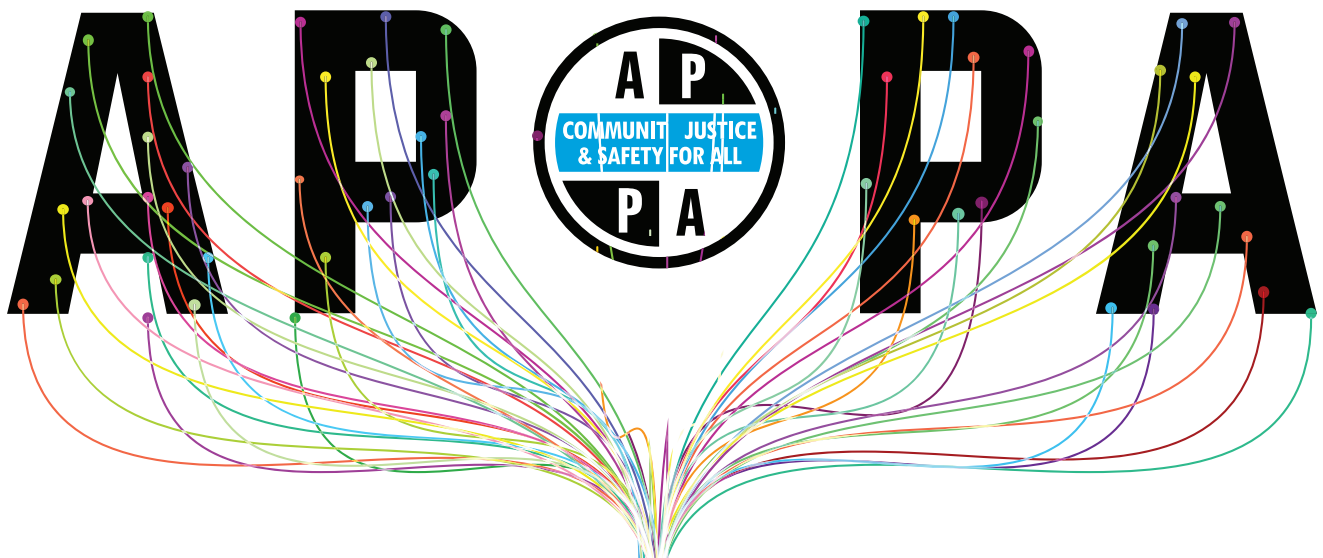


AMERICAN PROBATION AND PAROLE ASSOCIATION



VIRTUAL

45TH ANNUAL TRAINING INSTITUTE

AUGUST 24 - 28, 2020

Expo Booth and Sponsorship Deck



What online platform is being used for APPA's 45th Annual Training Institute?

BigMarker, the #1-rated interactive video platform.

Do we need to build new content to fit the expo hall or can we use our existing material?

You may use existing documents and materials. There will be some sizing requirements (i.e., for your logo) provided within this deck. Uploading company descriptions, bios, PDFs, links, and video are all possible.

When is the Expo Hall open?

Tuesday, August 25 10:00am - 7:00pm Eastern Standard Time

Wednesday, August 26 10:00am - 7:00pm Eastern Standard Time

Thursday, August 27 10:00am - 7:00pm Eastern Standard Time

You are not required to be present at your booth at all times; you can turn your live chat feature off at any time. APPA will provide ample opportunity for attendees to engage with your booth while attending the training institute.

Will we be able to customize our booth?

All booth sizes give you the ability to add your logo, image, and company title/tagline to the exterior. That branding carries throughout your booth, where you can also provide information about your company and representatives/presenters.

Can we conduct demos in our booth?

Yes. This feature is available, depending on what tier or add-ons your company may choose. You can set up meetings or mini presentations within your booth to demonstrate or showcase your products and services. You can advertise within your booth that you will be presenting at a set date/time and those who are interested can join at that time. There are various breaks in between sessions so you will have several opportunities.

How does the live chat feature work?

This is a feature that can be turned on and off at any time during the training institute. It is one section of your booth and when you have it turned on, you should have someone available to answer questions from attendees. When it is turned off, attendees can leave a message for you to respond at your convenience. Chatlogs and Q&A sessions will be available to download until September 4.

Will I have access to any engagement data as it relates to my booth?

Yes. Engagement data will be captured during the training institute, and that information will be shared with you.

Will there be incentives for attendees to visit your booth?
Broadcast announcements will be made throughout the training institute, and various gamification options will be available to encourage attendees to visit the expo hall.

This is what a full “floorplan” will look like on the expo hall landing page.



BASIC BOOTH PACKAGE (SOLD OUT)

Includes two training institute registrations (additional registrations are available at \$170 per person)

EXTERIOR OF BOOTH

- 1 Regular sized signage in expo hall (284 x 162px)
- 2 Company logo
- 3 Company title/tagline (30 characters)

