

2021 APHSA EVENT SPONSORSHIP OPPORTUNITIES



Welcome Partners!

Sponsoring the American Public Human Services Association (APHSA) educational conferences allows you to position your company as a leader in the health and human services field, 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 members' organizations. While 2021 events will look and feel different, we will meet safely and follow the guidelines of the CDC, our host state and city.

These conferences are specifically designed to provide strategic thinking, real-world examples of innovation, best practices and emerging technologies to help attendees learn more about improved service delivery, state, local and federal policy, and innovative and transformational trends in health and human services.

Don't wait—secure an opportunity today to reach the top health and human service leaders. From the agency executives and deputies to program directors/analysts and beyond, your sponsorship will give you exposure to these valuable virtual and hybrid events throughout the year!





2021 EVENTS – SAVE THE DATES!

VIRTUAL EVENTS:

Third Thursday 360
January – June 2021

HYBRID EVENTS:

Economic Mobility and Well-Being Conference

August 22-25, 2021
Hyatt Regency Milwaukee
Milwaukee, WI
www.APHSANAWRSConference.com

ISM Annual Conference**

September 26-29, 2021
Duke Energy Convention Center
Cincinnati, OH
www.ISMConference.com

NSDTA Education Conference

October 3-6, 2021
Doubletree by Hilton Spokane City Center
Spokane, WA
www.NSDTAConference.com

AAHSA Education Conference

October 17-20, 2021
Sheraton Columbus Hotel
at Capitol Square
Columbus, OH
www.AAHHSAConference.com

In a typical face-to-face conference year, APHSA brings together more than 3,500 members, health and human service executives, thought leaders, visionaries and allied organizations in a variety of learning settings.

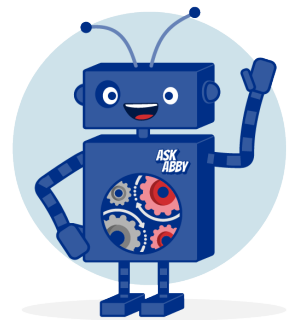
In 2021, we will hold four hybrid events which will include both in-person and virtual attendees. Statistics and data show that organizations are making investments in their middle to frontline teams for learning opportunities.

Engagement Wherever You Are

In 2021, APHSA will hold one virtual series along with four** hybrid events. All sponsorships will come with an option to participate in the virtual exhibit component (additional fees may apply). While not the same as meeting face-to-face, your brand will be accessible to those attending virtually. In addition, we will be doing post-event marketing to remind all attendees of their six-month access to content and any exhibit assets you attach to your virtual exhibit.

Meeting in person will be different this year and we know there will be several questions on expectations. APHSA is committed to communicating often and clearly the protocols we will be following for each event. *APHSA will follow all local and state guidelines along with CDC guidance as we begin to have our in-person meetings.* This will include having room sets which are social distanced appropriately, requiring the wearing of masks, having temperatures checked, managing expectations on food and beverage services, and providing a safe environment for all who are attending.

Each conference will have the “Ask Abby” Chatbot to provide quick answers, directions, schedule information and will be equipped with SMS-based HealthShield symptom screening to help ensure the well-being of our attendees.



Your sponsorship will create excellent exposure and significant brand awareness throughout the conference season from the initial marketing phase, during the event and post-event by taking advantage of these impactful opportunities.

We offer sponsorship opportunities to fit different goals and budgets. Our sponsorship team will work with you to customize a sponsorship to meet your specific goals.

***The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the IT Solutions Management (ISM) Conference & Expo, September 26-29, 2021, Cincinnati, Ohio. There is a separate prospectus for the ISM Annual Conference & Expo, which can be forwarded.*

Why meetings play such an integral role in business...

93% of communication effectiveness is determined by non-verbal cues

7% of what others perceive are the words you say

38% is the WAY you see it

55% is facial expression and posture WHEN you say it

Source: The Balance Careers

...and why they're integral to a successful post-pandemic rebound.

