2020 APPAM Fall Research Conference
Sponsorship Opportunities

APPAM
Research Across the Policy Lifecycle:
Formulation, Implementation, Evaluation and Back Again
why sponsor?

1. **GROW YOUR BRAND AWARENESS**
   Have your organization seen by the 2,500+ conference attendees

2. **ENGAGE WITH BEST AND BRIGHTEST**
   Meet and interact with some of the public policy fields most knowledgeable thought leaders

3. **ESTABLISH YOURSELF AS A LEADER**
   Your support solidifies your organization's leading role in the growth of the field

4. **BE A PART OF THE FUTURE**
   Your sponsorship helps ensure that important research is heard and implemented to create a better tomorrow
who attends APPAM?

- 37% Academic
- 25% Practitioner
- 25% Student
- 13% Government
get the word out

1. TWITTER

Our average Twitter post around the conference has 103k impressions

2. FACEBOOK

Storytelling is one of the most powerful marketing tools

3. MOBILE APP

Our mobile app has more than 2k downloads and is accessed more than 56k times
sponsorship opportunities

General Sponsor Packages
Exhibit Space
Sponsored Items
Event Sponsorship
Digital and Print Advertising

Please note that all pricing in this prospectus is for Institutional Members of APPAM unless noted otherwise. Please visit APPAM.org for non-member pricing.
platinum level - $10k

- Home Page Banner Ad in Online Program
- Full Page Print Ad in Pocket Guide Program
- Half Page Ad in Onsite APPAM Magazine
- Banner Ad in the Mobile App
- Single Exhibit Space w/ Option to Upgrade for $250
- Eight Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Opportunity to send two push notifications through the Mobile App
- Recognition throughout Signage, Mobile App, Programs, and Registration
gold level - $7.5k

- Home Page Full Tower Ad in Online Program
- Half Page Ad in Pocket Guide Program
- Half Tower Ad in APPAM's Registration System
- Single Exhibit Space w/ Option to Upgrade for $250
- Six Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration
silver level - $5k

- Policy Area Session Page Banner Ad in Online Program
- Half Page Print Ad in Pocket Guide Program
- Five Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration
bronze level - $2.5k

- Interior Page Banner Ad in Online Program
- Half Page Print Ad in Onsite APPAM Magazine
- Two Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration
exhibit space options

**MEMBER-RATE**

**SINGLE BOOTH - $1,100**

One 10x10 Single Exhibit Space

**DOUBLE BOOTH - $1,650**

One 10x20 Double Exhibit Space

**NON-MEMBER**

**SINGLE BOOTH - $1,650**

One 10x10 Single Exhibit Space

**DOUBLE BOOTH - $2,200**

One 10x20 Double Exhibit Space

All spaces include table, chairs, wastebasket, and ID sign. Additional services are available for purchase through the hall decorator.
sponsored items

APPAM Communities Lounge

$1,500 - Maximum of 3 Sponsors

Place your organization’s name and logo on signage throughout the APPAM Communities Lounge near the Exhibit Hall! This lounge will provide a comfortable space for conference attendees to network and discuss issues and research that are important to them. Communities will be named via a submission process and scheduled at times throughout the three-day conference.

Charging Station

$3,000

Offer attendees a place to recharge themselves and their devices. This sponsorship includes a branded charging table near the exhibit hall and session rooms.

Conference Lanyards

$6,000

Your organization’s name and logo will appear on the lanyard of every registration badge given out at the 2019 Fall Research Conference. This is a great opportunity to see your organization’s logo around the neck of 2,500+ attendees.

Conference Water Bottles

$5,500

Your organization’s name and logo will appear on water bottles available to all attendees. The bottles will be placed throughout the conference space including the exhibit hall, session rooms, and registration area. This is a great opportunity to see your organization’s logo in the hands of over 2,500 attendees.
**Daily Event Email**

$1,500 each

Get the chance to brand APPAM’s daily event emails. The event emails are sent to all registered attendees the day before the event and each day of the conference. These emails will summarize each day’s events and provide a preview of what can be expected the next day. The sponsor(s) of these emails will be recognized in the header and footer of each email as well as in the text with a link to a URL of their choosing. Open rates are approximately 55%.

**Headshot Lounge**

$3,000

Everyone needs a professional headshot and there’s no better time to get one than at APPAM. APPAM will have a headshot photographer onsite both Thursday and Friday of the conference. Photos are free for all conference attendees and they’ll be able to receive the images via email immediately after they’re taken. Sponsors will have recognition on signage and in the email containing photos.

