



# VIRTUAL

## 2021 Winter Training Institute | Feb 22-26

American Probation and Parole Association

## Exhibitor Sponsor Deck

Get set for the exciting marketing opportunities for APPA's 2021 Winter Training Institute! **We expect 1000+ probation, parole, and other community corrections professionals** — your prospective clients — **to participate**. Our virtual event is set up to entice attendees and drive business *to you!* Maximize your exposure, generate new sales leads, and demonstrate your support of the American Probation and Parole Association through an easy to use platform.

APPA's 2021 Winter Training Institute will feature a virtual Expo Hall, enabling you to customize your booth with on-brand materials (videos, documents, links, etc.) as well as specific offers. There are several ways to engage attendees (chat, polls, Q&A), including live video streaming.

### What online platform is being used?

[Accelevents](#) - a feature-rich, *self-serve* virtual event platform.

### When is the Expo Hall scheduled?

The Expo Hall will be open from 10:00am – 08:00pm each day of the event (Monday through Friday). While you are not required to be present at your booth at all times, APPA will be reserving and marketing the following exclusive dates and times for attendees to visit the Expo Hall:

Monday, February 22	02:15pm – 03:30pm EST
Tuesday, February 23	12:30pm – 01:45pm EST
Wednesday, February 24	12:30pm – 01:45pm EST
Thursday, February 25	12:30pm – 01:45pm EST and 06:15pm – 07:30pm EST

In addition to the dedicated Expo Hall times, there will be built-in gamification and an Expo Hall Hunt to encourage attendees to engage with your booth throughout the event.

*Want to kick it up a notch?* Increase your visibility with our special sponsorship and engagement opportunities. View all your options below.

# Exhibit Booth and Sponsorship Options

Benefit*		Alpha Sponsor	Beta Sponsor	Enhanced Booth
	Initial Availability**	7	10	many
	Base Pricing	\$5000	\$2500	\$1500/\$1200
1	Expo Card on Expo Hall Floorplan	Large 540px X 256px first tier	Large 540px X 256px second tier	Medium 256px X 256px third tier
2	Full Registration for Booth Representatives Included	8	6	4
3	Additional Full Registration for Booth Representatives	\$170 each	\$170 each	\$170 each
4	Booth Content (graphics, description, videos, docs, links)	✓	✓	✓
5	Text Chat, Polling, & Q/A	✓	✓	✓
6	Inclusion in General Attendee Gamification	✓	✓	✓
7	On-Demand Lead Retrieval Data	✓	✓	✓
8	1-to-1 Meeting Schedule Tool	✓	✓	✓
9	Video Streaming from booth w/ your Zoom Account Attendees see & hear Exhibitors. Exhibitors only hear attendees, no video.	✓	✓	✓
10	Video Streaming from booth w/ Accelevents Studio 2-way audio/video, plus additional live attendee data.	\$99 per day	\$99 per day	\$99 per day
11	Sponsor Hall Hunt (7 available)**	\$250	\$250	
12	Sponsor Silent Auction In support of Seattle Indian Health Board	\$250	\$250	
13	Sponsor Special Event (Yoga, Bingo, DJ, Reception, etc...)	\$250	\$250	
14	Recognition in Opening Session Slide Deck	✓	✓	
15	Logo on Training Institute Website	✓	✓	
16	Linked Company Name in APPA Marketing Eblasts	✓	✓	
17	Inclusion in Sponsor Directory in the Lobby	✓	✓	
18	Logo at Bottom of Attendee Emails During Event	✓		
19	Sponsor Logo on Main Stage/Plenary Sessions	✓		
20	Commercial Spot (30 seconds) Pre-Opening Plenary Session	✓		

\*This does not guarantee that you will receive the package requested. Show management reserves the right to make the final package assignment and to change, at its sole discretion, any such assignments based on a first-come first-served basis.

\*\*See online reservation form for remaining availability.

**RESERVE YOUR PACKAGE TODAY!**

For questions, please contact [Darlene Webb](#), 859-244-8206



Legal Sea Foods

Sponsor

If it ain't fresh, it ain't Legal!™



Yoga

Sponsor



Los Angeles Dodgers


Sponsor

(654 members)

Virtual Test Event

Last Thursday at 8:52 AM

Whitney IT Support  
accevents.com/u...



System Checker  
accevents.com

Last Friday at 10:15 AM

Type your message

Virtual Show

Search

All 44

Diagnostics & ADAS 2

Hand/Service/Power Tools 11

Lifting/Wheels/Alignment 5

1



INFORMATION DESK

Information Desk



CARLYLE TOOLS by NAPA

Balkamp  
Hand/Service/Power Tools

- LIGHTING
- SERVICE TOOLS
- AIR TOOLS
- LIFTING
- HAND TOOLS
- TOOL STORAGE
- SHOP EQUIPMENT

1



RON CAPPS

Ron Capps - NAPA Racing



PRIZE BOOTH!

Prize Booth



Rotary

Rotary Lift  
Lifting/Wheels/Alignment



Homak

Homak  
Tool Storage



Since 1976

DHC



Firepower



Ken-Tool



Chicago Pneumatic

< Apple Apple Technology company Available

Live Video Company Details Offer



Live Stream Polls, Q&A

5

- Lucas Simões  
What happens when you cross a singer and a rocking chair? you rock to the beat.
- Jurrien Oldhof  
The Advantages Of Minimal Repair Technique
- Débora Barbosa  
What happens when you cross a singer
- Emilee Simchenko  
Cleaning and organizing your computer 🤖

Documents & Links

4

f 🐦 📷

- Company-intro.pptx
- Value-proposition.pdf
- www.apple.com

Company Representatives

2

- Henk Fortuin  
Moderator at Apple
- Uruewa Himona  
Moderator at Apple

Type message...

😊 📎

Leads Chat with a Lead Company Details Team Products

Leads List (58 Leads)

Download Lead Download Exhibitor + New Lead

7

Name	Company	Rating	Email	Phone	Time	Owner	Source	Action
Accevents Admin	Accevents	WARM	-	-	09/03/2020 11:33 AM (EDT)	Unassigned	-	📧 🗑️
Accevents Admin	Accevents	WARM	-	-	09/03/2020 11:33 AM (EDT)	Unassigned	-	📧 🗑️
Natashia Shields	Accevents	HOT	-	-	09/03/2020 11:41 AM (EDT)	Archer Shields	-	📧 🗑️ 📅