



# APHSA Event Sponsorship Opportunities

## 2024

[www.APHSA.org](http://www.APHSA.org)



updated 02/27/24



# About APHSA

## Who We Are

The American Public Human Services Association (APHSA) supports leaders from state, county, and city human services agencies to advance 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 sector.

[Learn More About APHSA](#) 

## Our Vision

**A nation of thriving communities built on human potential.**

Dedicated to public service and the common good, our members build well-being from the ground up so that everyone can thrive.

## Our Mission

**Influence, Build, Connect**

In partnership with our members, we influence modern approaches to sound policy, build the capacity of public agencies to enable healthy families and communities, and connect leaders to accelerate learning and generate practical solutions together.

# APHSA Affinity Groups

## Members Providing Expertise on Policy, Practice, and Operations

APHSA houses several disciplines in human services, whose members are the administrators operating agency divisions or departments in states and localities throughout the nation and, for the most part, report to a commissioner. The peer affinity groups cover a range of program specializations that also support APHSA functions. Affinity group members support the Association's policy work by providing critical insight and expertise in their subject area to develop and share detailed policy and practice recommendations.



**[Association of Administration of the Interstate Compact on the Placement of Children \(AAICPC\)](#)**   
Establishing uniform legal and administrative procedures governing the interstate placement of children.



**[American Association of SNAP Directors \(AASD\)](#)**   
Providing expert leadership and consultation on Supplemental Nutrition Assistance Program (SNAP) and income assistance issues.



**[IT Solutions Management for Human Services \(ISM\)](#)**   
Promoting collaboration and innovation in Human Services Information Technology (IT) systems.



**[National Association of Public Child Welfare Administrators \(NAPCWA\)](#)**   
Developing and influencing national policy, strengthening leaders of public child welfare agencies, advancing innovative practices on improving resilience and protective factors, promoting healthy child development, and strengthening communities.



**[National Association for Program Information and Performance Measurement \(NAPIPM\)](#)**   
Achieving better outcomes for children, families, and communities by strengthening program integrity, accountability, data analysis, and measurement.



**[National Association of State Child Care Administrators \(NASCCA\)](#)**   
Advancing federal, state, and local policies and programs that improve access to and quality of child care and support families in today's rapidly changing environment.



**[National Association of State Temporary Assistance for Needy Families \(TANF\) Administrators \(NASTA\)](#)**   
Helping families obtain temporary cash assistance and skills for gainful employment leading to self-sufficiency.



**[National Staff Development and Training Association \(NSDTA\)](#)**   
Improving the well-being of children, families, and communities through staff and organizational development innovations.



**[Public Human Services Attorneys \(PHSA\)](#)**   
Facilitating the exchange of information between government attorneys to promote collaboration and innovation in representing agencies administering legal human services.

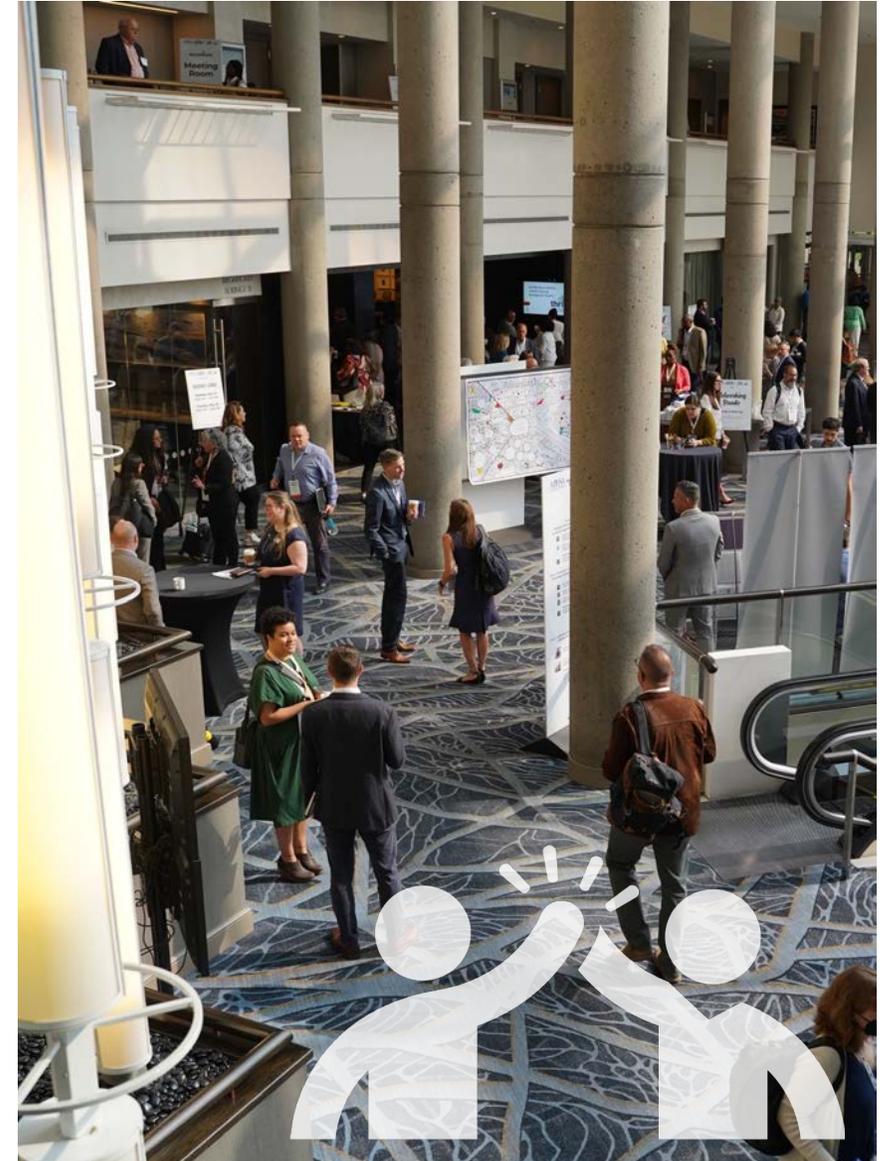
# Welcome, Partners!