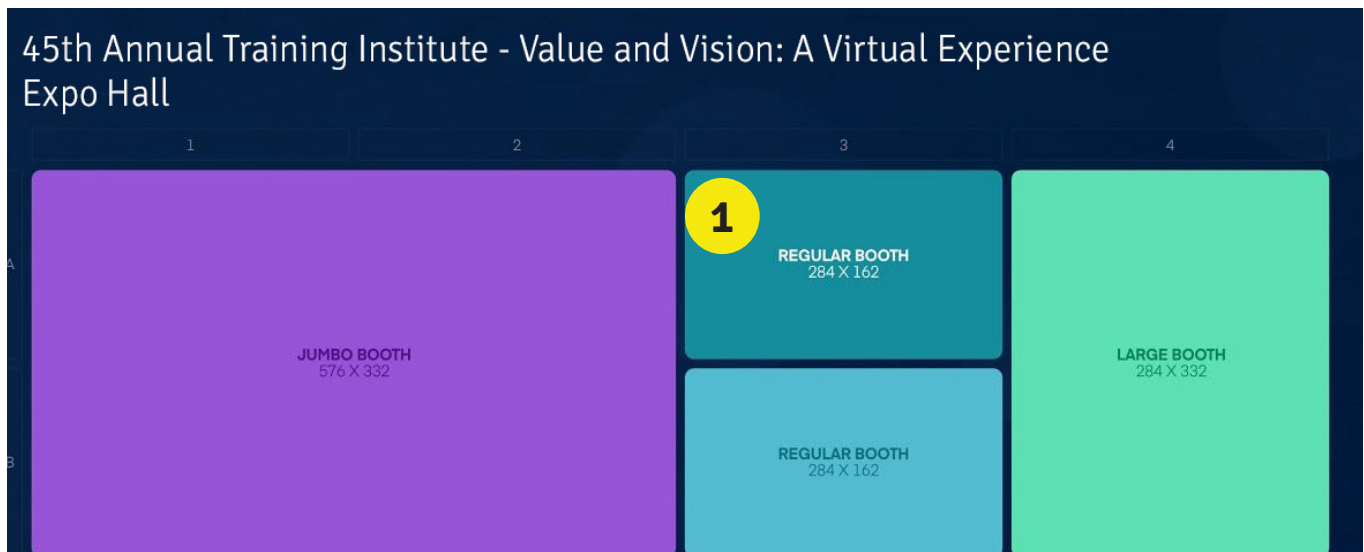
INTERIOR OF BOOTH

- 4 Static company logo
- 5 Booth description 80-90 words visible with “Read more”
- 6 PDF handouts for visitors
- 7 Polling: Ask attendees to answer questions and determine if they can see results
- 8 Q&A : live moderated Q&A session with attendees
- 9 Booth “presenter” name, image, 25 word bio, social profile links

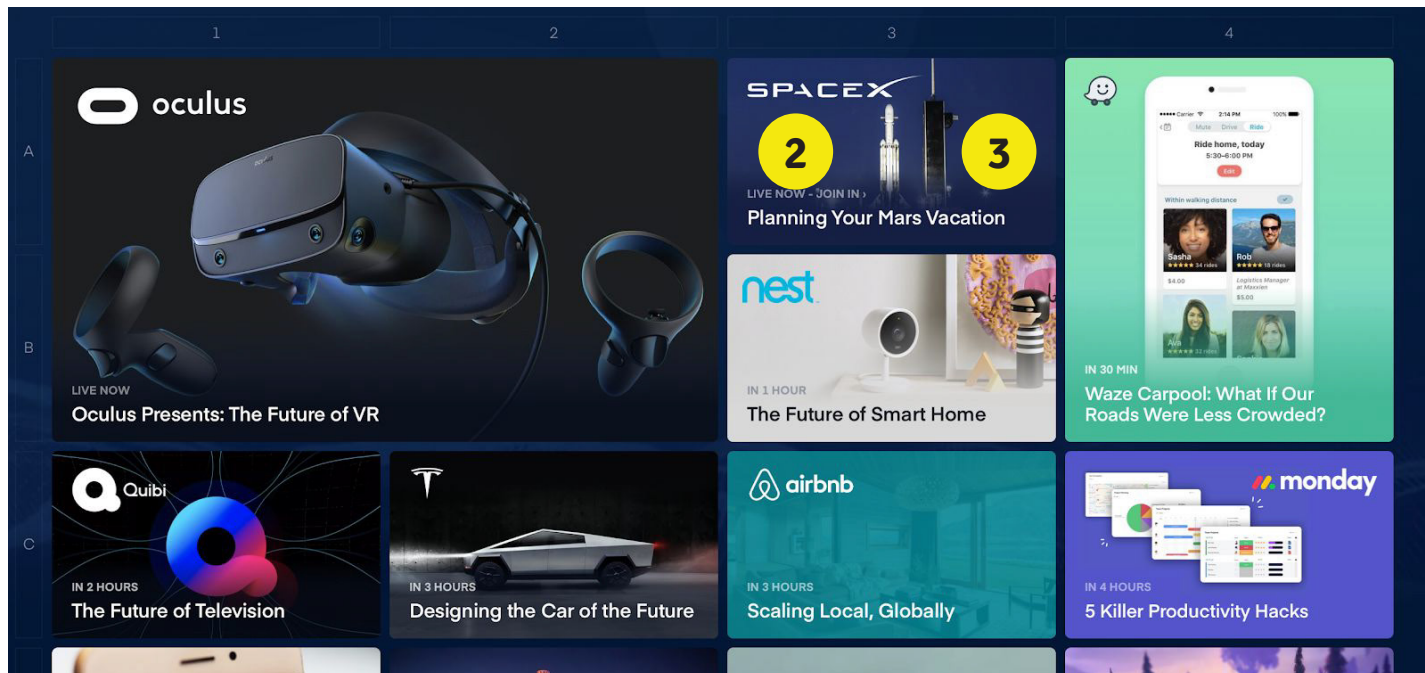
COST

\$500 Non-Profit
\$800 For-Profit

EXPO HALL LANDING PAGE GRAPHICS DIMENSIONS EXAMPLE



EXPO HALL LANDING PAGE WITH GRAPHICS AND TAGLINES



EXPO HALL INTERIOR OF BOOTH PAGE GRAPHICS DIMENSIONS EXAMPLE



*****Items in red denote upgrades from previous booth package*****

ENHANCED BOOTH PACKAGE (SOLD OUT)

Includes four training institute registrations (additional registrations are available at \$170 per person)