Companies earn **\$12.50** for every dollar invested in face-to-face meetings

Source: Oxford Economic Study

The close rate for face-to-face sales meetings is **40%**

Source: ZoomInfo



Typical Attendees at APHSA Events

Senior Staff

Deputy or Deputy Director, Associate Commissioner, Chief of Staff, Chief Executive Officers, Chief Technology Officers, and Other C-Suite Positions

Managerial or Supervisory Staff

Program Administrators or Managers

Project Managers, Performance Management/QC

Consultants and Non-Profit Executives



Reasons to Become a Sponsor in 2021

According to the Center for Exhibition Industry Research, here are some reasons why companies sponsor or exhibit at events:

1. **Introduce, demonstrate, or sell products and services, new or existing**
2. **Gather qualified leads for post-exhibition company follow-up**
3. **Give your customers an opportunity to meet the experts**
4. **Solicit feedback from customers**
5. **Connect senior management with customers**

Sponsorship Opportunity Levels – Hybrid Conferences

Underwriting includes three 2021 hybrid conferences. Both in-person and virtual attendees will access your brand throughout the year.

Economic Mobility and Well-Being Conference

August 22-25, 2021
Hyatt Regency Milwaukee
Milwaukee, WI
APHSANAWRSConference.com

NSDTA Education Conference

October 3-6, 2021
Doubletree by Hilton
Spokane City Center
Spokane, WA
NSDTAConference.com

AAHNSA Education Conference

October 17-20, 2021
Sheraton Columbus Hotel
at Capitol Square
Columbus, OH
AAHNSAConference.com

BENEFITS	GOLD \$13,750	SILVER \$8,500	BRONZE \$3,250
Tabletop Exhibit ¹	✓	✓	✓
Virtual Exhibit	✓	✓	\$1,000
Acknowledgment During General Sessions and Throughout the Conference	✓	✓	✓
Recognized as a Sponsor on the Conference Chatbot	✓	✓	✓
Marketing Insert per Conference ² (<i>optional</i>)	✓	N/A	N/A
One (1) Door Drop at One Conference in August or October 2021 ³	✓	N/A	N/A
Receipt of Attendee Rosters with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference
Complimentary In-Person Registration ⁴	5	3	2
Complimentary Virtual Registration ⁴	4	2	2
Recognition on the APHSA Conference Websites	Logo with URL	Logo with URL	Logo with URL
Choice of One (1) of the Following Additional Benefits for the Year ⁵	Meeting Room Wi-Fi Hotel Room Keycards Conference Chatbot Charging Station Swag Box ⁶	Conference Signage Select One (1) Item for the Swag Box: Conference Bag Conference Notebook Water Bottle Light-Up No Contact Tool Socks Hand Sanitizer	Coffee Breaks Select One (1) Item for the Swag Box: Snack Item (2 Opps) Scrambler/Mind Puzzle (2 Opps) 3-in-1 Charging Cable

- 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 (postcard, flyer, etc.).
- 3 Select up to one (1) conference for a door drop. Sponsor provides the item for the door drop.
- 4 Complimentary registrations may be used amongst the three (3) conferences. Additional registrations will be made available at a discounted rate.
- 5 APHSA will assist with the customization of any co-branded items which are sponsored in a package.
- 6 Sponsor of the Swag Box may select an item or provide one (1) document to be included in the box.

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

Virtual Exhibit

Included in Gold & Silver Levels, +\$1,000 for Bronze

Reach the virtual attendees with your online exhibit space. Includes the following:

- Background page banner (1218x400 px)
- Video thumbnail (1100x500 px)
- Shareable files and videos
- Custom file and video icons
- Live video chat
- Available for six months, post event

Swag Box

One opportunity for the year

Put your brand on our new Swag Box! Like a conference bag, the Swag Box will be filled with co-branded items. Swag Boxes will be shipped to all virtual attendees and available for in-person attendees to pick up on-site, providing brand exposure to all participants. As the sponsor of this hot item, you will receive these benefits:

- Logo on the shipping box
- Choice of one (1) Swag Box item to be co-branded
- Provide one (1) additional insert that is no larger than 8.5"x11" or weighs less than five (5) ounces.
- Includes two (2) disposable masks

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 room. 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 Box Items

One sponsor, per item, some items have multiple opportunities

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

- Conference Notebook
- Conference Bag
- Water Bottle
- Socks
- Hand Sanitizer
- Light-Up No Contact Tool
- 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

One opportunity per conference

Even though breaks will look different this year, coffee and snack breaks are very popular amongst attendees as they move from one session to another. Up to two-color (2c) logo napkins and signage will be provided for the breaks.