Sponsoring the American Public Human Services Association (APHSA) educational conferences allows you to position your company as a leader in the 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 member organizations.

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 human services.

Don't wait—secure an opportunity today to reach the top human service 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!

*Meeting Safely: APHSA remains 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.*



# Who Attends & Why Support

## 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/Quality Control
- Consultants and Non-Profit Executives

## Reasons to Become a Sponsor in 2024

According to the Center for Exhibition Industry Research, there are several benefits to company sponsorship and exhibitions at aligned 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.



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

# Engagement Throughout The Year

Throughout our face-to-face conference year, APHSA brings together more than 3,500 members, human services executives, thought leaders, visionaries, and allied organizations. This year, we will host four in-person events. Some content from these events will be offered on-demand on Thrive, APHSA Learning Management System (LMS), for the professional development of your middle to frontline teams.

Taking advantage of the 2024 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.

## 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*

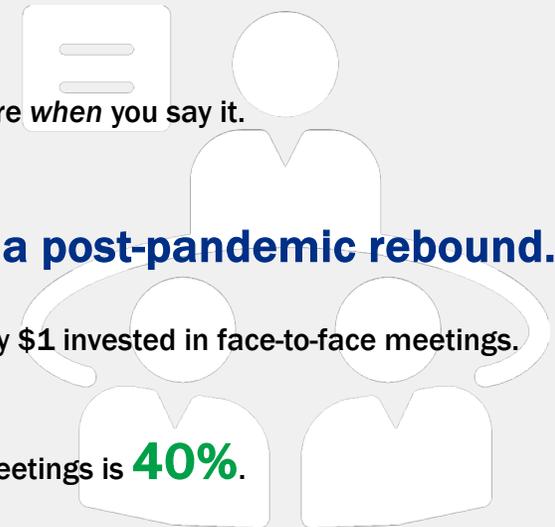
## ...and why they're integral to a post-pandemic rebound.

Companies earn **\$12.50** for every \$1 invested in face-to-face meetings.

*Source: Oxford Economic Study*

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

*Source: ZoomInfo*



# 2024 Events

**APHSA offers a diverse slate of conferences, events, meetings, podcasts, webinars, and on-demand webinars designed to educate and inform our members and other individuals in the human services sector.**

Our events showcase innovations in human services to keep you informed on what is happening in Congress and the Administration and to foster peer-to-peer engagement.

*For assistance with APHSA events and conferences, please email [aphsaconferences@aphsa.org](mailto:aphsaconferences@aphsa.org).*

*\*\*The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the 2024 ISM+PHSA Education Conference & Expo. To learn more about the ISM+PHSA 2024 sponsorship opportunities, please visit [www.ISMConference.com](http://www.ISMConference.com).*



**June 9–12, 2024**  
Crystal Gateway Marriott  
Arlington, VA  
*POLICY AND PRACTICE*  
[www.APHSANationalSummit.com](http://www.APHSANationalSummit.com)



**August 25–28, 2024**  
Hilton Portland Downtown  
Portland, OR  
*SNAP, TANF, & PROGRAM INTEGRITY*  
[www.EMWBConference.com](http://www.EMWBConference.com)



**October 20–23, 2024**  
The Clyde Hotel  
Albuquerque, NM  
*ORGANIZATIONAL EFFECTIVENESS*  
[www.NSDTAConference.com](http://www.NSDTAConference.com)



**October 6–9, 2024 \*\***  
Gaylord Rockies Resort & Convention Center  
Aurora, CO  
*TECHNOLOGY & LEGAL*  
[www.ISMConference.com](http://www.ISMConference.com) | [www.PHSAttorneys.com](http://www.PHSAttorneys.com)



# 2024 Sponsorship Opportunities

## *IN-PERSON CONFERENCES*

The sponsorship offerings included underwrite experiences for three of our four educational events in 2024:

- [National Human Services Summit \(Summit\)](#)
- [Economic Mobility & Well-Being Conference \(EMWB\)](#)
- [National Staff Development and Training Association Annual Education Conference \(NSDTA\)](#)

These events reach members who are in top leadership and are 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.

