

CONFERENCE SPONSORSHIP OPPORTUNITIES 2019



MAY 19-22

National Health and
Human Services Summit
ARLINGTON, VA



APRIL 29-MAY 2

AAICPC Business Meeting and
Child Welfare Conference
INDIANAPOLIS, IN

INTERSTATE PLACEMENT



APRIL 4-5

Local Council Retreat
(by invite)
CHARLOTTE, NC



AUGUST 25-28

AASD/NASTA Educational
Conference
CHARLOTTE, NC

SNAP/TANF



AUGUST 5-8

NAPIPM Educational
Conference
MEMPHIS, TN

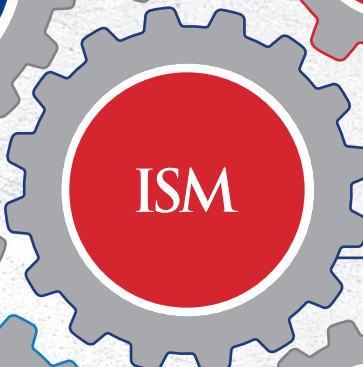
PROGRAM INTEGRITY



SEPTEMBER 22-25

ISM Annual Conference
MILWAUKEE, WI

TECHNOLOGY



OCTOBER 20-23

NSDTA Educational
Conference
LONG BEACH, CA

ORGANIZATIONAL EFFECTIVENESS



OCTOBER 25-27

Leadership Retreat and
Harvard HHS Summit
(by invite)
CAMBRIDGE, MA

OCTOBER 27-30

AAHHS Educational
Conference
ARLINGTON, VA

LEGAL



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CONFERENCE SPONSORSHIP OPPORTUNITIES 2019

Benefits of Sponsorship

Sponsoring the APHSA member educational conferences allows you to position your company as a leader in the health and human services [H/HS] field, establish relationships with policymakers, deepen current customer relationships, educate state and local human services leaders about your solutions and learn about your customer's challenges and priorities.

These conferences are specifically designed to provide strategic thinking, real-world examples of innovation, best practices and emerging technologies to help attendees learn more about improved service delivery, state, local and federal policy, and innovative and transformational trends in H/HS.

Whether you sponsor for the year or a single conference, you have an opportunity to reach the top health and human services leaders. From the Agency Executive and Deputy to the Program Director or Analyst and beyond, your sponsorship will give you exposure at these five (5) 2019 Annual Conferences:

APHSA National Health and Human Services Summit

May 19-22 | Arlington, VA

National Association of Program Information and Performance Measurement (NAPIPM)

August 5-8 | Memphis, TN

American Association of SNAP Directors and National Association of State TANF Directors (AASD/NASTA)

August 25-28 | Charlotte, NC

National Staff Development and Training Association (NSDTA)

October 20-23 | Long Beach, CA

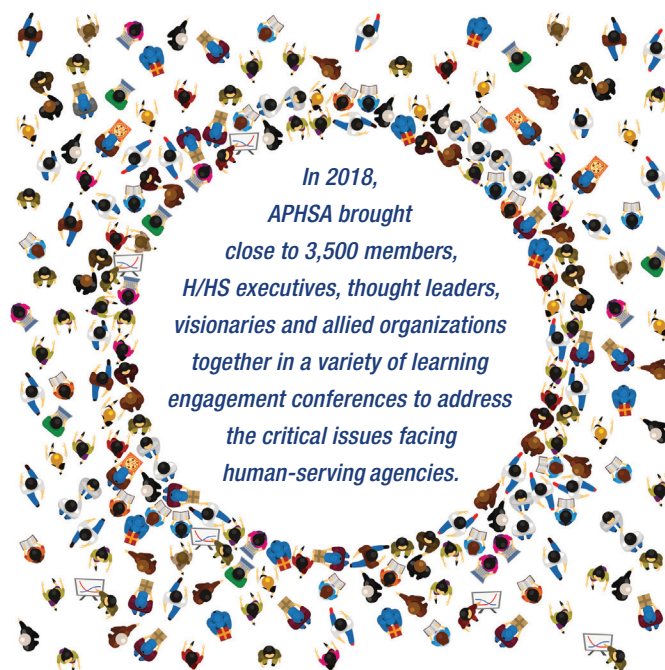
American Association of Health and Human Services Attorneys (AAHSA)

October 27-30 | Arlington, VA

Your sponsorship will create excellent exposure and significant brand awareness throughout the conference season from the initial marketing phase, during the event and post-event by taking advantage of these impactful opportunities.

