Give attendees a helping hand by sponsoring registration bags! This is an exceptional opportunity to ensure your company’s corporate or product branding is seen everywhere as attendees carry these bags throughout the New York Marriott Marquis and the streets of New York! Attendees will use these totes onsite and back in their workplace ensuring your branding will endure beyond the four-day conference. *All branded items must be supplied by the sponsor for distribution to attendees.*
institute Badges
$5,000 (EXCLUSIVE SPONSORSHIP)
All conference attendees will receive this badge holder with your company’s brand emblazoned on the front for all to see. One of our most highly visible items, attendees will receive the badge holder the moment they check-in at registration. All branded items must be supplied by the sponsor for distribution to attendees.

Conference Folder
$5,000 (EXCLUSIVE SPONSORSHIP)
Sponsor’s logo appears inside the folder. All branded items must be supplied by the sponsor for distribution to attendees.

Flash Drive
$5,000 (EXCLUSIVE SPONSORSHIP)
Put your company’s name in the hands of each attendee by sponsorship of a USB flash drive. Company materials are permitted to be placed on the flash drive. All branded items must be supplied by the sponsor for distribution to attendees.

Conference Notepad
$5,000 (EXCLUSIVE SPONSORSHIP)
Be on the minds of every attendee as they jot notes down from their workshops on the official conference notepad. This sponsorship includes a full-page ad in official training institute printed program.

NOTE: All branded items must be supplied by the sponsor for distribution to attendees.

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