**Dependent Care Grant**

$1,500 - Maximum of 5 Sponsors

In its second year, APPAM’s Dependent Care Grant program offers policy students and young professionals grants of up to $400 each to help cover expenses for additional at-home or on-site dependent care. Your organization’s support of this program would support the participation for those who may not be able to attend otherwise!

**Hotel Key Cards**

$5,500

Your organization’s logo will be placed on the keycard to all APPAM attendee hotel rooms. This is a great opportunity for your organization’s name and logo to be in the hands of each attendee!
Exhibit Hall Refreshment Break
$1,750

Each afternoon, coffee and refreshments are made available to attendees and you could have your organization's name on this great pick-me-up! This sponsorship includes signage on the tables and branded drink cups. The refreshment breaks will have coffee, tea, water, and daily themes for the snacks. There are three breaks available: Thursday Afternoon, Friday Afternoon, and Saturday Morning.

Mobile App
$7,500

Your organization’s logo will appear on the landing page of the 2019 Fall Research Conference mobile app as well as on various signage around the conference as the mobile app sponsor. This is a great opportunity to get your logo and organization’s information in the hands of all attendees, most of whom say the mobile app is their top resource for navigating the event.

Satellite Coffee Station
$1,250

So attendees can enjoy a quick cup of coffee between sessions, this year we’ll feature satellite coffee stations in the main areas of the conference sessions. Sponsorship of a coffee station includes signage on the table and cups branded with your organization’s logo. There will be two stations available on each day of the conference.

Wi-Fi Access
$7,500

Have your organization recognized each time an attendee connects to the internet with the sponsorship of the conference wi-fi. This sponsorship includes a branded splash page and logo recognition on signage around the conference and in the conference program.
**Daily Wellness Sessions**

$300

Help keep APPAM attendees active! Each morning of the conference, attendees will be invited to join their peers in an organized workout before the day’s sessions kick off. Thursday morning participants will take part in a 3-mile fun run near the hotel, Friday’s participants enjoy a H.I.I.T workout led by a local gym, and Saturday’s participants refresh with a flow yoga class. Sponsors of these events will have their name on signage at the event as well as in conference publications.

**Equity and Inclusion Fellowship Lunch**

$3,000 - Maximum of 3 Sponsors

APPAM will host a programmed lunch for the recipients of the 2020 Equity & Inclusion Fellowship on Friday, November 13th. The Fellowship recognizes students from traditionally underrepresented backgrounds for their accomplishments and bright futures in the public policy world. The sponsors of this luncheon event will have their organization featured at the event in signage, all conference materials, and in scripted remarks.

**Equity and Inclusion Fellowship Meet Up**

$2,000 - Maximum of 3 Sponsors

The evening before the 2020 Equity and Inclusion Fellows’ formal lunch, the Fellows are invited to come together for a private reception to meet their peers and grow their networks. Sponsors will be recognized on signage and will be invited to give welcome remarks before allowing the Fellows to mix and mingle.

**Pre-Conference Workshop**

$1,000 - Maximum of 5 Sponsors

Your organization will be recognized as the sponsor of the 2020 Pre-Conference Workshop. The workshop takes place on Wednesday, November 7th, just prior to the start of the Fall Research Conference. The topic is selected through an RFP process and will be decided in June 2020. Your organization will be acknowledged in scripted remarks as well as in signage and the event program.
Student Mixer

$1,500 - Maximum of 5 Sponsors

APPAM will host a networking meet-up event for Master’s and PhD students on the Friday, November 8th. All student attendees are invited to participate and meet other students from all over the world. Your organization can sponsor this event and would be featured on signage, in all promotional material and in remarks throughout the event.
ONLINE PROGRAM: HOME PAGE
- Banner - $1,500
- Full Tower - $900

ONLINE PROGRAM: INTERIOR PAGES
- Banner - $500
- Full Tower - $405

REGISTRATION SYSTEM
- Half Tower - $900

ONLINE PROGRAM: POLICY AREA LIST PAGE
- Banner - $750
- Full Tower - $695
Exciting news! APPAM is replacing the full printed program with two new printed guides to the conference: an easy-to-carry pocket program and an onsite APPAM magazine full of interview, tips, and tricks to guarantee a successful conference experience.

**Pocket Guide: Premium Positions**
- Inside Cover - $1,000
- Back Cover - $1,500
- Inside Back Cover - $1,000

**Pocket Guide: Non-Premium Positions**
- Full Page - $600
- Half Page - $400

**APPAM Magazine**
- Back Cover - $1,200
- Interior Full Page - $900
- Interior Half Page - $450
we look forward to working with you.

For more information on APPAM Sponsorship or to place your order, visit our website or email Tristanne Staudt at tstaudt@appam.org