

## APH Conference Sponsorship Opportunities in 2012

\* indicates an opportunity to meet and chat with attendees in person

Opportunity or Venue	Description	# of Possible Contacts
<b>Estate Level (\$100-\$499)</b>		
Registration Packets	A branded item (pen, notepad, thumb drive, brochure) placed in the registration packet	200±
Items on Tables at Meals	A branded item (pen, notepad, thumb drive, brochure) at each place setting	200±
<b>Legacy Level (\$500-\$999) includes business-card size ad in conference syllabus and "Conference Sponsor" on nametag</b>		
Workshops *	Display table, business card or brochure at each seat, signage at the door, opportunity to introduce the speaker	25± (plus syllabus ad = 200±)
Conversation Room / Hospitality Suite *	Display table, signage at the door, invitation to the suite inserted in the registration packet, morning or afternoon time slots	Visitors to the suite (plus syllabus ad = 200±)
General Session *	Display table near the door, acknowledgement from the podium, signage outside the door (five individual sessions and one dinner), up to two non-competing tables	200±
<b>Heritage Level (\$1,000-\$2,499) includes half-page ad in conference syllabus or winter journal, "Conference Sponsor" on nametag, and acknowledgement on the APH website "Appreciation" page</b>		
"Sugar Pot" Underwriting	Signage near snack/break area or at entrance to plenary space, depending on the type and level of sponsorship chosen	Variable, depending on level or underwriting chosen (plus syllabus ad = 200± or journal ad = 700±)
Display Table at Lunch/Dinner *	Branded item at each place setting, acknowledgement from the podium, display table outside the door to the dining space, signage at the door	
Tote Bag or Branded Carryall	Fully branded tote bags (sponsor logo, APH logo, conference dates on one or both sides)	200± (plus syllabus ad = 200± or journal ad = 700±) (plus ongoing visibility of bags)
Breakfast	Either full breakfast or protein supplement to continental breakfast. Signage, sponsor's brochures near the buffet table, acknowledgement from the podium at the plenary that follows	200± (plus syllabus ad = 200± or journal ad = 700±)
General Sessions (total of five plenaries & one dinner) *	Display table near the entrance, set up throughout the conference. Acknowledgement from the podium, signage outside the door (also available for single sessions only – see Legacy Level), up to two non-competing tables	200± (plus syllabus ad = 200± or journal ad = 700±)
Snack & Break Area	Fruit, cheese, cookies. Signage, sponsor's brochures near the buffet table, acknowledgement from the podium at the plenary that follows	200± (plus syllabus ad = 200± or journal ad = 700±)

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<b>Heirloom Level (starting at \$2,500)</b>	<b>includes full-page ad in conference syllabus or winter journal, "Conference Sponsor" on nametag, and special acknowledgement on the APH website "Appreciation" page</b>	
Conference Syllabus	Printing and shipping of 100-plus page syllabus, focused audience, heavily used by participants	200± (plus syllabus ad = 200± or journal ad = 700±) (plus 20-30 post-conference sales)
Conference Advance Program	Printing and mailing of 28-page advance program with information on conference program, registration, hotel and travel	700± (plus syllabus ad = 200± or journal ad = 700±)
Conversation Room / Hospitality Suite with Food and Bar *	Sponsor underwrites the room plus food and/or bar. Internet access and A/V equipment may incur additional fees. Four evening (4-9 pm) time slots available. Display table, signage outside the door, invitation to the suite inserted in the registration packet.	Visitors during the evening time slot (plus syllabus ad = 200± or journal ad = 700±)
Workshop Recordings	Acknowledgement at the beginning of each MP3 recording. Ongoing sales of MP3s in the online store, link to sponsor's website in the store's product description	25±, plus ongoing resale value est. 200± per year (plus syllabus ad = 200± or journal ad = 700±)
APH Store Display *	Display table, constant exposure in this popular room, the only opportunity for onsite sales. For one day only or discount for all three days.	200±, often in multiple visits

### 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](mailto:linda.coffin@personalhistorians.biz).