EXTERIOR OF BOOTH

- 1** “Large” sized signage in expo hall (284 x 332px - increased visibility)
- 2** Company logo
- 3** Company title/tagline (30 characters)

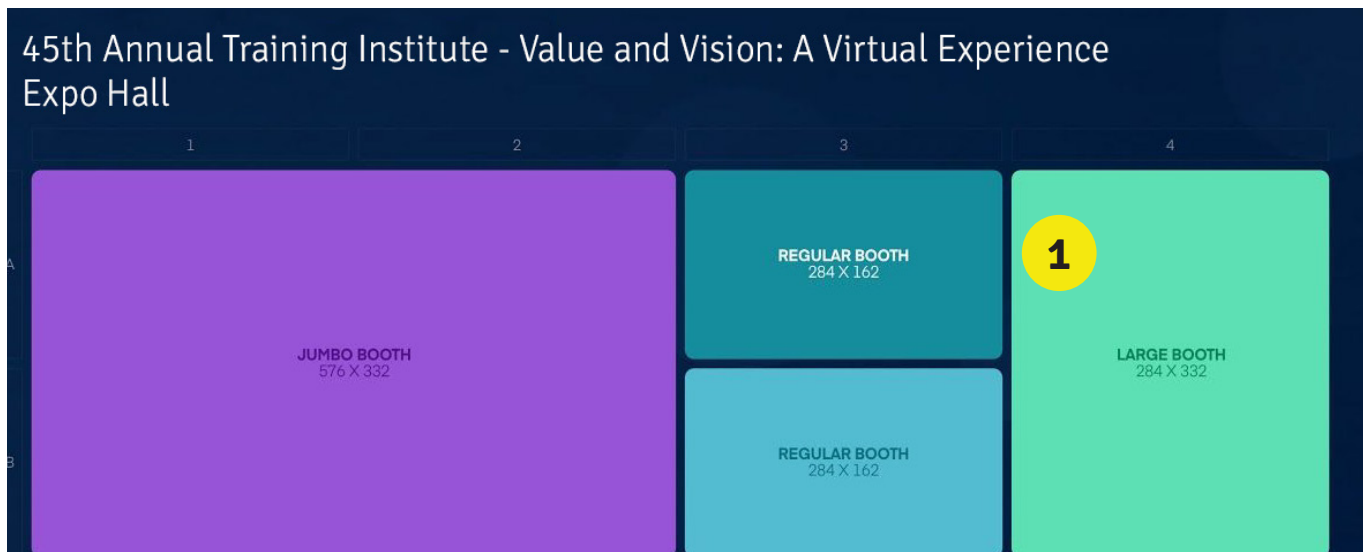
INTERIOR OF BOOTH

- 4** Clickable banner from within booth (1300 x 112px)
- 5** Choose to run live or automated video from within your booth
- 6** Offers: Push booth visitors pop-up or slide-out call-to-actions
- 7** PDF handouts for visitors
- 8** Polling: Ask attendees to answer questions and determine if they can see results
- 9** Booth description 80-90 words visible with “Read more”
- 10** Q&A : live moderated Q&A session with attendees
- 11** Booth “presenter” name, image, 25 word bio, social profile links