We offer sponsorship opportunities to fit different goals and budgets. Also, our Events and Sponsorship Team would be happy to work with you to customize a sponsorship to meet your specific goals.

These sponsorship offerings exclude benefits for the IT Solutions Management (ISM) Conference held September 22-25, 2019, in Milwaukee, WI.



*In 2018,
APHSA brought
close to 3,500 members,
H/HS executives, thought leaders,
visionaries and allied organizations
together in a variety of learning
engagement conferences to address
the critical issues facing
human-serving agencies.*

Top Ten Reasons to Sponsor or Exhibit in 2019

According to the Center for Exhibition Industry Research October 2015, these are ten of ninety-nine reasons why companies sponsor or exhibit at events:

1. Sell products and services
2. Gather qualified leads for post-exhibition company follow-up
3. Introduce new products or services to a market
4. Demonstrate new products or services
5. Demonstrate new uses of existing products or services
6. Give your customers an opportunity to meet the experts
7. Give your CEO an opportunity to meet your customers
8. Solicit feedback from customers
9. Connect senior management with customers
10. Open new markets

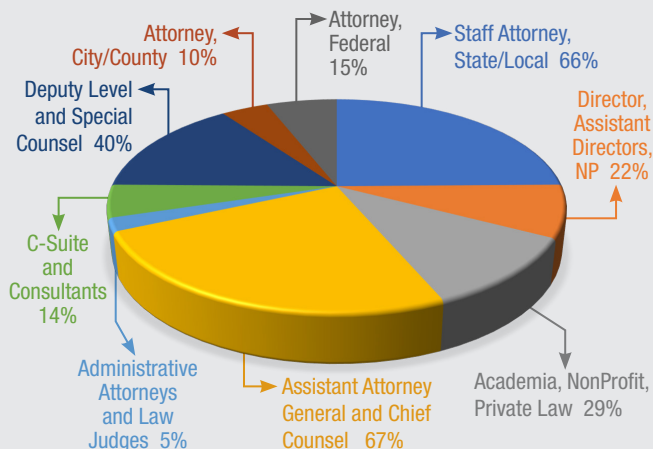
FOR MORE INFORMATION CONTACT

Natasha Laforteza, Sponsorship Coordinator
ads_exhibits@aphsa.org | (703) 549-9500

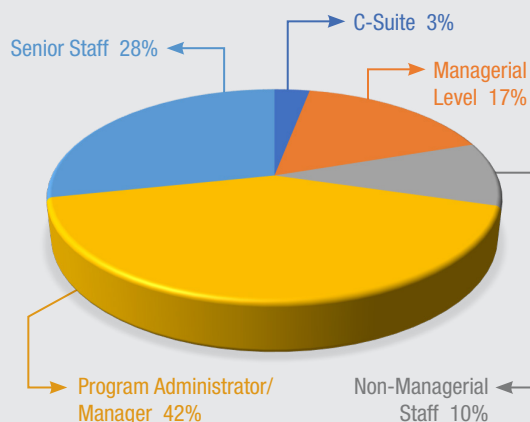
Donna Jarvis-Miller, CMP, CEM
Director, Membership and Events
djarvis-miller@aphsa.org | (202) 866-0569

