# APPA 2027 Winter Training Institute Sponsorship Opportunities

January 24-27, 2027 | New Orleans, Louisiana
Sheraton New Orleans
500 Canal Street
New Orleans, LA 70130

## The Community Corrections Event You Won't Want to Miss

**Join APPA in New Orleans for the 2027 Winter Training Institute, the premier gathering for community corrections professionals!**

More than 1,000 professionals are expected to gather fresh ideas, meaningful connections, innovative solutions, and conversations shaping the future of community corrections.

Connect with agency leaders, decision-makers, supervisors, practitioners, and key system partners. **Discover what's next, share what's working, and build relationships that last beyond the conference.**

**One field. One community. One unforgettable experience.**

**RESERVE YOUR SPONSORSHIP NOW**

## Terms & Conditions

Full payment is required prior to the start of the training institute. Sponsorships are assigned on a first-come, first-served basis and are not guaranteed until confirmed.

**FULL PAYMENT IS DUE NO LATER THAN JANUARY 15, 2027**

## Contact

Darlene Webb
Director of Operations
Email: dwebb@csg.org

## Why Sponsor?

**Put your brand in front of the people shaping community supervision.**

Connect face-to-face with professionals who influence **policy, purchasing, technology, and implementation** across the country. Attendees come ready to learn, explore solutions, and discover resources they can bring back to their agencies.

Sponsorship gives your company the opportunity to:

- **Increase brand visibility** with a national audience.
- **Connect with decision-makers** and qualified prospects.
- **Showcase your solutions** to an engaged audience.
- **Build meaningful relationships** and long-term partnerships.
- **Generate new business** and strengthen your position as a trusted industry resource.

**Bring your brand. Build your network. Grow your impact.**

**Join APPA in New Orleans and be part of what's next.**

| SPONSORSHIP LEVELS | Beacon | Steamboat | Levee | Anchor |
|---|---|---|---|---|
| **PRICING/AVAILABILITY** | **$25,000<br>1 Available** | **$10,000<br>3 Available** | **$5,000<br>5 Available** | **$1,000<br>Unlimited** |
| **30 Second Commercial in a Plenary Session** | **Included** | **-** | **-** | **-** |
| **30 Second Commercial in APPA's Training App** | **Included** | **Included** | **Included** | |
| **One Meeting Room for the Duration of the Training** | **Included** | **Included** | **-** | **-** |
| **Company Message:** ***a two-minute on-stage message during a plenary session*** | **Included** | **-** | **-** | **-** |
| **Verbal Expo Hall Recognition** | **Included** | **Included** | **Included** | **Included** |
| **Bingo Card: POPULAR** | **Included** | **Included** | **Included** | **Included** |
| **Coffee and Carbs in the Expo Hall**: *on Monday/Tuesday, to include sponsorship signage* | **Included** | **Included** | **Included** | **-** |
| **Bag Stuffer:** ***one item of your choice to be included in attendee bags upon check-in, item(s) must be supplied by business/company*** | **Included** | **Included** | **Included** | **-** |
| **Business/Company Page Available in Training App:** ***to include logo, banner, description, and URL*** | **Included** | **Included** | **Included** | **Included** |
| **Business/Company Logo on Plenary Slides** | **Included** | **Included** | **Included** | **Included** |
| **Business/Company Logo on Training Institute Website** | **Included** | **Included** | **Included** | **Included** |
| **Business/Company Logo in Training Institute Eblasts** | **Included** | **Included** | **Included** | **Included** |
| **Business/Company Featured Across APPA's Social Media** | **Included** | **Included** | **Included** | **Included** |

## À La Carte Opportunities

Sponsorship opportunities give our company partners the chance to build relationships and gain extra publicity to help increase visibility. This is your chance to be face-to-face with the leaders and decision makers who want to learn about the products and services your company has to offer to enhance their work in the field! A La Carte sponsorship opportunities are available to all.

*Customized partnerships are available upon request. For more information, please email Darlene Webb, APPA Director of Operations at dwebb@csg.org.*

| **A LA CARTE SPONSORSHIP OPPORTUNITIES** *(see online reservation form)* | **PRICE** |
|---|---|
| **Keynote Speaker:** *sponsor one keynote speaker* | **$25,000** |
| **First Time Attendees Networking Event***: includes signage and welcome remarks from company representative* | **$2,500** |
| **Wi-Fi Service: POPULAR** | **$2,500** |
| **Cell phone/Device Charging Station:** *(centralized at your business/company booth or registration)* | **$2,500** |
| **Logo on Attendee Badges: POPULAR** Company logo printed on all attendee badges. | **$2,000** |
| **Lanyards: POPULAR** *(Sponsor is responsible for all costs, distributed to all attendees at check-in)* | **$2,000** |
| **Conference Bags: POPULAR** *(Sponsor covers all costs, distributed to all attendees at check-in)* | **$1,200** |
| **Company Logo Floor Clings:** *three each, per sponsorship* | **$1,000** |
| **APPA Awards:** *to include business/company log on plaque, and photo opportunity with awardee* | **$1,000** |
| **Bag Stuffer POPULAR** *(One company-supplied item will be included in attendee bags at check in)* | **$1,000** |
| **Exhibit Hall Bingo Card: POPULAR** *(Bingo Card includes logo placement. See Anchor Sponsorship for enhanced bingo benefits.* | **$500** |
| **Post-Event Survey: *NEW*** *(Logo, description, and URL on survey invitation with company-branded messaging.)* | **$250** |