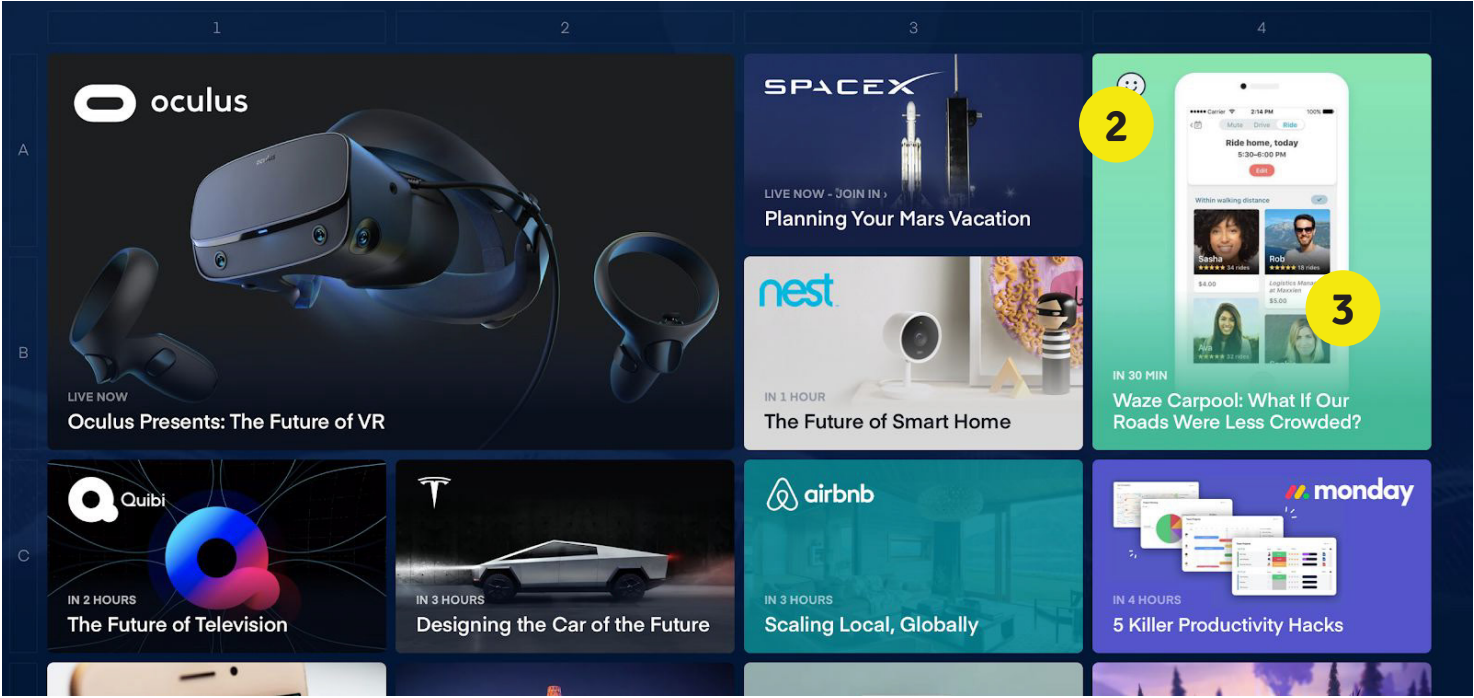
COST

\$1,200 Non-Profit
\$1,500 For-Profit

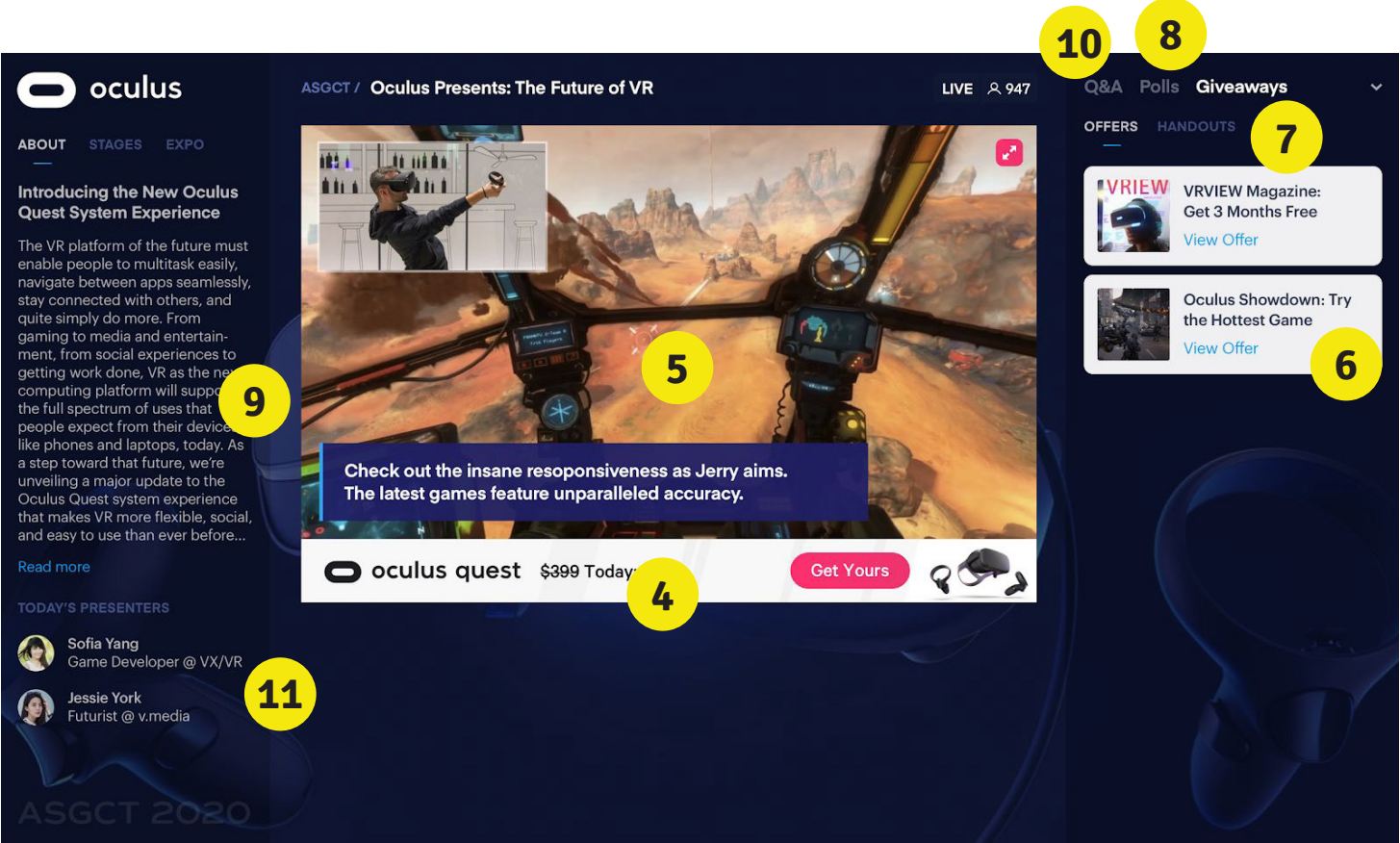
EXPO HALL LANDING PAGE GRAPHICS DIMENSIONS EXAMPLE



EXPO HALL LANDING PAGE WITH GRAPHICS AND TAGLINES



EXPO HALL INTERIOR OF BOOTH PAGE GRAPHICS DIMENSIONS EXAMPLE



Items in red denote upgrades from previous booth package

“BETA” SPONSOR PACKAGE (SOLD OUT)

Includes six training institute registrations (additional registrations are available at \$170 per person)
Sponsor recognition in training institute marketing ebasts

TRAINING INSTITUTE WIDE BENEFITS

Clickable banner in a workshop session
Logo within general session slidedeck
Logo on official training institute website

EXTERIOR OF BOOTH

- 1 “Large” sized signage in expo hall (284 x 332px - more prominent than the Enhanced Booth)
- 2 Company logo
- 3 Company title/tagline (30 characters)