APHSa Events & Conferences: Attendee Demographics by Titles¹

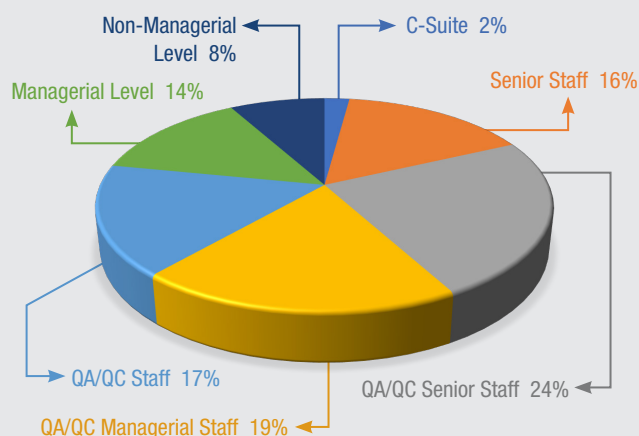
2016–2018 AAHSA CONFERENCE



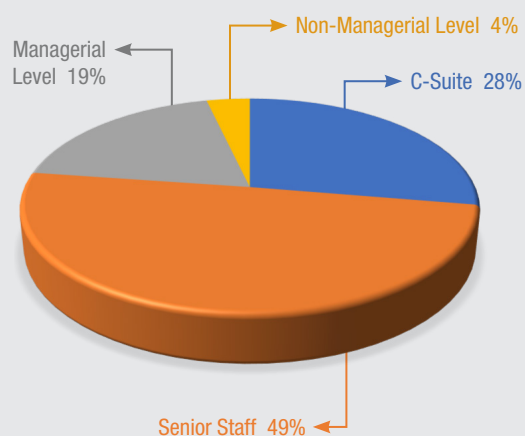
2016–2018 AASD/NASTA CONFERENCE



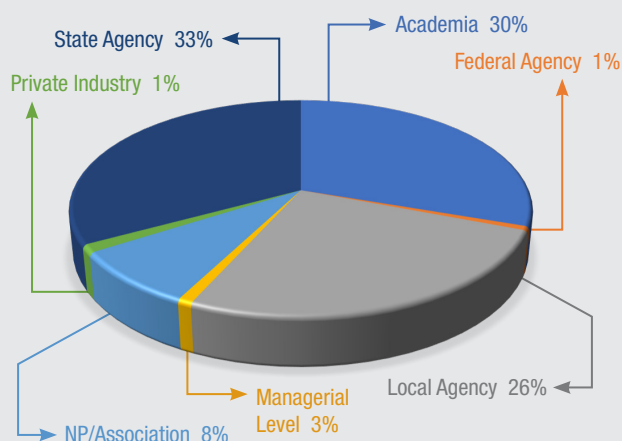
2016–2018 NAPIPM CONFERENCE



2018 NATIONAL H/HS SUMMIT



2016–2018 NSDTA CONFERENCE



AVERAGE NUMBER OF ATTENDEES PER CONFERENCE¹

CONFERENCE	AVG. #
AAHSA	154
AASD/NASTA	224
NAPIPM	175
N.T.L. H/HS SUMMIT	394
NSDTA	230

DEFINITIONS

Senior Staff is defined as Deputy, Deputy Director, Associate Commissioner, Chief of Staff and other Senior titles.

Managerial Level is defined as staff that have a supervisory role.

Program Administrator/Manager is defined as Program Administrators/Managers.

QA/QC is defined as staff directly responsible for Quality Assurance or Quality Control.

¹ Based on three years of actual attendees at each conference.

Sponsorship Opportunity Levels – Full Year

BENEFITS	GOLD \$25,000	SILVER \$12,500	BRONZE \$8,500
Tabletop Exhibit ¹	✓	✓	✓
Acknowledgment During General Sessions and Throughout the Conference	✓	✓	✓
Recognized as a Sponsor on the Conference App	✓	✓	✓
Bag Insert per Conference ²	✓	✓	N/A
One (1) Door Drop at Two Conferences Between January – December 2019 ³	✓	N/A	N/A
Receipt of Full Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference
Complimentary Registrations, per Conference ⁴	5	3	2
Recognition on the APHSA Conference Website	Logo with URL	Logo with URL	Logo with URL
Choice of One (1) of the Following Additional Benefits for the Year ⁵	Meeting Room Wi-Fi Conference App Hotel Room Keycards	Conference Signage Conference Bag Conference Notebook Networking Reception (2 Opportunities per Conference) Keynote Speaker (1 Opportunity per Conference)	Charging Station Coffee Breaks (per Conference)

¹ Tabletop is defined as one (1) skirted six (6) foot table or equivalent space, two chairs and access to one (1) 110 outlet. AV is additional and may be ordered directly from the AV provider.

² Bag inserts should be no larger than 8.5"x11" and weigh no more than five (5) ounces.

