

# 2023

## APHSA EVENT SPONSORSHIP OPPORTUNITIES



### Welcome Partners!

Sponsoring educational conferences from the American Public Human Services Association (APHSA) allows you to position your company as a leader in the human services sector, establish relationships with policymakers, deepen current customer relationships, educate state and local human services leaders about your solutions, and learn about challenges and priorities from APHSA member organizations. These conferences are specifically designed to provide strategic thinking, real-world examples of innovation, and best practices. Attendees will also learn about emerging technologies that will help improve service delivery, implement state, local and federal policy, as well as innovate and transform trends in human services. Don't wait—secure an opportunity today to reach top human services leaders. From the agency executives and deputies to program directors/analysts and beyond, your sponsorship will give you exposure to these valuable in-person events throughout the year!

**APHSA**  
American Public Human Services Association



## 2023 Events – Mark Your Calendars!

### National Human Services Summit May 21–24, 2023

Hyatt Regency Baltimore, Baltimore, MD  
POLICY AND PRACTICE  
www.APHSANationalSummit.com

### Economic Mobility & Well-Being Conference August 27–30, 2023

Hyatt Regency Long Beach,  
Long Beach, CA  
SNAP, TANF & PROGRAM INTEGRITY  
www.EMWBConference.com

### NSDTA Education Conference October 22–25, 2023

Sheraton Pittsburgh Hotel at  
Station Square, Pittsburgh, PA  
ORGANIZATIONAL EFFECTIVENESS  
www.NSDTAConference.com

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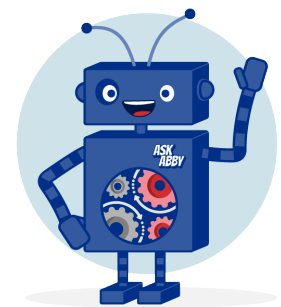
**ISM + PHSA Education  
Conference & Expo\*\***  
September 10–13, 2023  
Gaylord Palms Resort and  
Convention Center, Kissimmee, FL  
TECHNOLOGY & LEGAL  
www.ISMConference.com

*\*\*The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the 2023 ISM + PHSA Education Conference & Expo. For ISM sponsorship opportunities, please visit [www.ISMConference.com](http://www.ISMConference.com).*

## Engagement Throughout the Year

APHSA is committed to communicating often and clearly the protocols we will follow for each event. We remain committed to the safety and well-being of attendees at our in-person events as our top priority. We strongly encourage all who attend APHSA events to be up to date on their COVID-19 vaccinations, as defined by the CDC, and monitor their well-being at the time of the meeting. Masks are welcome but not required. This policy can change based on local jurisdiction protocols.

We will have the Conference App to provide attendees access to the schedule and speaker information, sponsor materials, and attendees plus so much more. We will continue having our “Ask Abby” chatbot to provide quick answers on the website that can help with registration, agenda, and sponsorship information.



Taking advantage of sponsorship opportunities will translate to substantial exposure and brand awareness throughout the conference season—from the initial marketing phase to the event itself to after the event.

Sponsorship opportunities can be customized to fit a wide range of goals and budgets. Our sponsorship team will work with you to meet your specific goals.

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*Throughout our face-to-face conference year, APHSA brings together more than 3,500 members, human services executives, thought leaders, visionaries and allied organizations. In 2023, we will host four in-person events. In addition, the content from these events will be offered on-demand afterward for the professional development of your middle to frontline teams.*



# Sponsorship Opportunity Levels

Underwriting includes three 2023 conferences.

**National Human Services Summit**  
 May 21 – 24, 2023  
 Hyatt Regency Baltimore Inner Harbor  
 Baltimore, MD  
 APHSANationalSummit.com

**Economic Mobility & Well-Being Conference**  
 August 27 – 30, 2023  
 Hyatt Regency Long Beach  
 Long Beach, CA  
 EMWBConference.com

**NSDTA Education Conference**  
 October 22 – 25, 2023  
 Sheraton Pittsburgh Hotel at Station Square  
 Pittsburgh, PA  
 NSDTAConference.com

The offerings below will underwrite experiences for three of our four educational events in 2023: National Human Services Summit (Summit), Economic Mobility & Well-Being Education Conference (EMWB), and the National Staff Development and Training Association (NSDTA) Education Conference. These events will reach members who are in top leadership, charged with staff training and development of the state and/or local human services agencies. Your underwriting allows the association to keep professional development reasonably priced while bringing together the top thought leaders in the sector for learning and creating memorable engagement opportunities for our members.

