

Special Invitation to Sponsors from APH, the Life Story People

The Association of Personal Historians (APH) is pleased to invite interested commercial businesses and members to participate in its 18th annual conference, *Turning Points*, in support of the preservation of personal, family, corporate, and community histories. Approximately 200 savvy and well-connected entrepreneurs from across the globe are expected to attend.

What Are the Options and Benefits of Sponsorship?

Specific sponsorship options are offered for APH members and business colleagues. In addition to receiving the tangible benefits listed below for various levels of sponsorship, our sponsors will also enjoy many intangible rewards. These “soft benefits” include, but are not limited to: invaluable face time and relationship building with our attendees; increased familiarity with other complementary services and products used by personal historians; and the priceless word-of-mouth referrals that our members offer to sponsors post-conference. Sponsors also will receive a special thank-you in the winter issue of *APH Perspectives*, our industry trade journal, which is distributed to more than 700 members.

If you aren't able to attend our conference in person, we can still make arrangements for you to take advantage of some of these opportunities. Please ask and we will try to accommodate your situation.

Estate Level (\$100-\$499)

Registration Packets

Sponsors can put their branded item(s) (pen, notepad, thumb drive, brochure, etc.) into the registration packet. Sponsor's branded items must arrive at the conference hotel no earlier than October 12 and no later than October 15, 2012.

Possible contacts: 200 + attendees

Contribution: \$100 for the first item, with the purchase of \$60 worth of advertising in any APH-branded publication within six months on either side of conference date. (\$125 without the print ad, \$25 for each additional item)

Items on Tables at Meals

Sponsors can put their branded item(s) (pen, notepad, thumb drive, brochure, etc.) at each place-setting at specified meals. Sponsor's branded items must arrive at the conference hotel no earlier than October 12 and no later than October 15, 2012.

Possible contacts: 200 + diners at each meal, three opportunities

Contribution: \$100 for the first item, with the purchase of \$60 worth of advertising in any APH-branded publication within six months on either side of conference date. (\$125 without the print ad, \$25 for each additional item)

Legacy Level (\$500-\$999)

All Legacy Level sponsors are entitled to receive a business-card size ad (a minimum \$60 value) in the conference syllabus. In addition, the words “Conference Sponsor” will be visible on the name badge(s) of sponsoring company representatives.

Workshops *

Sponsor will introduce the workshop presenter and have a display table at the back of the room (15-30 minute gap for conversations between workshops). Sponsor’s business card or brochure can be placed at each seat and the sponsor’s name will appear on the sign at the workshop door. The sponsor must not undercut the presenter nor limit their presentation time, and the presenter has right of refusal for any proposed sponsorship.

Possible contacts: 25 ± attendees (plus 200 ± from syllabus ad)

Contribution: \$500

Conversation Room / Hospitality Suite *

Sponsor can host a conversation room or hospitality suite with a display table. An internet connection may incur an additional fee depending on venue. Sign at entrance would read: “If you use this room, please stop to talk to our sponsor, XYZ Corporation, and pick up their literature.” An Invitation to the Hospitality Suite may be inserted in registration packet at no additional charge if sponsor supplies that invitation no later than October 15, 2012. Conversation with attendees is encouraged, but no retail sales are allowed in this room.

Possible contacts: Visitors to the hospitality suite (plus 200 ± from syllabus ad)

Contribution: \$500 per time period (morning, afternoon) or \$750 for both

General Session *

Up to two non-competing Sponsors may have a display table set up inside the plenary session room during one morning, afternoon, or evening session, near the door if possible. Each sponsor will staff the table as people come in and out. A thank-you announcement will be made from the podium. A sign will be posted at the entry door with each sponsor’s contact information. No retail sales are allowed at these display tables. Sponsors would be responsible for protecting any valuables in their displays.

