

SPONSORSHIP OPPORTUNITIES



APPA 2020 Winter
Training Institute **New Orleans**
January 5-8

	APPA PARTNERSHIP OPPORTUNITIES			
	SILVER \$20,000	GOLD \$30,000	PLATINUM \$40,000	DIAMOND \$50,000
Included Booth Space(s)*	2	2	3	4
Complimentary Guestrooms at Marriott (Good for entire conference dates January 5-8, 2020)	1	2	3	4
Meeting Suite at Marriott (Good for entire conference dates January 5-8, 2020)			✓	✓
Presentation before a General Session (Opening or Plenary ONLY. Maximum of five (5) minutes)			✓	✓ (first choice)
Sunday Night Reception Sponsor				✓
Company Logo on Conference Marketing Materials	✓	✓	✓	✓ (top placement)
Company Logo and Link included in conference communications	✓	✓	✓	✓ (top placement)
Company Logo and Link on Conference Website	✓	✓	✓	✓ (top placement)

***Booth Package Includes:**

10' backwall drape, 3' side dividers, 7"x 44" identification sign.
One 6' skirted display table, color coordinated with the booth drape.
Two chairs and one wastebasket.
Two (2) "Full" Institute Badges and Two (2) "Exhibit Only" Badges.
Electronic Show Attendee List. (Post conference ONLY)
Daily aisle maintenance.
24-hour security in exhibit hall.
Company listing on conference website.
Ability to participate in Exhibitor Showcases.

***Booth Package Does NOT Include:**

Furniture OTHER than what is included in above booth package.
Electricity.
Wifi.

**For additional information, please contact John R. Higgins,
Exhibit Coordinator at jhiggins@csg.org or (859) 244-8214.**

MERCHANDISE AND EVENT SPONSORSHIPS

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

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

Flash Drive - \$5,000

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 in the flash drive. *All branded items must be supplied by the sponsor for distribution to attendees.*

Institute Registration Bags - \$5,000

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 Marriott and the streets of New Orleans! 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 Water Bottle - \$5,000

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.*

Institute Lanyards - \$5,000

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.*

Institute Badge Holders - \$5,000

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.*

Board of Directors Lunch - \$10,000

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!

Hotel Keycards - \$5,000

Make a first impression as attendees arrive in New Orleans! 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. *All branded items must be supplied by the sponsor for distribution to attendees.*

Opening Reception Bar Sponsor - \$2,000/bar

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.*

WiFi Service - \$3,000

What is a technology conference without wireless internet? Conference attendees will have access to WiFi throughout the conference areas.

Institute Contributing Sponsor - Varies

Become an Institute Contributing Sponsor - your monetary donations go to directly offset costs associated with producing our premiere training institute for community corrections professionals! Your logo will be prominently displayed throughout the Institute (where applicable.)



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Orleans**

SPONSORSHIP CONTRACT

Sponsorship Opportunity _____ Amount \$ _____

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Sponsorship Opportunity _____ Amount \$ _____

Company Name _____

Company Address _____

City/State/Zip _____

Country _____

Primary Contact Name _____ Title _____

Primary Contact Email _____

Phone () _____ Fax () _____

TOTAL

Total amount of sponsorship is due at execution of contract payable in US dollars to: American Probation and Parole Association. Please e-mail for wire transfer information.

Payment: ☐ Check

☐ VISA ☐ MC ☐ AMEX cc# _____

Security Code _____ Expiration Date _____

Signature/Date _____

Name (as it appears on card) _____

All sponsorship materials and correspondences will be sent to:

American Probation and Parole Association
John Higgins
1776 Avenue of the States
Lexington, KY 40511
Phone: (859) 244.8214
Email: jhiggins@csg.org

FOR INTERNAL USE ONLY

Date Executed _____

Paid _____

Date _____

Entered _____