

2022 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 2022 events will continue to 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 in-person events throughout the year!



2022 Events – Mark Your Calendars!

National Health & Human Services Summit

June 12-15, 2022

Marriott Crystal Gateway
Arlington, VA

www.APHSANationalSummit.com

Economic Mobility and Well-Being Conference

August 14-17, 2022

Marriott Savannah Riverfront
Savannah, GA

www.EMWBConference.com

AAHSA Education Conference

October 9-12, 2022

Sheraton Columbus Hotel at Capitol Square
Columbus, OH

www.AAHSAConference.com

NSDTA Education Conference

October 16-19, 2022

DoubleTree by Hilton Spokane City Center
Spokane, WA

www.NSDTAConference.com

ISM Annual Conference & Expo**

October 23-26, 2022

Gaylord National Resort & Convention Center
National Harbor, MD

www.ISMConference.com

****The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the 2022 ISM Conference & Expo. For ISM sponsorship opportunities, please visit www.ISMConference.com.**

Engagement Throughout the Year

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.

We have brought back 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 regarding the schedule as well as provide the platform where attendees will provide proof of vaccination and/or negative test to participate at the in-person events.



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.

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 2022, we will host 5 in-person events. In addition to our in-person learning, the content will be offered post event for on-demand access for professional development of your middle to frontline teams which statistics and data show that organizations are making more investments in these areas of their workforce.

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 2022

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 – In-Person Conferences

Underwriting includes four 2022 in-person conferences.

National Health & Human Services Summit
June 12-15, 2022
Marriott Crystal Gateway
Arlington, VA
APHSANationalSummit.com

Economic Mobility and Well-Being Conference
August 14-17, 2022
Marriott Savannah Riverfront
Savannah, GA
EMWBConference.com

AAHNSA Education Conference
October 9-12, 2022
Sheraton Columbus Hotel at Capitol Square
Columbus, OH
AAHNSAConference.com

NSDTA Education Conference
October 16-19, 2022
DoubleTree by Hilton Spokane City Center
Spokane, WA
NSDTAConference.com

The offerings below will underwrite experiences for four (4) of our five educational events in 2022 – National Health and Human Services Summit, Economic Mobility and Well-Being Conference, NSTDA Conference, and AAHNSA Conference that will reach members who are in top leadership, program directors, charged with staff training, and responsible for the legal representation of the state and/or local health and human services agencies. Your underwriting allows the association to keep professional development affordable while bringing together the top thought leaders in the field for learning and creating memorable engagement opportunities for our members.

BENEFITS	GOLD \$16,250	SILVER \$9,250	BRONZE \$4,250
Tabletop Exhibit ¹	✓	✓	✓
Acknowledgment - Throughout the Conference (verbal and in print)	✓	✓	✓
Recognized as a Sponsor on the Conference App	✓	✓	✓
Marketing Insert per Conference ² (optional)	✓	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 ³	5	3	2
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 ⁴	Meeting Room Wi-Fi Hotel Room Key SOLD OUT SOLD OUT Conference App Conference SOLD OUT not Charging Station Swag Bag ⁵	Conference Signage Select One (1) Item for the Swag Bag: Shopping Bag Journ SOLD OUT Water Bottle Hand Sanitizer	Coffee Breaks (2 Opps) Select One (1) Item for the Swag Bag: Snack Item (2 Opps) Scrambler/Mind Puzzle (2 Opps) 3-in-1 Char SOLD OUT table

- 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 Complimentary registrations may be used amongst the four (4) 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 select an item or 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 our Swag Bag, a clear stadium bag. Like a conference bag, the Swag Bag 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
- Choice of one (1) Swag Bag 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

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 ~~SOLD OUT~~ 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 Bag Items

One sponsor, per item, some items have multiple opportunities

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

- Journal ~~SOLD OUT~~
- Shopping Bag
- Water Bottle
- Hand Sanitizer
- Snack Item, two (2) opportunities
- Scrambler/Mind Puzzle, two (2) opportunities
- 3-in-1 ~~SOLD OUT~~ 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)

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. Napkins with your logo and signage will be provided for the breaks.

