



AMERICAN PROBATION AND
PAROLE ASSOCIATION

2022 Winter Training Institute



Sponsorship Deck

Get set for exciting marketing opportunities in **Atlanta** during APPA's 2022 Winter Training Institute! **We are planning for 800+ pretrial, probation, and parole practitioners and others interested in the field.** For the second time, APPA will host a **hybrid** event (in-person and virtual). In-person you will be in front of your target audience to get maximum exposure, generate new sales leads, and demonstrate your support of APPA, but more importantly, support of the field.

Benefit *	ALPHA Sponsor	BETA Sponsor	GAMMA Sponsor	DELTA Sponsor
~ INITIAL AVAILABILITY ~ **	3	4	4	4
~ BASE PRICING ~	\$8,000	\$5,000	\$2,500	\$1,000
Commercial Spot (30 seconds) Opening Plenary Session	yes	-	-	-
Sunday Reception in Expo Hall	yes	-	-	-
Plenary Session (one session only) (a two-minute intro of keynote + logo in app and web guide)	yes	-	-	-
Bag Stuffer (one item of your choice; <i>supplied by sponsor</i>)	yes	-	yes	-
Reception on Monday	-	yes	-	-
Coffee Break (Monday or Tuesday)	-	-	yes	-
Training Institute Event App and Web Guide	yes	yes	yes	-
Training Institute Marketing Website	yes	yes	yes	yes
APPA Marketing Eblasts	yes	yes	-	-
Opening Plenary Session Slide Deck	yes	yes	yes	-
Page in App and Web Guide (logo, banner, description, URL)	yes	-	-	-
Gift Cards for Expo Hall Giveaways (<i>multiple: \$5, \$10, \$25 and one \$100</i>)	-	-	-	yes
Social Media Logo and Posts	-	-	-	yes
Floor Clings (four <i>each</i>)	-	-	-	yes

~ A La Carte Sponsorships ~ (see online reservation form)		Open to All
Salute to Health and Wellness Networking Event		\$7,000
Live Streaming Session		\$2,000
Wi-Fi Service		\$2,000
Board Luncheon (Two-minute presentation + handouts)		\$1,500
**COVID-19 Safety Measures (Vaccine Verification, Temperature Scanner)		\$1,000
Attendee Badges		\$1,000
Lanyards (supplied by sponsor)		\$1,000
Water Bottles (supplied by sponsor)		\$1,000
Hand Sanitizer (supplied by sponsor)		\$1,000
Yoga (instructor means supplied by sponsor)		\$1,000
**Bingo Game		\$250

**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 SPONSORSHIP

For questions or customized opportunities, please contact [Darlene Webb](#) at 859-244-8206.