

2019 APPAM Fall Research Conference Sponsorship Opportunities

APPAM

Rising to the Challenge:

Engaging Diverse Perspectives on Issues and Evidence



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 is seen by 51.3k people

2. FACEBOOK

Storytelling is one of the most powerful marketing tools

3. MOBILE APP

Our mobile app has more than 5k downloads and is accessed more than 59k 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.

diamond level - \$20k

- Landing Page Banner Digital Ad in Preliminary Program
- Cover Position Print Ad in Final Program
- Double Exhibit Space
- Ten Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration

platinum level - \$10k

- Landing Page Banner Digital Ad in Preliminary Program
- Section Tab Print Ad in Final Program
- Single Exhibit Space w/ Option to Upgrade for \$250
- Seven Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration

gold level - \$7.5k

- Landing Page Tower Digital Ad in Preliminary Program
- Full Page Print Ad in Final Program
- 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

- Interior Page Banner Digital Ad in Preliminary Program
- Half Page Print Ad in Final Program
- Three Complimentary Registrations
- Opportunity to Provide Registration Area Materials
- Recognition throughout Signage, Mobile App, Programs, and Registration

bronze Level - \$2.5k

- Interior Page Tower Digital Ad in Preliminary Program
- Half Page Print Ad in Final Program
- One Complimentary Registration
- 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

**MEMBER-RATE
DOUBLE BOOTH - \$1,650**

One 10x20 Double Exhibit
Space

**NON-MEMBER
SINGLE BOOTH - \$1,650**

One 10x10 Single Exhibit
Space

**NON-MEMBER
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

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

\$5,500

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

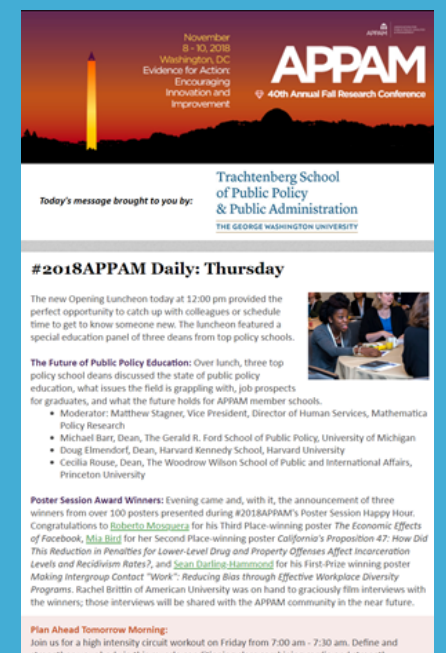
Your organization's name and logo will appear on water bottles available to all attendees. The bottles will be placed throughout the conference space including the exhibit hall, session rooms, and registration area. This is a great opportunity to see your organization's logo in the hands of over 2,500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



sponsored items

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!



Innovation Lounge

\$1,500 - Maximum of 3 Sponsors

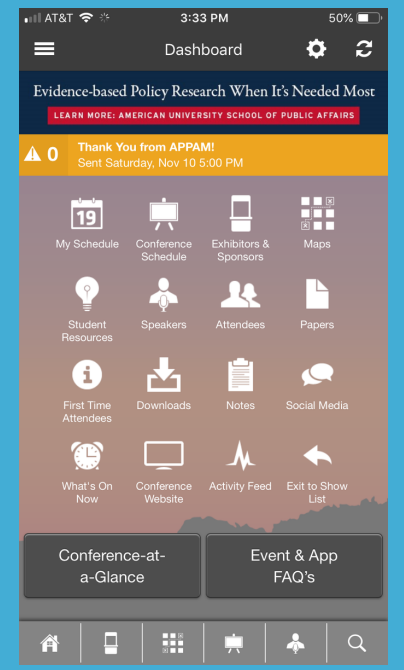
Place your organization’s name and logo on signage at the Innovation Lounge! This lounge, located in the heart of registration and exhibits, will provide a comfortable space for conference attendees to network and share timely and innovative research on which they may be working. The space will be open for the duration of the conference and will be highly visible to all 2,500+ attendees as they flow through registration, exhibits, and sessions.



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.



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.



sponsored items

Satellite Coffee Station - New!

\$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 three stations available on each day of the conference.



Student Lounge

\$1,000

To encourage networking and research collaboration, the 2019 Fall Research Conference will have a designated lounge area for the nearly 600 student attendees. The lounge will be open to all student attendees on Thursday and Friday 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.



sponsored events

Equity and Inclusion Fellowship Lunch

\$2,500 / \$2,750 - Maximum of 3 Sponsors

APPAM will host a programmed lunch for the recipients of the 2019 Equity & Inclusion Fellowship on Friday, November 8th. 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.

Pre-Conference Workshop

\$1,000 - Maximum of 5 Sponsors

Your organization will be recognized as the sponsor of the 2019 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 2019. Your organization will be acknowledged in scripted remarks as well as in signage and the event program.

Student Mixer

\$1,000 - 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.

advertising

Advertising is available both in our digital Preliminary Program and our printed Final Program

1. DIGITAL LANDING PAGE

- Banner - \$1,395 / \$1,550
- Full Tower - \$855 / \$950
- Half Tower - \$720 / \$800

2. DIGITAL INTERIOR PAGE

- Banner - \$495 / \$550
- Full Tower - \$405 / \$450
- Half Tower - \$270 / \$300

3. PRINT PREMIUM PAGES

- Inside Cover - \$1,800 / \$1,980
- Back Cover - \$2,100 / \$2,310
- Inside Back Cover - \$1,800 / \$1,980
- Section Tab - \$1,500 / \$1,650

4. PRINT NON-PREMIUM PAGES

- Full Page - \$1,200 / \$1,320
- Half Page - \$850 / \$935

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**