Conference Chatbot

One opportunity for the year

Put your company logo on the APHSA "Ask Abby" Chatbot. This exciting opportunity will get you in front of the attendees, even before they arrive. The Chatbot is embedded on the APHSA events website and on each conference website to answer questions, provide quick responses, and direct attendees to the appropriate sites for assistance. You will receive two (2) custom notifications per event. During each event, attendees will use the health screen section of the bot to check in each day. Real time analytics on usage and engagement will be made available.

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 annual sponsorship fee above.

Engagement Opportunity

One opportunity per conference

Investment: \$13,750 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
- Up to 2-color logo cocktail napkins placed at the event
- 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 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: \$10,000 per conference

Kick-start the day! Breakfast is a great way to jump-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
- Up to 2-color logo cocktail napkins placed at the continental breakfast

For More Information, Contact

Anna Nogueira, Sponsorship Associate
ads_exhibits@aphsa.org | (703) 549-9500

APHSA Affinity Groups

APHSA houses several health and human service 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 Health and Human Services Attorneys (AAHNSA)

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

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

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 are engaged in assessing and improving 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 supportive of effective child care programs.

NASCCA supports state and local leaders in developing child care 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 child care 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 membership 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.

IT Solutions Management for Human Services (ISM)

Reminder! The sponsorship offerings listed in this document exclude the 2021 ISM Annual Conference, which will be held September 26-29, 2021 in Cincinnati, Ohio.

IT Solutions Management for Human Services (ISM) is a group of Health and Human Services (H/HS) 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.

APHSA EVENT SPONSORSHIP OPPORTUNITIES: 2021 CONTRACT & ORDER FORM

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

- Gold Sponsor** *(select one)*
 Meeting Room Wi-Fi Hotel Room Keycards Conference Chatbot Charging Station Swag Box (+ one item)
- Silver Sponsor** *(select one)*
 Conference Signage Conference Bag Conference Notebook Water Bottle Light-Up No Contact Tool
 Socks Hand Sanitizer
- Bronze Sponsor** *(select one)*
 Coffee Breaks Snack Item #1 Snack Item #2 Scrambler/Mind Puzzle #1 Scrambler/Mind Puzzle #2
 3-in-1 Charging Cable

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

- Engagement Opportunity**
 Economic Mobility and Well-Being NSDTA AAHNSA
- Keynote Speaker**
 Economic Mobility and Well-Being NSDTA AAHNSA
- Continental Breakfasts**
 Economic Mobility and Well-Being NSDTA AAHNSA

SPONSORSHIP OPPORTUNITIES - SINGLE CONFERENCE *Please Indicate Level and Conference Chosen:*

- Sponsorship Level** *(select one)*
 Influence Build Connect Tabletop Swag Box insert (+\$1,000) Virtual Exhibit Add-On (+\$1,000)
- Conference Opportunity** *(select one)*
 Economic Mobility and Well-Being NSDTA AAHNSA

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 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

2021 APHSA EVENT SPONSORSHIP OPPORTUNITIES



American Public Human Services Association

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

For More Information, Contact

Anna Nogueira, Sponsorship Associate
ads_exhibits@aphsa.org | (703) 549-9500

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

About APHSA

The American Public Human Services Association (APHSA) is a bipartisan national membership association representing state and local health and human services agencies and the subject matter experts that help execute their mission to improve outcomes for people nationwide. Building on our long-standing relationships with health and human services leaders, we focus on generating pragmatic solutions that advance the well-being of individuals, families, and communities.

APHSA's members are experts in administering, overseeing, and aligning programs that build resilience and bolster the well-being of people through access to food, health care, housing, employment, child care, community support, and other key building blocks. Our members are also leading experts in performance measurement and data analysis, health and human services IT systems, 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 health and human services sector, as well as key partners in other fields. 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.