³ Select up to two (2) conferences for a door drop. Sponsor provides the item for the door drop.

⁴ Complimentary registrations may be used amongst the five (5) conferences. Additional registrations will be made available at a discounted rate.

⁵ APHSA will work with you to customize the items. Most of these items are co-branded.

This Is Your Chance To Reach Top Health and Human Services Leaders!

From the Agency Executive and Deputy to the Program Director or Analyst and beyond, your sponsorship will receive exposure at these five (5) 2019 Annual Conferences:

APHSA National Health and Human Services Summit

May 19-22 | Arlington, VA

National Association of Program Information and Performance Measurement (NAPIPM)

August 5-8 | Memphis, TN

American Association of SNAP Directors and National Association of State TANF Directors (AASD/NASTA)

August 25-28 | Charlotte, NC

National Staff Development and Training Association (NSDTA)

October 20-23 | Long Beach, CA

American Association of Health and Human Services Attorneys (AAHSA)

October 27-30 | Arlington, VA

Explanation of Sponsorship Benefits – Full Year

Year-round sponsors enjoy benefits of the specific level plus additional exposure as defined here:

Exhibit Space (Tabletop)

Benefit from traffic throughout the foyer of the meeting space with a tabletop display during every conference. The exhibit includes the following:

- One (1) six-foot skirted table or equivalent space with two (2) chairs
- One (1) 110 outlet access
- One (1) tabletop sign with logo

Bag Insert

This allows another opportunity to provide all attendees with your organization's brand and a reminder to connect with you post-conference. Bag inserts should be no larger than 8.5"x11" or weigh less than five (5) ounces.

Meeting Room Wi-Fi

One opportunity for the year

Attendees carry an average of 2.5 electronic devices to stay connected. Sponsoring this key item, your benefits will include:

- Logo recognition at the conference as the conference Wi-Fi sponsor
- Your company name (or acronym) used as the login password
- Company brand displayed on the splash page

Conference App

One opportunity for the year

Put your company logo on the APHSA Mobile App. The exciting opportunity will get you in front of the attendees, even before they arrive. Your company will also receive the additional benefit for a banner ad placed on the conference app.

Note: Sponsor provides the artwork to the specifications for the branding.

Hotel Room Keycards

One opportunity for the year

This opportunity reaches all conference attendees with your brand at their fingertips every time they go to their hotel room. Keys will be distributed at the primary hotel for each conference.

Conference Signage

One opportunity for the year

Attendees check out the Agenda-At-A-Glance and other conference signage to know where to be at any given time during the conference. Your company logo will be on all general conference signage and displayed throughout the venue.

Conference Bag

One opportunity for the year

This is a co-branded opportunity which includes:

- Your four-color (4c) logo printed on the conference bags and one (1) insert

Note: Sponsor provides the insert. Cost of the sponsorship includes printing of the conference bags with sponsors 4c logo and APHSA co-branded.

Conference Notebook (Journal)

One opportunity for the year

This co-branded opportunity which is very popular with attendees includes:

- Your four-color (4c) logo designed into the co-branded notebook/journal cover
- Sponsor receives a single, four-color (4c) advertisement inside the notebook/journal

Note: Sponsor provides the artwork for the advertisement to the specifications of the notebook/journal. Cost of the sponsorship includes printing of the conference notebook (journal) co-branded with sponsor's 4c logo and APHSA.

Charging Station

One opportunity for the year

This opportunity allows you to put your brand on the charging station for each conference.

Note: Sponsor provides the artwork.

Coffee Breaks

One opportunity per conference

Put your company logo on coffee break signage. Coffee breaks are very popular amongst attendees as they move from one session to another. Up to two-color (2c) logo napkins will be provided for the breaks.

SPONSORSHIPS À LA CARTE OPPORTUNITIES

Choose from the à la carte offerings to build a custom package to meet your marketing goals. These opportunities are in addition to the annual sponsorship fee above for the year.