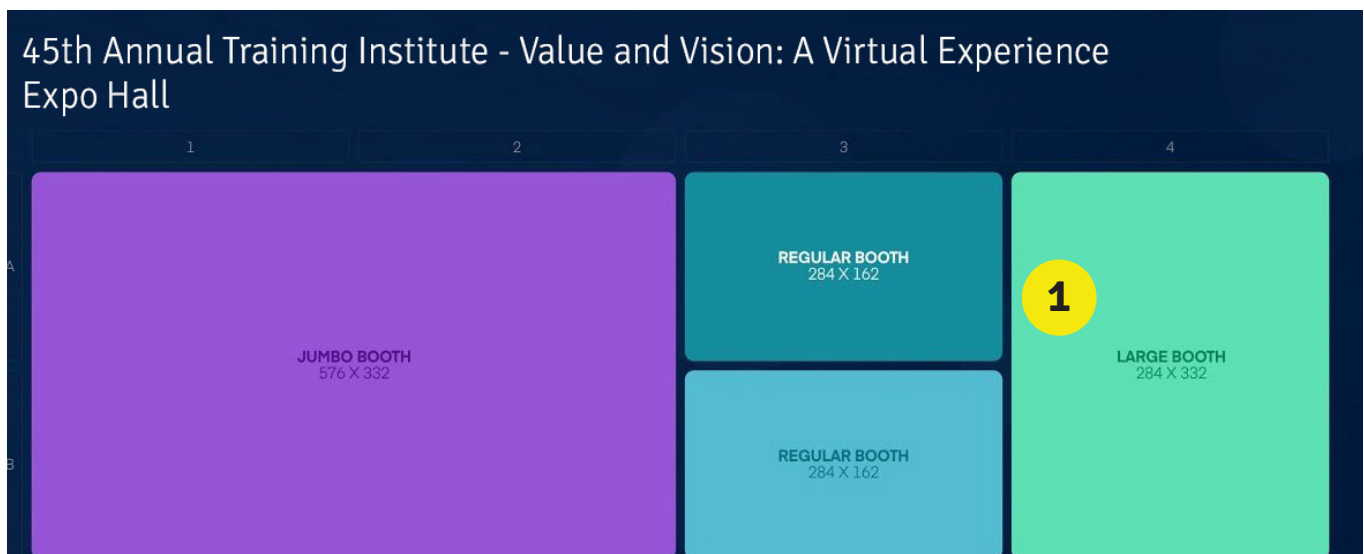
INTERIOR OF BOOTH

- 4 Clickable banner from within booth (1300 x 112px)
- 5 Choose to run live or automated video from within your booth
- 6 PDF handouts for visitors
- 7 Polling: Ask attendees to answer questions and determine if they can see results
- 8 Offers: Push booth visitors pop-up or slide-out call-to-actions
- 9 Booth description 80-90 words visible with “Read more”
- 10 Q&A: live moderated Q&A session with attendees
- 11 Booth “presenter” name, image, 25 word bio, social profile links