<b>BENEFITS</b>	<b>CHAMPION \$17,050</b>	<b>COLLABORATOR \$9,725</b>	<b>BENEFACTOR \$4,500</b>
Tabletop Exhibit <sup>1</sup>	✓	✓	✓
Acknowledgment - Throughout the Conference (verbal and in print)	✓	✓	✓
Recognized as a Sponsor on the Conference App	✓	✓	✓
Marketing Insert per Conference <sup>2</sup> ( <i>optional</i> )	✓	N/A	N/A
Receipt of Attendee Rosters with Contact Information	Pre- and Post-Conference	Pre- and Post-Conference	Post-Conference
Complimentary In-Person Registration <sup>3</sup>	6	4	3
Recognition on the APHSA Conference Websites	Logo with URL	Logo with URL	Company Name with Hyperlink
Choice of One (1) of the Following Additional Benefits for the Year <sup>4</sup>	Meeting Room Wi-Fi Hotel Room Keycards Conference App Conference Chatbot Charging Station Journal Swag Bag <sup>5</sup>	Conference Signage OR Select One (1) Item for the Swag Bag: Water Bottle Hand Sanitizer 3-in-1 Charging Cable	Coffee Breaks (2 Opps) Select One (1) Item for the Swag Bag: Snack Item (2 Opps) Scrambler/Mind Puzzle (2 Opps)

- 1 Tabletop is defined as one (1) skirted six-foot table or equivalent space, two (2) chairs, and access to one (1) 110 outlet. AV is additional and may be ordered directly from the AV provider.
- 2 Marketing insert, per conference and provided by the sponsor, should be no larger than 8.5"x11" and weigh no more than five (5) ounces. Inserts may be non-sponsored items (postcards, flyers, etc.).
- 3 Complimentary registrations may be used amongst the three (3) conferences. Additional registrations will be made available at a discounted rate.
- 4 APHSA will assist with the customization of any co-branded items which are sponsored in a package.
- 5 Sponsor of the Swag Bag may provide one (1) document to be included in the bag.

# 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

## Swag Bag

*One opportunity for the year*

Put your brand on the Swag Bag, an environmentally friendly reusable tote, that will be filled with co-branded items and given to attendees providing brand exposure to all who attend the event. As the sponsor of this hot item, you will receive these benefits:

- Logo on the Swag Bag
- Provide one (1) additional insert that is no larger than 8.5"x11" or weighs less than five (5) ounces (company provided)

## 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 include:

- Logo recognition at the conference as Wi-Fi sponsor
- Your company name (or acronym) used as the login password
- When possible, a custom splash page will be provided

## 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 rooms. Keys will be distributed to all registered attendees staying at the conference hotel.

## Conference Signage

*One opportunity for the year*

Attendees check out the 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.

## Swag Bag Items

*One sponsor, per item, some items have multiple opportunities*

The Swag Bag will be provided to in-person attendees, with cool swag and snacks. Production is included in the cost of the sponsorship. You may select one (1) of the following items:

- Journal
- Water Bottle
- Hand Sanitizer
- Snack Item, two (2) opportunities
- Scrambler/Mind Puzzle, two (2) opportunities
- 3-in-1 Charging Cable

## Charging Station

*One opportunity for the year*

This co-branded opportunity allows you to put your brand on the charging station for each conference. *Note: Sponsor provides the artwork.*

## Coffee Breaks

*Two opportunities per conference (1 per company)*

Coffee and snack breaks are very popular amongst attendees as they move from one session to another. Napkins with your logo and signage will be provided for the breaks.