Engagement Opportunity

Two opportunities per conference

Investment: \$12,500 per Reception

The “Welcome Reception” and “Network Reception” are premier social events at every conference. Sponsorship ensures exposure to all attendees at these networking events, and you will receive the following benefits:

“Sponsored by” signage will be placed at the event

Up to 2-color logo imprinted cocktail napkins placed at the event

Additional branding is provided, when possible

Keynote Speaker

One opportunity per conference

Investment: \$12,500 per Conference

Keynote speakers set the tone or bring it all to a close for conference attendees. Underwriting this opportunity provides you with an opportunity to invest in the development of our members and attendees. You will also enjoy these additional benefits:

“Underwritten by” signage placed at the session

Opportunity to introduce the keynote speaker and opportunity to provide a 2-minute highlight of your organization.

Opportunity for a personal meet and greet for you and invited guests.

Continental Breakfasts

At least three opportunities per conference

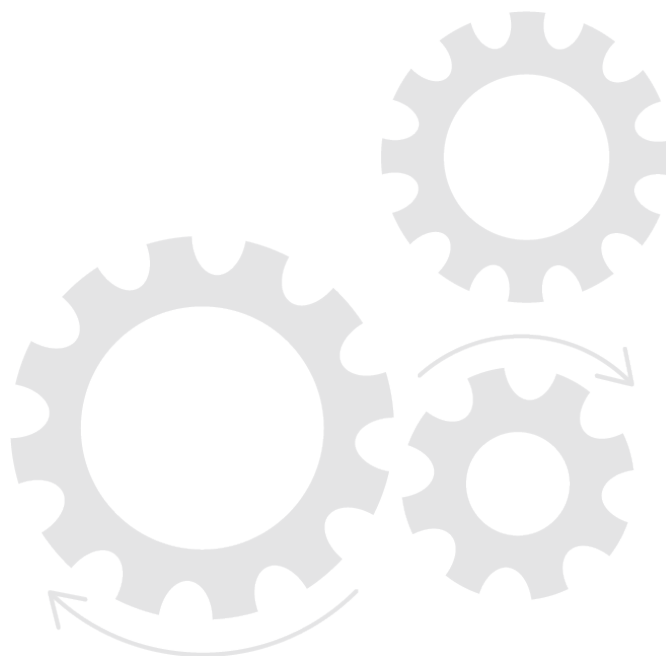
Investment: \$5,000 per Breakfast;

Sponsor All Breakfasts for \$12,500 per Conference

Kick-start the day! Breakfast is a great way to jump-start the day and open ongoing conversations with conference participants. As a breakfast sponsor, your company will meet, greet, and network with participants, while receiving the following additional benefits:

Logo recognition at each breakfast with appropriate signage near the serving area

Up to 2-color logo cocktail napkins placed at the continental breakfast



ACT NOW!

All sponsorships are sold on a first come, first served basis! If you wish to take advantage of this opportunity, act now by completing the contract on page 9 and return to:

Natasha Laforteza

Sponsorship Coordinator

T: (703) 549-9500

E: ads_exhibits@aphsa.org

American Public Human Services Association
1101 Wilson Boulevard, 6th Floor
Arlington, VA 22209

SPONSOR SINGLE CONFERENCES

Benefits of Single Sponsorships

APHSA recognizes that reaching a niche or targeted market may be the driving force for your sponsorship. You can easily reach a single sector of the H/HS workforce by underwriting the conference(s) which your firm is directly focused on reaching in 2019. Below find the benefits and investment levels per conference.

Sponsorship Opportunity Levels – Single Conferences

BENEFITS	INFLUENCE \$5,000	BUILD \$2,500	CONNECT \$1,000	TABLE TOP \$900
Complimentary Full-Conference Registration	3	2	1	1
Discount Conference Registration for Additional Personnel	✓	✓	✓	✓
6' Table-Top with Two (2) Chairs, Electric Access	✓	✓	✓	✓
Bag Insert (Company provided by deadline)	✓ 1 Item	✓ 1 Item	\$750	\$750
Logo Representation on Conference Website(s)	Logo with URL	Logo with URL	Company Name (Text) with URL	Company Name (Text) with URL
Receipt of Full Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference	Post-Conference

Explanation of Sponsorship Benefits – Single Conferences

Conference Registration

Includes full-conference registration to attend all sessions and official functions.

Table-top Display

One (1) 6' skirted table-top with two (2) chairs will be provided. Company may bring their pop-up display units if they don't exceed 10'. Access to one (1) electrical outlet will be provided, if required. All exhibits will be located in the Foyer of the hotel and placement assigned on-site by staff.