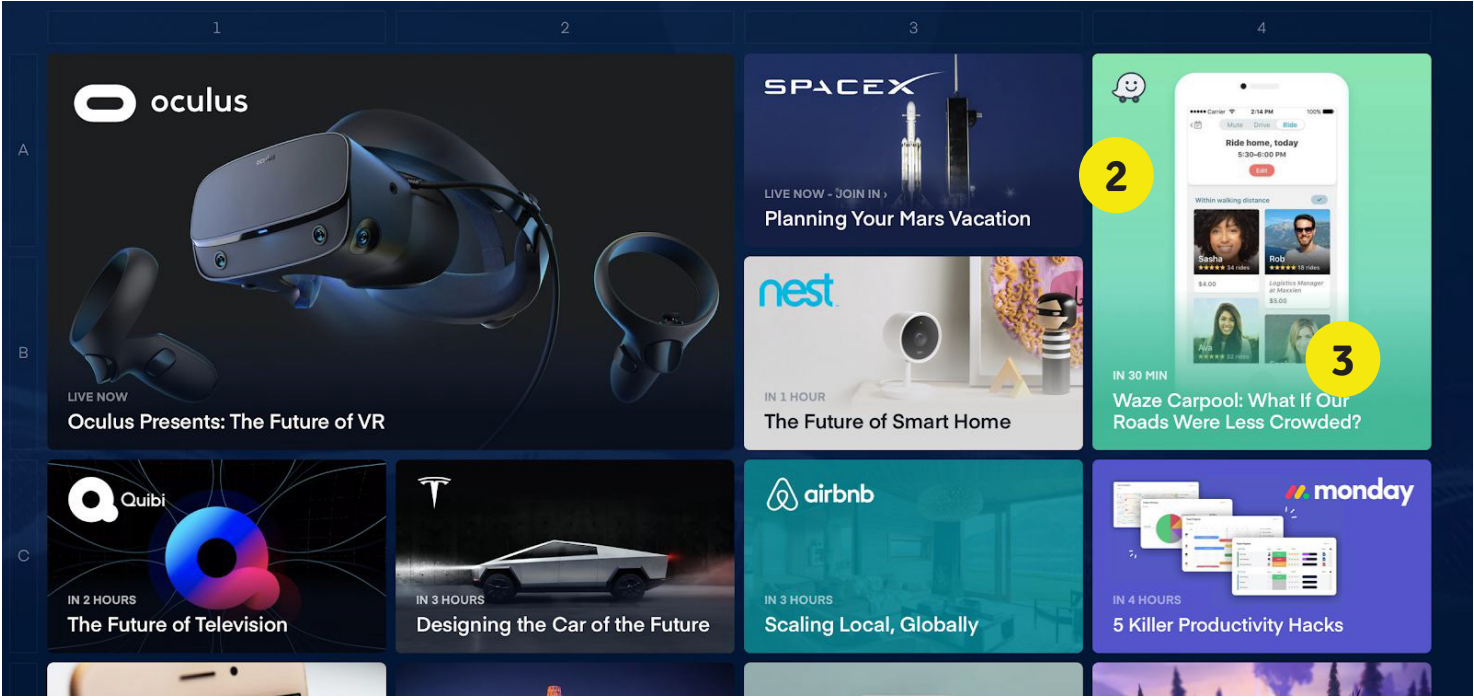
COST

\$2,500 Non-Profit
\$2,500 For-Profit

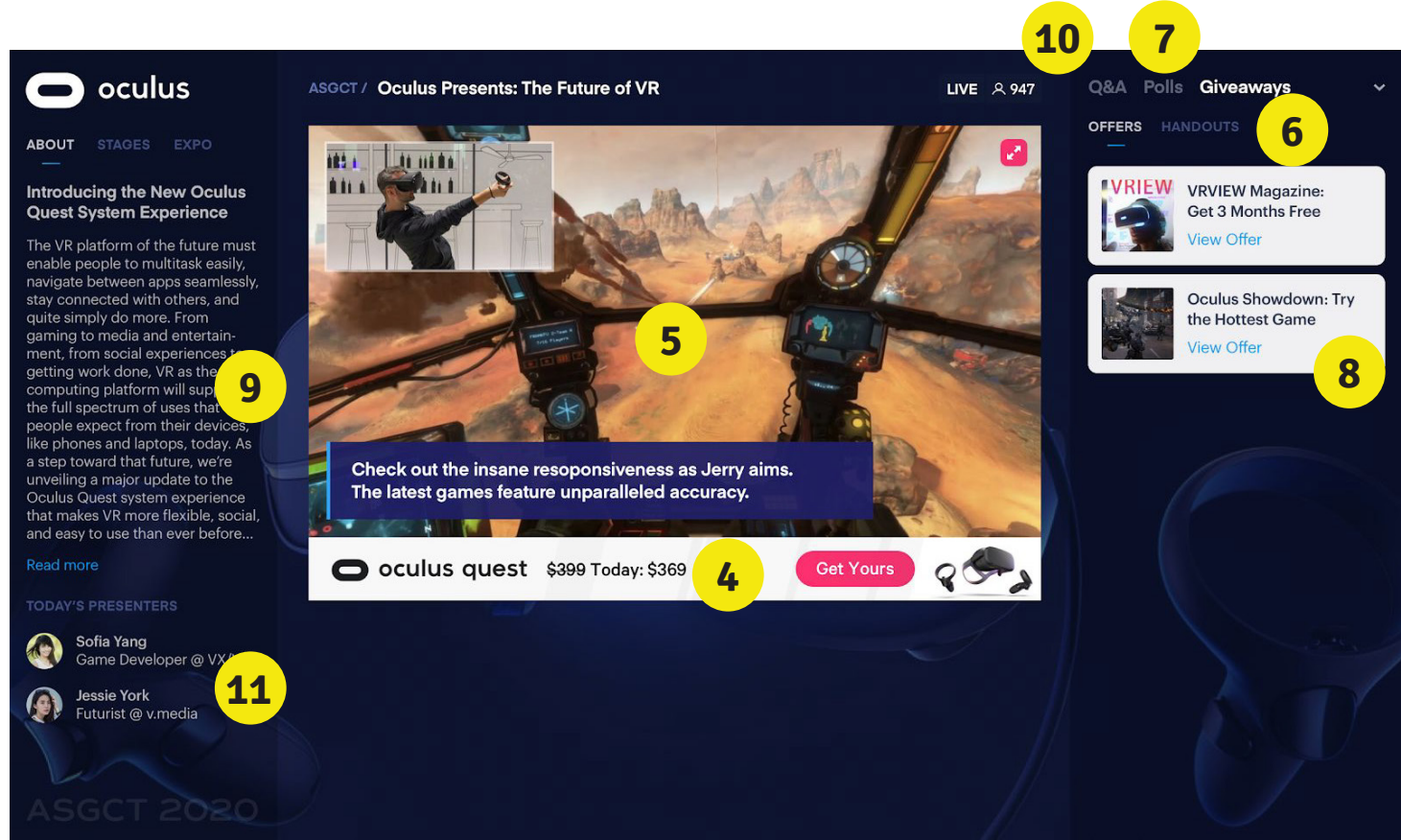
EXPO HALL LANDING PAGE GRAPHICS DIMENSIONS EXAMPLE



EXPO HALL LANDING PAGE WITH GRAPHICS AND TAGLINES



EXPO HALL INTERIOR OF BOOTH PAGE GRAPHICS DIMENSIONS EXAMPLE



Items in red denote upgrades from previous booth package

“ALPHA” SPONSOR PACKAGE (SOLD OUT)

Includes ten training institute registrations (additional registrations are available at \$170 per person)
Sponsor recognition in training institute marketing eblasts

PRE-TRAINING INSTITUTE BENEFITS

Logo within general session slidedeck
Logo on official training institute website (highest visible position)

TRAINING INSTITUTE WIDE BENEFITS

Clickable banner in a general session
32 word custom post in networking lounge by APPA
60-seconds of total air-time for your “infomercial” shown pre-general session(s). (MP4 due 8/3/2020).