## Conference App

*One opportunity for the year*

The Conference App will provide the attendees with access to the schedule, including speaker information, venue maps, exhibit hall information, who is attending, and other information on the event. The sponsor will receive two (2) push notifications during each conference as well as branding within the app.

## Conference Chatbot

*One opportunity for the year*

"Ask Abby," the APHSA Chatbot, will be used by conference attendees to inquire about important logistical information about the conference (e.g., hotel, registration rates, etc.) in advance, which puts your brand in front of prospective attendees well before they are registered.

# Single Conference Sponsorship Opportunities

## Benefits of a Single Sponsorship

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 human services workforce by underwriting the conference(s) that your firm is directly focused on reaching in 2023. Below you will find the benefits and investment levels per conference.

<b>BENEFITS</b>	<b>INFLUENCE \$6,200</b>	<b>BUILD \$4,275</b>	<b>CONNECT \$3,250</b>	<b>TABLETOP \$1,650</b>
Complimentary Full Conference Registration	5	4	3	2
Discount Conference Registration for Additional Personnel	☑	☑	☑	☑
6' Tabletop with Two (2) Chairs, Electric Access	☑	☑	☑	☑
Swag Bag Item <i>(selection of items provided)</i>	☑ One (1) Item	\$1,000 One (1) Item	N/A	N/A
Logo Representation on Conference Website(s)	Logo with URL	Logo with URL	Company Name (Text) with URL	Company Name (Text)
Receipt of Full Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference	Post-Conference

## Explanation of Sponsorship Benefits

### Conference Registration

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

### Tabletop Display

One (1) 6' skirted tabletop with two (2) chairs will be provided. The 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. Placement of tabletop displays will be in the foyer of the hotel and assigned on-site by staff.

### Swag Bag Item

Similar to the conference bag, Swag Bags will be provided to in-person attendees. A selection of options will be provided.

### 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. Our registration list is fully GDPR compliant.

# À La Carte Sponsorship 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 sponsorship fee.

## Engagement Opportunity

*One opportunity per conference*

**Investment: \$14,550 per reception**

The Networking Receptions 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 placed at the event
- Cocktail napkins with company logo
- Additional branding is provided, when possible

## Keynote Speaker

*One opportunity per conference*

**Investment: \$13,750 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 is 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

*One opportunity per conference*

**Investment: \$12,250 per conference**

Breakfast is a great way to kick-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
- Logo cocktail napkins placed at the continental breakfast

## Headshot Lounge

*One opportunity*

**Investment: \$7,500**

Polish your professional image! We offer a professional photography studio where you can get your headshot updated and show the best possible you. You will be able to immediately upload and send your photos to yourself via email, text or social media. *Available at National Human Services Summit Only.*

## Well-Being Room

*One opportunity*

**Investment: \$5,000**

Having a space to decompress in a zen environment is important for attendees between sessions. Underwrite the well-being room where attendees will have a chance to be still for a few minutes to gather their thoughts. *Available at National Human Services Summit Only.*

**For more information, contact: Sponsorship Sales Team**  
ads\_exhibits@aphsa.org | (703) 549-9500

# APHSA EVENT SPONSORSHIP OPPORTUNITIES: 2023 CONTRACT & ORDER FORM

## SPONSORSHIP OPPORTUNITIES - FULL YEAR *Please Indicate Level and Additional Benefit Chosen:*

### Champion Sponsor \$17,050 *(select one)*

- Meeting Room Wi-Fi   
  Hotel Room Keycards   
  Conference Chatbot   
  Journal  
 Conference App   
  Charging Station   
  Swag Bag (+One Item)

### Collaborator Sponsor \$9,725 *(select one)*

- Conference Signage   
  3-in-1 Charging Cable   
  Water Bottle   
  Hand Sanitizer

### Benefactor Sponsor \$4,500 *(select one)*

- Coffee Breaks   
  Snack Item #1   
  Snack Item #2  
 Scrambler/Mind Puzzle #1   
  Scrambler/Mind Puzzle #2