Bag Insert

Should be no larger than 8.5"x11" or weigh less than five (5) ounces. Journals will not be accepted as an insert as they are sponsored for the year.

Attendee List

The list will include full contact information. We will remove the contact information of any person who does not wish to be contacted, per their opting out of this during the registration process.

FOR MORE INFORMATION CONTACT

Natasha Laforteza, Sponsorship Coordinator
ads_exhibits@aphsa.org | (703) 549-9500

Donna Jarvis-Miller, CMP, CEM
Director, Membership and Events
djarvis-miller@aphsa.org | (202) 866-0569

OUR AFFINITY GROUPS

APHSA houses several health and human service disciplines whose members are the administrators that operate agency divisions or departments in the states and localities and for the most part report to a commissioner. The affiliates cover a range of program specializations as well as support functions. APHSA members support the Association's policy work by providing critical insight and expertise in their subject area and developing detail policy and practice recommendations. Below are the descriptions of those included in the year-round conference sponsorships.

American Association of Health and Human Services Attorneys (AAHNSA)

AAHNSA is a professional organization of attorneys who represent the state and local government agencies that administer health and/or human services programs. AAHNSA facilitates the exchange of information between attorneys and promotes innovation in the field of H/HS services.

The purpose of the AAHNSA is to encourage the discussion of legal matters pertaining to health and human services and the cordial exchange of experience and knowledge related to the development of sound public policy.

American Association of SNAP Directors (AASD)

AASD was formed to strengthen the administration and management of the Supplemental Nutrition Assistance Program and contribute to the professional development of its members.

AASD promotes the exchange of experience and knowledge among those agencies of federal, state, and local government administering SNAP by providing expert advice and consultation on SNAP and other income and nutrition assistance issues.

National Association of Public Child Welfare Administrators (NAPCWA)

NAPCWA provides national leadership for the development of sound policy, successful and innovative practices and critical capacity building to improve agency performance and consumer outcomes.

NAPCWA represents state and local public child welfare agencies through their child welfare administrators, deputies and other child welfare agency staff that envision a safe and loving public child welfare system to provide children with permanent homes and support in their social and emotional growth and development.

National Association for Program Information and Performance Measurement (NAPIPM)

NAPIPM is the only national member organization dedicated to assisting professional public human service agency staff and other stakeholders who are engaged in assessing and improving program information, performance and outcomes. Its membership is open to agencies and individuals interested in enhancing the integrity and outcomes of human service programs.

The purpose is to achieve better outcomes for those served by human service benefit and support programs by strengthening program integrity, accountability, data analysis, and outcome measures. We strive to promote and enhance excellence and integrity in the development, collection, analysis, and evaluation of program data, outcomes and performance information for use in informed decision making, planning, and administration of public human services programs.

National Association of State Child Care Administrators (NASCCA)

NASCCA is an affiliate of the American Public Human Services Association (APHSA) and was established in 2000. NASCCA enhances and sustains legislative, regulatory, and fiscal policies supportive of effective child care programs.

NASCCA supports state and local leaders in developing child care resources designed to meet the needs of children from birth through school age and their families. With a focus on quality and access, NASCCA works to build a child care system that invests in children's well-being and potential through safe and affordable care that meets the developmental needs of young children.

National Association of State TANF Administrators (NASTA)

NASTA provides national leadership for the development of sound policy, successful and innovative practices, and critical capacity building to improve agency performance and consumer outcomes. NASTA promotes informed decision making through the distribution of best practices and research to enhance the professional development of both its members and the federal policy making process.

NASTA members are public administrators and other officials who are committed to developing, implementing, and evaluating Temporary Assistance to Needy Families (TANF) and related economic support programs that are responsive and accountable to the needs of the communities and the people they serve.

National Staff Development and Training Association (NSDTA)

NSDTA builds professional and organizational capacity in human services through a national network of membership sharing ideas and resources on organizational development, staff development and training.

The purpose is to support persons responsible for human service training and organizational development on the local, state or federal level.

IT Solutions Management for Human Services (ISM)

Reminder! The sponsorship offerings listed in this document exclude the 2019 ISM Conference. This year's conference will be held September 22-25 in Milwaukee, WI.