EXTERIOR OF BOOTH

- 1 “Jumbo” sized signage in expo hall 576 x 332px - maximum visibility!**
- 2** Company logo
- 3** Company title/tagline (30 character)

INTERIOR OF BOOTH

- 4** Clickable banner from within booth (1300 x 112px)
- 5** Choose to run live or automated video from within your booth
- 6** PDF handouts for visitors
- 7** Polling: Ask attendees to answer questions and determine if they can see results
- 8** Offers: Push booth visitors pop-up or slide-out call-to-actions
- 9** Booth description 80-90 words visible with “Read more”
- 10** Q&A: live moderated Q&A session with attendees
- 11** Booth “presenter” name, image, 25 word bio, social profile links

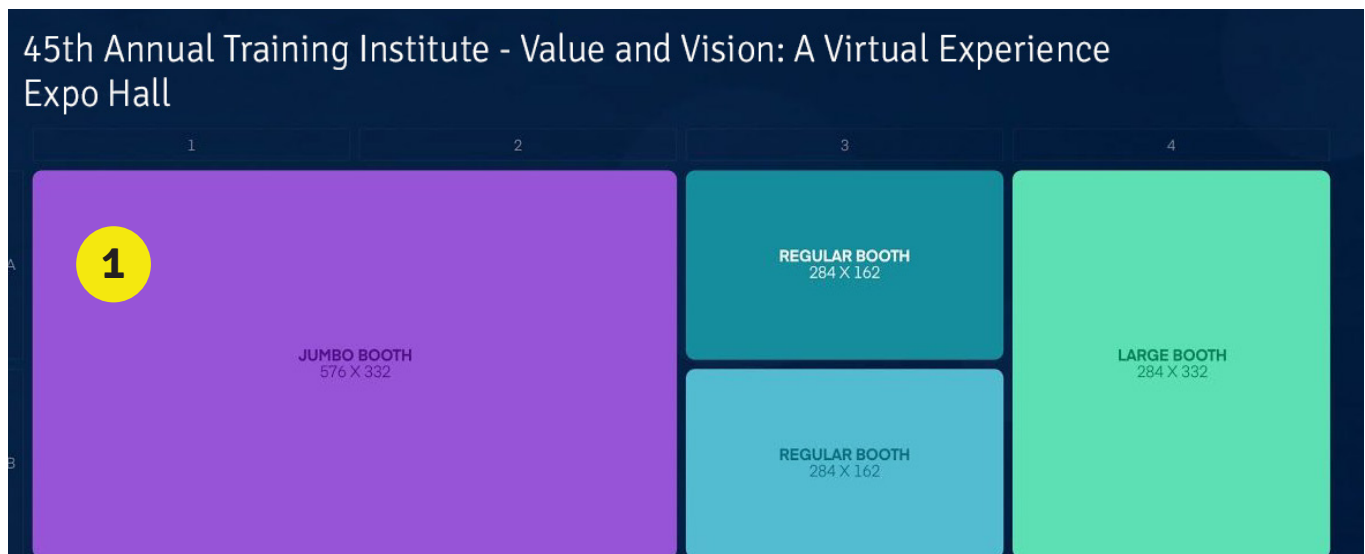
POST TRAINING INSTITUTE BENEFITS

60 minute post-training institute webinar. (Must be scheduled by **December 15, 2020.**)