## À LA CARTE OPPORTUNITIES *Please Indicate à La Carte Opportunity and Conference(s) Chosen:*

### Engagement Opportunity

- National Human Services Summit   
  Economic Mobility & Well-Being   
  NSDTA

### Keynote Speaker

- National Human Services Summit   
  Economic Mobility & Well-Being   
  NSDTA

### Continental Breakfasts

- National Human Services Summit   
  Economic Mobility & Well-Being   
  NSDTA

### Headshot Lounge

- National Human Services Summit

### Well-Being Room

- National Human Services Summit

## SPONSORSHIP OPPORTUNITIES - SINGLE CONFERENCE

*Please Indicate Level and Conference Chosen:*

### Sponsorship Level *(select one)*

- Influence   
  Build   
  Connect   
  Tabletop  
 Swag Bag insert (+\$1,000)

### Conference Opportunity *(select one)*

- National Human Services Summit  
 Economic Mobility & Well-Being   
  NSDTA

## ENGAGEMENT OPPORTUNITIES - ALL CONFERENCES

*Please Indicate Engagement Opportunity Chosen:*

### Continental Breakfasts *(select one)*

- National Human Services Summit  
 Economic Mobility & Well-Being   
  NSDTA

### Keynote Speaker *(select one)*

- National Human Services Summit  
 Economic Mobility & Well-Being   
  NSDTA

## SPONSOR 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 sponsor 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 for Alloted Complimentary Registration(s):*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

Anna Nogueira, Sponsorship Associate  
 ads\_exhibits@aphsa.org | (703) 549-9500  
 American Public Human Services Association (APHSA)  
 1300 17th Street North, Suite 340  
 Arlington, VA 22209  
 www.APHSA.org | @APHSA1



# APHSA Affinity Groups

APHSA houses several human services 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 affinity groups 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 detailed policy and practice recommendations. Below are the descriptions of those included in the year-round conference sponsorships.

## **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 organization dedicated to assisting professional public human service agency staff and other stakeholders who assess and improve program information, performance, and outcomes. 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)**

The NASCCA affinity group was established in 2000 to enhance and sustain legislative, regulatory, and fiscal policies supporting effective childcare programs.

NASCCA supports state and local leaders in developing childcare 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 childcare 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 members 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.

*Reminder!* The sponsorship offerings listed in this document exclude the 2023 ISM + PHSA Education Conference & Expo, which will be held September 10 – 13, 2023, in Kissimmee, Florida.

## **IT Solutions Management for Human Services (ISM)**

ISM is a group of Human Services 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.

## **Public Human Services Attorneys (PHSA)**

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

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



American Public Human Services Association

1300 17th Street North, Suite 340, Arlington, VA 22209  
(202) 682-0100 | [www.APHSA.org](http://www.APHSA.org) | @APHSA1

## For More Information, Contact

**Sponsorship Sales Team: Phil Galanty or Anna Nogueira**  
[ads\\_exhibits@aphsa.org](mailto:ads_exhibits@aphsa.org) | (703) 549-9500

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

## About APHSA

The American Public Human Services Association (APHSA) supports leaders in human services agencies from states, counties, and cities in advancing the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, we work with our members to generate pragmatic solutions grounded in lived experience with a lens for equity and belonging.

APHSA members administer, oversee, and align programs that build resilience and bolster family well-being through access to food, health care, housing, employment, child care, and many other key building blocks necessary for thriving communities. Our members also work to modernize and align human services Information Technology (IT) systems, performance measurement and data analysis, workforce development and training, and the legal dimensions of the field.

APHSA connects its members to national policymakers and human-serving organizations across a wide circle of stakeholders in the human services sector, as well as key partners in education, housing, employment, and other areas. APHSA also helps members build more capacity for their teams through access to our professional education and development [conferences](#), technical expertise, [publications](#), and our [Organizational Effectiveness practice](#).

## Vision

Thriving communities *built* on human potential.

## Mission

APHSA advances the well-being of all people by *influencing* modern approaches to sound policy, *building* the capacity of public agencies to enable healthy families and communities, and *connecting* leaders to accelerate learning and generate practical solutions together.