Conference ~~SOLD OUT~~ App

One opportunity for the year

Back by popular demand, 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 ~~SOLD OUT~~ 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. Additionally, we will continue to use this platform to securely upload proof of vaccination and/or negative test results to attend the conference.

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: \$14,250 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 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
- Logo cocktail napkins placed at the continental breakfast

NEW! Scavenger Hunt

One opportunity per conference

Investment: \$4,500 per event (only two opportunities – National HHS Summit and Economic Mobility and Well-Being Conference)

Be the company that brings gamification to the APHSA events in 2022. Individuals love a good competitive opportunity to learn. Sponsor the Scavenger Hunt and be the leader in helping attendees discover the value of learning about solutions, discovering connection opportunities, and more. We can be creative with the way in which we put your name on this engagement tool using QR codes throughout the event and inside the app – you decide what is listed on your square in the scavenger hunt. Attendees will earn points – and – the more they visit, check in, and discover the higher they are on the leaderboard for winning prizes. *Available only for the National HHS Summit and Economic Mobility and Well-Being Conference.*

For More Information, Contact

Contact the Sponsorship Sales Team

ads_exhibits@aphsa.org | (703) 549-9500

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 H/HS workforce by underwriting the conference(s) which your firm is directly focused on reaching in 2022. Below you will find the benefits and investment levels per conference.

BENEFITS	INFLUENCE \$5,750	BUILD \$3,500	CONNECT \$3,000	TABLETOP \$1,500
Complimentary Full Conference Registration	3	2	1	1
Discount Conference Registration for Additional Personnel	✓	✓	✓	✓
6' Tabletop with Two (2) Chairs, Electric Access	✓	✓	✓	✓
Scavenger Hunt Square (National HHS Summit and Economic Mobility and Well-Being Conference only)	\$250	\$250	\$350	\$350
Swag Bag (selection of items provided)	✓ 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. 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. All exhibits will be located in the foyer of the hotel and placement assigned on-site by staff.

Swag Bag Insert

Swag Bags, similar to the conference bag, will be provided to in-person attendees. 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 is GDPR compliant.

NEW! Scavenger Hunt

If the Scavenger Hunt is sponsored for the National Health and Human Services Summit and/or the Economic Mobility and Well-Being Conference, you can add a square to the scavenger hunt to engage with attendees through unique QR codes during the conference. *One square per sponsor.*

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 (AAHHS)

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

The purpose of the AAHHS 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 2022 ISM Annual Conference & Expo, which will be held October 23 – 26, 2022 in National Harbor, MD.

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: 2022 CONTRACT & ORDER FORM

SPONSORSHIP OPPORTUNITIES - FULL YEAR

Please Indicate Level and Additional Benefit Chosen:

Gold Sponsor \$16,250 (select one)

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

Silver Sponsor \$9,250 (select one)

- ☐ Conference Signage
 ☐ Shopping Bag
 ☐ Journal
 ☐ Water Bottle
 ☐ Hand Sanitizer

Bronze Sponsor \$4,250 (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

- ☐ National Health and Human Services Summit
 ☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

Keynote Speaker

- ☐ National Health and Human Services Summit
 ☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

Continental Breakfasts

- ☐ National Health and Human Services Summit
 ☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

Scavenger Hunt

- ☐ National Health and Human Services Summit
 ☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

SPONSORSHIP OPPORTUNITIES - SINGLE CONFERENCE

Please Indicate Level and Conference Chosen:

Sponsorship Level (select one)

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

Conference Opportunity (select one)

- ☐ National Health and Human Services Summit
☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

ENGAGEMENT OPPORTUNITIES - ALL CONFERENCES

Please Indicate Engagement Opportunity Chosen:

Continental Breakfasts (select one)

- ☐ National Health and Human Services Summit
☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

Keynote Speaker (select one)

- ☐ National Health and Human Services Summit
☐ Economic Mobility and Well-Being
 ☐ NSDTA
 ☐ AAHHSA

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

2022 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

Sponsorship Sales Team: Phil Galanty or Anna Nogueira

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Donna Jarvis-Miller, CMP, CEM, Director, Membership and Events

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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 capacity within their teams through our professional education and development conferences, technical expertise, publications, and 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.