Possible contacts: 200 ± attendees at up to five plenary sessions (plus 200 ± from syllabus)

Contribution: \$500 per time slot (discount available for multiple sessions – see Heritage Level)

Heritage Level (\$1,000-\$2499)

All Heritage Level sponsors are entitled to receive a half-page ad (a minimum \$265 value) in either the conference syllabus or winter journal (sponsor’s choice). In addition, the words “Conference Sponsor” will be visible on the name badge(s) of sponsoring company representatives. Acknowledgement will also appear on the APH website “Appreciation” page.

“Sugar Pot” Underwriting

Sponsor can choose their level of underwriting. Signage thanking the sponsor will appear near the snack and/or break area, or at the entrance to the plenary space, depending on the type and level of sponsorship chosen. Signage size will be adjusted based on sponsorship value.

Possible contacts: Variable, depending on level of underwriting chosen (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: Based on sponsor offer (minimum \$1000)

Display Table at Lunch/Dinner *

Sponsorship will include display table, signage with sponsor's name and contact information outside the door to the dining space during specific meal time. Sponsor's branded items can be placed at each place setting. The sponsor will be acknowledged from the podium ("Please stop and visit our sponsor on your way out"). The sponsor may staff the display table to engage people coming in and out for meals.

Sponsor must be responsible for protecting any valuables in the display. No retail sales at this table.

Possible contacts: 200 ± attendees at opening reception and at each of 2-3 meals (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: \$1200 per meal

Tote Bag or Branded Carryall

Sponsor will provide fully branded tote bags (must include sponsor logo, APH logo, and conference dates on one or both sides). Bags must be big enough to hold the syllabus and other materials. The tote bags must arrive at the conference hotel no earlier than October 12 and no later than October 15, 2012.

Possible contacts: 200 ± attendees (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: \$2450 (\$1450 in sponsor fees, plus underwriting the tote bags, valued at approximately \$1000)

Breakfast

Sponsorship can include either a full breakfast or a protein supplement to a continental breakfast. Signage would indicate level of underwriting as follows: "Breakfast sponsored by XXX" or "Scrambled eggs sponsored by XXX." Sponsor's brochure can be available near the buffet table, and an acknowledgment will be given from the podium at the plenary that follows.

Possible contacts: 200 ± attendees (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: \$1200 (yogurt OR oatmeal OR scrambled eggs); \$1300 (egg & cheese croissants); \$2450 (full breakfast)

General Session *

Up to two non-competing sponsors may have major display tables set up inside the plenary session room set up throughout the entire conference, near the door if possible. Each sponsor will staff their table as people come in and out for major sessions. A thank-you announcement will be made from the podium. A sign will be posted at the entry door with each sponsor's contact information. No retail sales are allowed at these display tables. Sponsors would be responsible for protecting any valuables in their displays.

Possible contacts: 200 ± attendees at five plenary sessions (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: \$2450, special price for the entire conference (\$500 per shorter time slot – see Legacy Level)

Snack & Break Area

Sponsorship will supplement the standard coffee and tea break with additional food options. Signage will be displayed to the effect that "Cheese and fruit platter brought to you by XXX." Sponsor's brochure can be available near the buffet table, and an acknowledgment will be given from the podium at the plenary that follows.

Possible contacts: 200 ± attendees per break, eight break opportunities (plus 200 ± from syllabus ad or 700 ± from journal ad)

Contribution: \$2000 (fruit & cheese platter), \$2450 (cookies & milk)

Heirloom Level (Starting at \$2500)

All Heirloom Level sponsors are entitled to receive a full-page ad (a minimum \$525 value) in either the conference syllabus or winter journal (sponsor's choice). In addition, the words "Conference Sponsor" will be visible on the name badge(s) of sponsoring company representatives. A special acknowledgement with sponsor's logo will also appear on the APH website "Appreciation" page.

Conference Syllabus

Sponsor will underwrite the printing of the 100+-page conference syllabus. The syllabus includes workshop handouts and is heavily used by participants both during and after the conference. This in-kind sponsor is entitled to a full-page ad in the syllabus and an additional full-page ad gratis in the winter journal at a minimum value of \$1200. Sponsorship must include shipping the requested number of syllabi to the conference hotel, to arrive no earlier than October 12 and no later than October 15, 2012.

