

APPAM Annual Fall Research Conference Sponsorship & Marketing Opportunities



ASSOCIATION FOR
PUBLIC POLICY ANALYSIS
& MANAGEMENT



The Association for Public Policy Analysis and Management (APPAM) is a nonprofit organization dedicated to improving public policy and management by fostering excellence in research, analysis, and education. APPAM promotes its mission through a number of activities; the most important is the Annual Fall Research Conference. The conference brings together the world's top researchers, academics, practitioners and students in fields that span the spectrum of public policy and management. Each November thousands of attendees gather to share cutting edge research and to learn from each other. Whether your goal is to build brand awareness, highlight publications or promote a new program or study, this invaluable gathering of leaders in the field is an important audience for your organization's message.

9,500

Guaranteed digital ad impressions in the weeks leading up to the Annual Fall Research Conference

1,700

Attendees each year at the conference use the final printed program that includes your ads

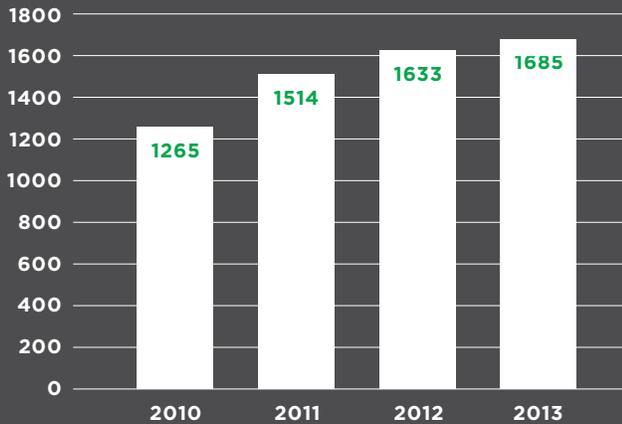
60%+

of conference attendees download the mobile app

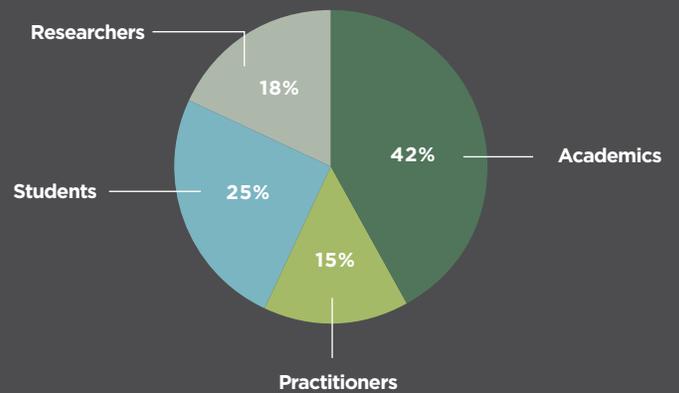
20+

hours to meet with attendees when exhibiting

ATTENDEES BY YEAR



CONFERENCE ATTENDEES



ADVERTISEMENTS

The Fall Research Conference offers several ways to access conference information and several ways for you to convey your organization's message to attendees.

Digital ads in the preliminary program guarantee an average of 9,500 views in the weeks leading up to the conference. Your ad will be visible to attendees looking for session and conference information.

Printed final program and pocket guide ads will be seen by each attendee at the conference. Over 60% of APPAM conference attendees download our new mobile app to access conference information. See APPAM.org for more information on which of the ads below would work best for you.

Digital Preliminary Program
Mobile App
Pocket Guide
Final Program
Registration Bag Insert

EXHIBITS AND JOB INTERVIEW SPACE

Join the dozens of exhibitors who meet with attendees each year at the APPAM Fall Research Conference. The exhibit hall is visited daily by all conference attendees. Exhibitors share space with poster presentations, coffee and snack services and informal networking space. The networking space is outfitted with Wi-Fi that draws attendees throughout the conference. Spacious exhibit booths allow for comfortable conversation, without crowds.

Looking to interview potential employees while at the conference? Consider using job interview space. The space is available Thursday and Friday for your organization to conduct interviews. Each private room can be reserved for a full or half day and includes basic meeting room setup and the option to order food and beverages.

SPONSORSHIP PACKAGE LEVELS

Show your support for APPAM and the public policy and management community, while getting your message out to the top researchers in the field by being a conference sponsor. Sponsorships are offered at all price levels and include complimentary ads, exhibit space, sponsor recognition at the conference and in marketing materials before the conference, complimentary registrations, and recognition in scripted remarks. See APPAM.org for specifics on what each package includes.

Platinum Sponsorship
Gold Sponsorship
Silver Sponsorship
Bronze Sponsorship

SPONSORSHIP ITEMS/EVENTS

Take your commitment a step further and consider adding an additional item to your package to increase the impact of your sponsorship. Your logo can appear on these items and your organization can have sole sponsorship of the following:

Registration Bags
Hotel Keycards
Cyber Lounge Sponsorship
Badge Lanyard Sponsorship
Refreshment Breaks throughout the conference