IT Solutions Management for Human Services (ISM) is a group of Health and Human Services (H/HS) Information Technology (IT) professionals representing federal, state, and local governments, from the U.S., its Territories, Canada, other countries, as well as the private sector.

APHSA CONFERENCE SPONSORSHIP OPPORTUNITIES: 2019 CONTRACT & ORDER FORM

SPONSORSHIP OPPORTUNITIES - FULL YEAR

Please Indicate Level and Additional Benefit Chosen:

☐ **Gold Sponsor – \$25,000** (select one)

☐ Meeting Room Wi-Fi ☒ Conference App ☐ Hotel Room Keycards

☐ **Silver Sponsor – \$12,500** (select one)

☐ Conference Signage ☐ Conference Bag ☐ Conference Notebook ☐ Networking Reception ☐ Keynote Speaker

☐ **Bronze Sponsor – \$8,500** (select one)

☐ Charging Station ☐ Coffee Breaks

À LA CARTE OPPORTUNITIES - FULL YEAR

Please Indicate à La Carte Opportunity and Conference(s) Chosen:

☐ **Engagement Opportunity – \$12,500 per Reception**

☐ Ntl. H/HS Summit ☐ NAPIPM ☐ AASD/NASTA ☐ NSDTA ☐ AAHSA

\$12,500 x Number of Receptions _____ = Total \$ _____

☐ **Keynote Speaker – \$12,500 per Conference**

☐ Ntl. H/HS Summit ☐ NAPIPM ☐ AASD/NASTA ☐ NSDTA ☐ AAHSA

\$12,500 x Number of Conferences _____ = Total \$ _____

☐ **Continental Breakfasts – \$5,000 per Breakfast; All Breakfasts \$12,500 per Conference**

☐ Ntl. H/HS Summit ☐ NAPIPM ☐ AASD/NASTA ☐ NSDTA ☐ AAHSA

\$4,000 x Number of Breakfasts _____ = Total \$ _____

☐ Ntl. H/HS Summit – ALL ☐ NAPIPM – ALL ☐ AASD/NASTA – ALL ☐ NSDTA – ALL ☐ AAHSA – ALL

\$12,500 x Number of Conferences _____ = Total \$ _____

SPONSORSHIP OPPORTUNITIES - SINGLE CONFERENCE

Please Indicate Level and Conference Chosen:

Sponsorship Level (select one)

☐ Influence – \$5,000 ☐ Build – \$2,500 ☐ Connect – \$1,000 ☐ Tabletop Display – \$900

Conference Opportunity (select one)

☐ Ntl. H/HS Summit ☐ NAPIPM ☐ AASD/NASTA ☐ NSDTA ☐ AAHSA

ADVERTISER INFORMATION

Please Fill in Fields Below:

Company/Organization _____

Website _____

Contact Name _____

Title _____

Street _____

City/State/Zip _____

Telephone (_____) _____ – _____

Contact Email _____

ORDER

TOTAL \$ _____

BILLING INFORMATION

(if different than advertiser information)

Contact Name _____

Title _____

Street _____

City/State/Zip _____

Telephone (_____) _____ – _____

Contact Email _____

PAYMENT INFORMATION

Please Fill in Fields Below:

Check # _____ ☐ MasterCard ☐ Visa ☐ Am. Ex. ☐ Please Invoice

Credit Card # _____

Expiration Date _____ / _____

Card Holder Name _____

Card Holder Signature _____

By signing this form, you permit us to debit your account for the amount indicated. This authorization is permission for a single transaction only and does not provide for any additional unrelated debits or credits to your account.

Authorized Name _____

Authorized Title _____

Authorized Signature _____

ADDITIONAL ATTENDEES

Please Fill in Full Name(s) Below:

All contracts must be complete, signed and prepaid. Please return form and payment to:

Natasha Laforteza, Sponsorship Coordinator
ads_exhibits@aphsa.org | (703) 549-9500

American Public Human Services Association (APHSA)
1101 Wilson Boulevard, 6th Floor | Arlington, VA 22209

CONTACT US

To learn more about these and other sponsorship opportunities!

Natasha Laforteza

Sponsorship Coordinator

(703) 549-9500 or Email at ads_exhibits@aphsa.org

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