Possible contacts: 200 ± attendees (plus 20-30 post-conference sales, 200 ± from syllabus ad and 700 ± from journal ad)

Contribution: \$2500 (\$250 sponsorship fee plus underwriting actual printing and shipping costs estimated at \$2250)

Conference Advance Program

Sponsor will underwrite the printing of the 28-page conference advance program (information on conference program, registration, hotel, and travel). Includes sponsor's full-page ad in the syllabus and credit for an ad in the winter journal. The Advance Program must arrive at the mailing house by June 15, 2012.

Possible contacts: 700 ± (plus 200 ± from syllabus ad, and 700 ± from journal ad)

Contribution: \$3000 (\$1000 sponsorship fee to cover postage cost, plus underwriting actual printing and shipping costs estimated at \$2000)

Conversation Room / Hospitality Suite with Food and Bar *

Sponsor will host a conversation room, hospitality suite or member lounge, an opportunity to have a display table and chat quietly with participants. Conversation with attendees is encouraged, but no retail sales are allowed in this room. At this level, the sponsor is expected to provide visitors with food, bar or appropriate amenities and contract these services directly through the hotel and/or APH Event Manager. Depending on the venue, this sponsorship *may* include an Internet connection; additional A/V equipment *might* incur an additional fee. A sign will be posted at the entrance: "This room and its amenities have been made possible by the generous contribution of our sponsor, XYZ Corporation. If you use this room, please introduce yourself and pick up their literature." An Invitation to the Hospitality Suite may be inserted in the registration packet at no additional charge if sponsor supplies that invitation no later than October 15, 2012.

Possible contacts: Visitors to the hospitality suite (plus 200 ± from syllabus ad, and 700 ± from journal ad)

Contribution: \$3000 (4:00 pm – 9:00 pm) (\$500 sponsorship fee plus credit for \$2500 to underwrite food and/or bar)

Workshop Recordings

Sponsor will underwrite the cost of recording 20 ± eligible workshops. An acknowledgment will be recorded at the beginning of each MP3 (“This recording was made possible by XYZ Company”). Potential for long-term ongoing sales of these MP3s in the APH online store, with a link to the sponsor’s website in the store’s product description.

Possible contacts: 20 ± (plus resale value estimated at 200± recordings per year, plus 200 ± from syllabus ad, and 700 ± from journal ad)

Contribution: \$3000

APH Store Corporate Sponsor *

The sponsor will have a staffed display table with products and literature inside the APH Conference Store. This will be a prime opportunity for engagement with conference attendees and the only place during the conference where a sponsor can engage in retail transactions). Up to three days of targeted exposure in this popular room. Note: There will be member-to-member retail product sales at unstaffed tables at the opposite end of the room.

Possible contacts: 200 ±, often in multiple visits (plus 200 ± from syllabus ad, and 700 ± from journal ad)

Contribution: \$2000 per day, or \$5000 for all three days

Please Note:

- Certain options listed above do not require the sponsor or underwriting body to be onsite in order to take advantage of the promotional opportunity. In those cases, if arrangements are made in advance, APH conference staff could set up/break down a display, oversee signage and distribution of literature, and provide the sponsor with a digital photograph of their display/signage at the conclusion of the conference. The APH staff would not discuss or represent the sponsor’s product or service in any manner beyond that which is stated above and would not staff a display table. This service would incur a one-time administrative fee of \$50-\$100 (depending on the complexity of the request). Arrangements can be made to return materials to sponsor at sponsor’s cost.
- Items placed in the registration packet (only) are exempt from this additional admin fee.
- All sponsors are responsible for ensuring that their materials arrive at the hotel on time but no earlier than October 12, 2012.

Contact Us

If you’re inclined to think outside the box, perhaps you have some ideas of your own for ways you might help support our conference. In-kind donations are gratefully accepted and will be classified at the appropriate sponsorship level.

For further information and to discuss any of these opportunities, contact the APH Executive Director, Linda Coffin, at linda.coffin@personalhistorians.biz.