**CHAMPION**

**COLLABORATOR**

**BENEFACTOR**



# Sponsorship Levels that Suit You

	CHAMPION	COLLABORATOR	BENEFACTOR
<b>Benefits</b>	<b>\$18,000</b>	<b>\$11,000</b>	<b>\$4,750</b>
Tabletop Exhibit <sup>1</sup>	Included	Included	Included
Acknowledgment – Throughout the Conference	Included	Included	Included
Recognized as a Sponsor on the Conference App	Included	Included	Included
Marketing Insert per Conference <sup>2</sup> ( <i>optional</i> )	Included	N/A	N/A
Receipt of Attendee Lists with Contact Information	Pre- and Post-Conference	Pre- and Post-Conference	Post-Conference Only
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	Conference Signage or Select One (1) Item for the Swag Bag: • Water Bottle • Hand Sanitizer • 3-in-1 Charging Cable	Coffee Breaks (2 Opps) or Select One (1) Item for the Swag Bag: • Snack Item (2 Opps) • Scrambler/Mind Puzzle (2 Opps)

<sup>1</sup> 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.

<sup>2</sup> Marketing insert, per conference and provided by the sponsor, should be no larger than 8.5” x 11” and weigh no more than five (5) ounces. Inserts may be non-sponsored items (postcard, flyer, etc.).

<sup>3</sup> Complimentary registrations may be used amongst the three (3) conferences. Additional registrations will be made available at a discounted rate.

<sup>4</sup> APHSA will assist with the customization of any co-branded items that are sponsored in a package.

# Explanation of Benefits – Full Year Sponsors

Year-round sponsors enjoy benefits of the specific level plus additional exposure as defined as follows:

## **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) 6 ft. table or equivalent space with two (2) chairs
- One (1) 110 outlet access
- One (1) tabletop sign with logo

## **SWAG BAG – One (1) 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

## **MEETING ROOM WI-FI – One (1) 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 (1) 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 (1) 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.

## **ITEMS FOR SWAG BAG – One (1) sponsor per item; some 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. Based on your level of sponsorship, you may select one (1) of the following items for the swag bag:

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

## **CHARGING STATION – One (1) 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 (2) opportunities per conference, one (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 (1) opportunity for the year**

The Conference App will provide the attendees with access to the schedule, 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 (1) 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.

# 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.

## **ENGAGEMENT OPPORTUNITY –**

*One (1) 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 (1) opportunity per conference*

**Investment: \$13,750 per conference**

Keynote speakers set the tone or bring it all to a close for conference attendees. Underwriting the keynote speaker 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 provide a two-minute highlight of your organization
- Opportunity for a personal meet and greet for you and invited guests

## **CONTINENTAL BREAKFASTS –**

*One (1) opportunity per conference*

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

Kick-start the day! Breakfast is a great way to jump-start the day and open ongoing conversations with conference attendees. As a breakfast sponsor, your company will meet, greet, and network with attendees 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 –**

*Up to three (3) opportunities for the year*

**\$8,000 per conference**

***Interested in buying out this opportunity for 2024?***

**Contact Sales at [anogueira@aphsa.org](mailto:anogueira@aphsa.org)**

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. If a sponsor is acquired for EMWB and/or NSDTA, a headshot lounge will be provided.*



# Single Conference Sponsorship Opportunities

APHSA recognizes 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 that you're directly focused on reaching. Below are the explanation of benefits and investment levels per conference.

	INFLUENCE	BUILD	CONNECT	TABLETOP
<b>Benefits</b>	<b>\$6,575</b>	<b>\$4,575</b>	<b>\$3,475</b>	<b>\$1,775</b>
Complimentary Full Conference Registration	4	3	2	1
Discount Conference Registration for Additional Personnel	Included	Included	Included	Included
Tabletop Display	Included	Included	Included	Included
Swag Bag (selection of items provided)	One (1) Item	One (1) Item (+\$1,000)	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 Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference	Post-Conference

**CONFERENCE REGISTRATION** – Includes full conference registration to attend all sessions and official functions.

**TABLETOP DISPLAY** – One (1) six-foot tabletop with two (2) chairs will be provided. 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 INSERT** – A swag bag will be provided to each attendee. A selection of options will be provided.

**ATTENDEE LIST** – The list will include the full contact information of opted-in attendees. The attendee list complies with GDPR guidelines. Attendees have the option to opt out of sharing this information.



## APHSAs Event Sponsorship Opportunities 2024

*For more information, please contact:*

**Sponsorship Sales Team**

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*Last updated 02/27/24*