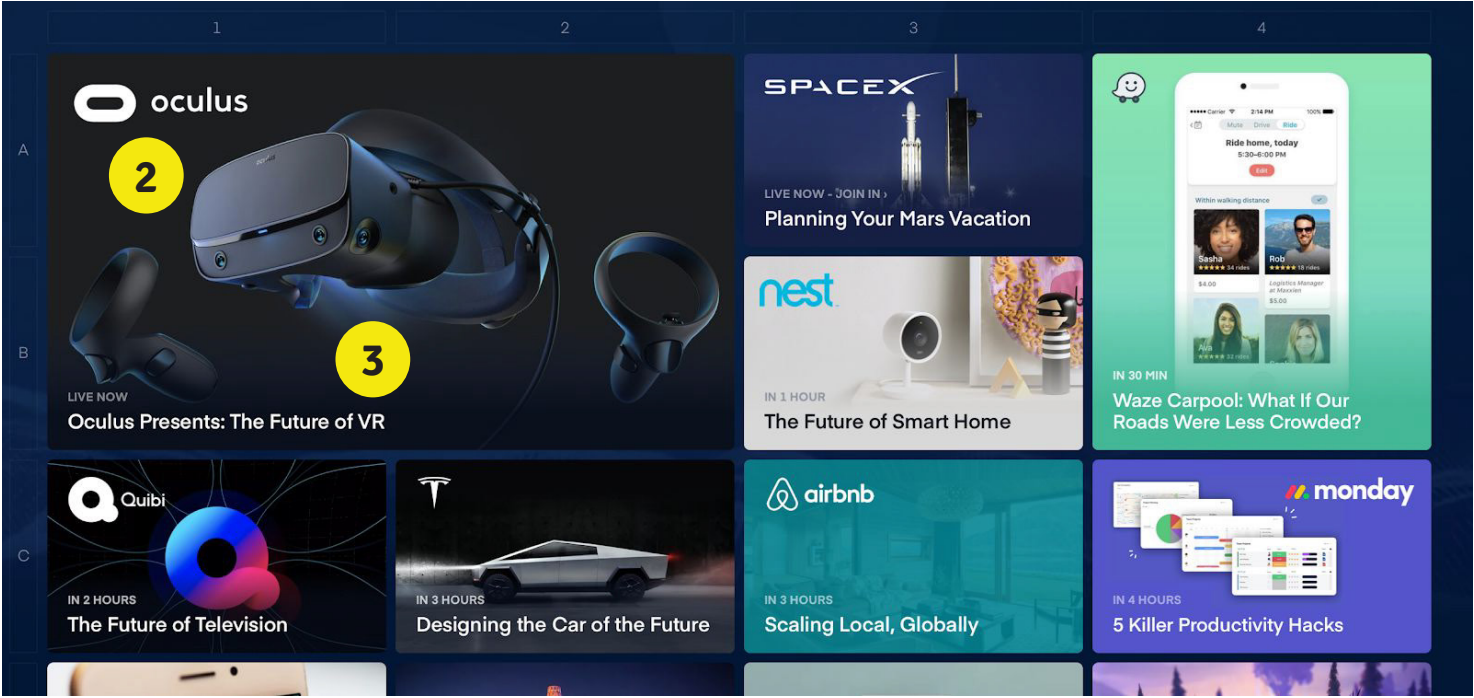
COST

\$5,000 Non-Profit
\$5,000 For-Profit

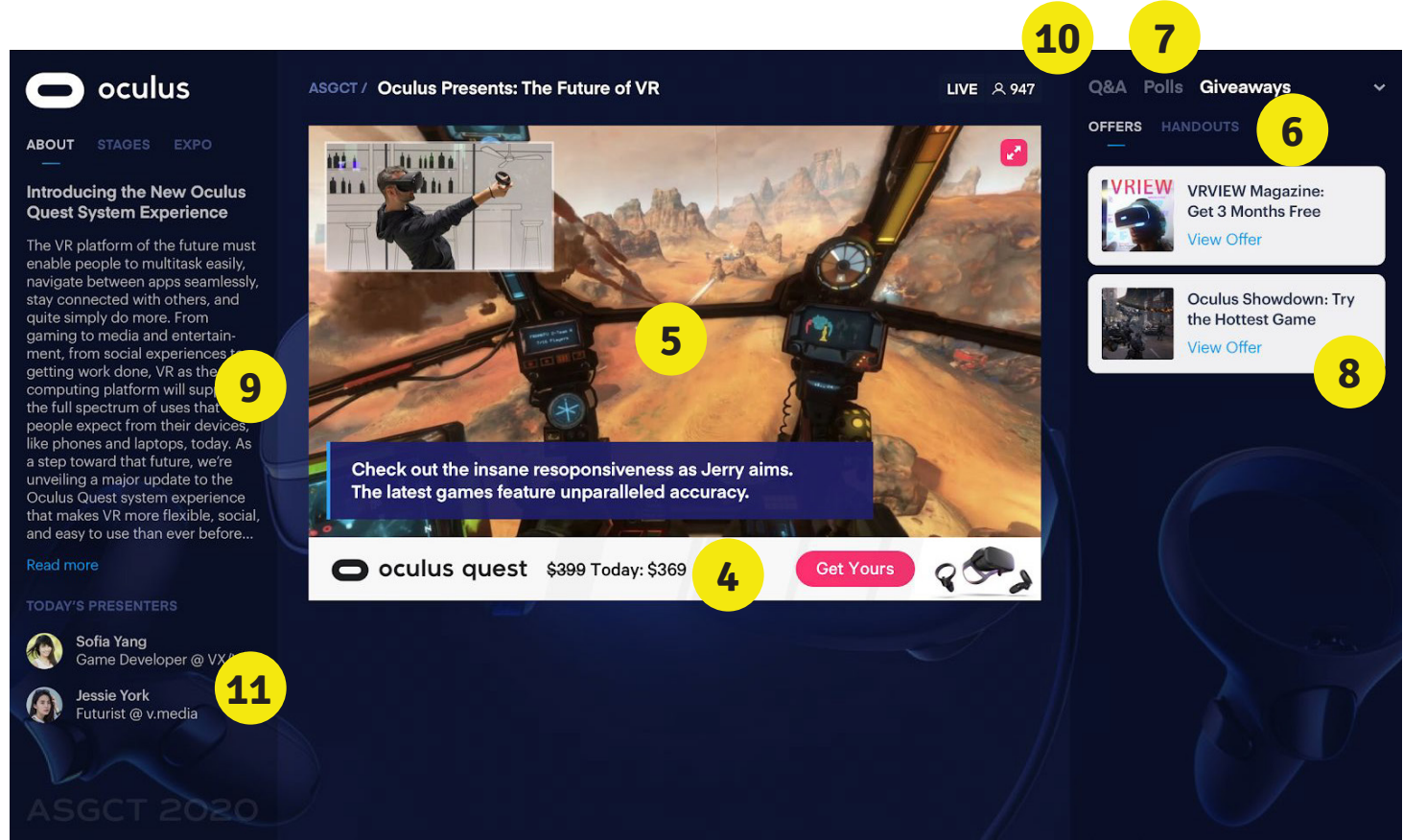
EXPO HALL LANDING PAGE GRAPHICS DIMENSIONS EXAMPLE



EXPO HALL LANDING PAGE WITH GRAPHICS AND TAGLINES



EXPO HALL INTERIOR OF BOOTH PAGE GRAPHICS DIMENSIONS EXAMPLE





45TH ANNUAL TRAINING INSTITUTE
AUGUST 24-28, 2020

RESERVATION CONTRACT

Company Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

Email _____

	NON PROFIT	FOR PROFIT	CORPORATE MEMBER	TOTAL
VIRTUAL BOOTH RATES				
<input type="checkbox"/> BASIC BOOTH PACKAGE	\$500	\$800	xxxx	
<input type="checkbox"/> ENHANCED BOOTH PACKAGE	\$1,200	\$1,500	\$800	
<input type="checkbox"/> "BETA" SPONSOR PACKAGE (12 AVAILABLE)	\$2,500	\$2,500	\$2,500	
<input type="checkbox"/> "ALPHA" SPONSOR PACKAGE (6 AVAILABLE)	\$5,000	\$5,000	\$5,000	

PAYMENT

☐ Check Enclosed

For credit card payments, please call 859.244.8206

Reserve a booth online at

<https://form.jotform.com/appaforms/vti-exhibit-sponsor-reservation>

FAX, MAIL, OR EMAIL CONTRACT TO:

Darlene Webb, Exhibit Coordinator
1776 Avenue of the States, Lexington, KY 40511
Fax: 859.244.8001
APPAExhibits@csg.org