

2012 APPAM FALL RESEARCH CONFERENCE

November 8-10, 2012 / Baltimore, MD

Policy Analysis & Public Management In an Age of Scarcity:
The Challenges of Assessing Effectiveness & Efficiency

CONFERENCE SPONSORSHIP OPPORTUNITIES

APPAM Institutional Representatives have the opportunity to sponsor the entire Fall Conference. There are different levels of sponsorship available, as well as individual items available for sponsorship. Recognition will be given to each sponsor at the social events, on signage, in pre-conference marketing materials and on APPAM.org. This is a great opportunity to highlight your program or institution in front of 1,500 potential students and employees.

PREMIUM SPONSORSHIP PACKAGES

Platinum level sponsorship: \$10,000

Complimentary preliminary program full banner ad, landing page (\$900 value)

Complimentary final program premium position ad (\$1,850 value) *(Note: there are a limited number of premium position ads, are available on a first come, first served basis. If premium position ads are not available, two full page ads will be substituted.)*

Complimentary exhibit space (\$1,000 value)

Seven full complimentary registrations for students or employees (\$2,765 value)

Complimentary spot in the APPAM Job Interview Room (\$200 value)

Recognition as a platinum sponsor on all official conference signage

Recognition as a platinum sponsor in all official conference publications and promotions

Recognition as a platinum sponsor in all scripted remarks throughout the conference

Opportunity to address conference attendees at the APPAM Fall Conference Welcome Reception

Space on the sponsor table for organization flyer or brochure

Opportunity to provide informational collateral in the registration materials

Special sponsor ribbon for all attending company members

Gold level sponsorship: \$7,500

Complimentary preliminary program half banner ad, landing page (\$750 value)

Complimentary final program full page ad (\$1,250 value)

Complimentary exhibit space (\$1,000 value)

Five full complimentary registrations for students or employees (\$1,975 value)

Complimentary spot in the APPAM Job Interview Room (\$200 value)

Recognition as a gold sponsor on all official conference signage

Recognition as a gold sponsor in all official conference publications and promotions

Recognition as a gold sponsor in all scripted remarks throughout the conference

Space on the sponsor table for organization flyer or brochure

Opportunity to provide informational collateral in the registration materials

Special sponsor ribbon for all attending company members

Silver level sponsorship: \$5,000

Complimentary preliminary program leaderboard ad, interior page (\$500 value)

Complimentary final program half page ad (\$750 value)

Complimentary exhibit space (\$1,000 value)

Three full complimentary registrations for students or employees (\$1,185 value)

Recognition as a silver sponsor on all official conference signage

Recognition as a silver sponsor in all official conference publications and promotions

Recognition as a silver sponsor in all scripted remarks throughout the conference

Space on the sponsor table for organization flyer or brochure

Opportunity to provide informational collateral in the registration materials

Special sponsor ribbon for all attending company members

Bronze level sponsorship: \$2,500

Complimentary preliminary program full tower ad, interior page (\$400 value)
Complimentary final program quarter page ad (\$650 value)
One full complimentary registration for students or employees (\$395 value)
Recognition as a bronze sponsor on all official conference signage
Recognition as a bronze sponsor in all official conference publications and promotions
Recognition as a bronze sponsor in all scripted remarks throughout the conference
Space on the sponsor table for organization flyer or brochure
Special sponsor ribbon for all attending company members

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Individual sponsorship opportunities are also available in addition to the above Premium Packages.

Student Receptions: \$7,500

Tote Bags: \$5,500

Your organization's logo will be placed on each registration tote bag and also includes (1) one Bag Insert. An insert can be a flyer, keychain or other item you would like all the conference attendees to have. You would need to provide APPAM with the insert to be placed in all 1,500+ registration bags.

Cyber Café: \$5,000

This includes sponsor signage on the tables and in the general area of the cyber café as well as setting the start pages of the internet browsers on each computer to institution/organization homepage.

Hotel Keycards: \$5,000

Your organization's logo will be placed on the keycard to all APPAM attendee hotel rooms in both official APPAM host hotels.

Refreshment Breaks: \$3,500 each

This includes sponsor signage on the tables and in the general area of each break at both official APPAM host hotels.

Lanyards: \$3,500

Your organization's logo will be placed on the lanyard string of the registration badge.

Hotel Room Drop: \$3,000

Drop a piece of your organization's collateral outside of all APPAM attendee's guest room doors.

Tote Bag Insert: \$750

Insert a piece of your organization's literature in each APPAM Conference registration tote bag, sponsor to provide insert copies to APPAM.

2012 Fall Research Conference Affiliate Receptions

There are two host hotels at the 2012 Fall Research Conference in which to hold an affiliate reception. Please refer to the link below for further information.

[Click here for more information on reserving space for a reception, contact information and restrictions.](#)

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SPONSORSHIP RESERVATION FORM

I. CONTACT INFORMATION

Full Name: _____

Name of Institution/Organization: _____

Mailing Address for Invoice: _____

E-mail Address: _____

Phone Number: _____

Contact person and e-mail for billing (if different than above): _____

II. SPONSORSHIP PURCHASED

Which Sponsorship Package(s) are you reserving? _____

Is your institution/organization an APPAM member? _____ Yes _____ No

Cost of Sponsorship(s): _____

Discount(s): ___ Member Discount ___ Prelim/Final Program Discount ___ Both

TOTAL COST: \$ _____

III. PAYMENT INFORMATION

Please provide credit card information with reservation. Reservations will NOT be accepted without credit card information. Credit card will only be charged if invoice is not paid in full by October 31, 2012. Purchase orders will not be accepted.

Name on credit card: _____

Amount to be charged: \$ _____

Payment Type: ___ American Express ___ MasterCard ___ Visa ___ Check

Note: Checks must be received in the APPAM office by October 31, 2012 or brought onsite to the conference to be given to the Registrar.

Credit card number: _____

Billing Address: _____

Expiration Date: _____ Security Code: _____

Signature: _____

To submit, fax to 202.496.0134 or e-mail to fallconference@appam.org. Questions? Contact Jayme Washam, 703-615-0312.