



SPONSORSHIP, ADVERTISING & EXHIBIT OPPORTUNITIES



2015



WHY AAPC SPONSORSHIP IS A WINNING STRATEGY

With more than 1,275 members, the American Association of Political Consultants (AAPC) is the world's largest and most influential organization for political, public affairs and communication specialists. AAPC members are responsible for spending millions of dollars every year on products and services that engage citizens in our democratic process. An AAPC sponsorship puts your brand in the center of the action and represents reliability and a commitment to the industry.

Throughout the year—both online and at our signature events—AAPC offers a variety of opportunities for promoting your company's product or service to the widest range of buyers—all of them your potential clients.

AAPC Sponsorship Gives You More

- Establish a presence in the political consulting & communications marketplace
- Improve the effectiveness and efficiency of your marketing efforts
- Personally meet your customers, competitors and suppliers
- Prospect for new customers
- Position your organization as an industry leader

Your Success is Our Success

Tell us what your goals are and we'll help you find the best way to achieve them. We have opportunities for every budget, flexible payment terms and are always open to new sponsorship ideas.

Act Now!

If you have questions or are ready to reserve your sponsorship, contact AAPC today. We look forward to working with you to achieve your goals!

Alana Joyce

Executive Director

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AAPC is the only organization that offers you the opportunity to communicate your message to the industry's movers & shakers—those hard to reach, highly qualified prospects with nearly \$4 billion in buying power each election cycle.

AAPC 2015 OPPORTUNITIES

| Event | Expected # of Attendees | Sponsorship | Exhibiting | Advertising |
|---|-------------------------|-------------|------------|-------------|
| Regional Conference Sacramento, June 23-24 | 200 | ✔ | ✔ | ✔ |
| Regional Conference Austin, September 16-17 | 100 | ✔ | ✔ | ✔ |
| Regional Conference Philadelphia (date TBD) & Chicago (October 15, 2015) | 100 | ✔ | ✔ | ✔ |
| Webinars Series Flexible | 50-100 ea | ✔ | | ✔ |
| White Paper Flexible | 20K+media | ✔ | | ✔ |
| Banner Advertising www.theapc.org | 20K | | | ✔ |
| Sponsored Emails | 7,300+ | | | ✔ |
| AAPC eNews | 1,275+ (Members Only) | | | ✔ |

2015 AAPC Regional Conferences: Sacramento, Chicago, Austin & Philadelphia

AAPC's Regional Conferences offer high quality content and exceptional networking opportunities. Each program is designed by an advisory board of regional experts and leading consultants to feature influential and relevant perspectives at both state and national levels. If you want to extend your reach beyond the Capital Beltway—AAPC Regional Conferences are the ideal venues to showcase your company as a thought leader and solutions provider. AAPC Regional Conferences draw approximately 100 attendees—all of them your potential clients and contacts!

GOLD SPONSORSHIP OPPORTUNITIES – *Offer the best branding and speaking time*

WELCOME COCKTAIL RECEPTION & OPENING KEYNOTE - \$3,000

The Opening Keynote session will feature dynamic speakers with fresh, big picture perspectives. Then enjoy optimal networking during the festive one-hour cocktail Welcome Reception.

Benefits include:

- Exclusive Welcome Reception sponsor signage and General Session logo recognition on title slide
- Opportunity to welcome attendees and introduce keynote speaker (5 minutes maximum)
- Gold Level (top-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Pre- and post- Conference attendee list with contact information
- Complimentary exhibit space in prime location (first-come, first-served)
- Option to place a promotional or giveaway item in Conference bags
- Three (3) Conference registrations
- Half page ad in Conference Program
- Product/company description (100 words) and contact information in Conference program

LUNCHEON KEYNOTE- \$3,000

Delegates will enjoy an engaging keynote speaker following lunch.

Benefits include:

- General Session logo recognition on title slide
- Opportunity to welcome attendees and introduce keynote speaker (5 minutes)
- Gold Level (top-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Pre- and Post- Conference attendee list with contact information
- Complimentary exhibit table
- Option to place a promotional or giveaway item in Conference bags (if provided) or on attendee chairs
- Three (3) Conference registrations
- Half page ad in Conference Program
- Product/company description (100 words) and contact information in Conference program

CLOSING COCKTAIL RECEPTION - \$3,000

Cap off the conference experience in style! The closing cocktail reception offers premium networking and ample branding opportunities.

Benefits include:

- Opportunity to address attendees (5 minutes)
- Gold Level (top-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Pre- and Post- Conference attendee list with full contact information
- Complimentary exhibit space
- Option to place a promotional or giveaway item in Conference bags (if provided) or on attendee chairs

- Three (3) Conference registrations
- Half page ad in Conference Program
- Product/company description (100 words) and contact information in Conference program

SILVER SPONSORSHIP OPPORTUNITIES – *Offer next best branding and visibility*

CONFERENCE WiFi – \$1,500

Attendees are sure to appreciate this Conference “must have” with your company’s logo displayed with login information.

- Logo recognition on login page (depending on venue)
- Half page ad with wi-fi info in Conference Program
- Silver Level (second-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Complimentary exhibit space
- Option to place a promotional or giveaway item in Conference bags (if provided) or on Sponsor Literature Table
- Two (2) Conference registrations
- Product/company description (100 words) and contact information in Conference program

EDUCATION SESSIONS/PANELS - \$1,500

The Conference program is comprised of education sessions focusing on the biggest issues, latest strategies and winning techniques & technologies. Attendees will get the “insider perspective” from the consultants working at the frontlines of the biggest campaigns—while your company secures a meaningful, visible role in advancing the practice of political consultation.

Benefits include:

- Logo recognition on session title slide
- Silver Level (second-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Complimentary exhibit space
- Option to place a promotional or giveaway item in Conference bags (if provided) or on

Sponsor Literature Table

- Two (2) Conference registrations
- Product/company description (100 words) and contact information in Conference program

BRONZE SPONSORSHIP OPPORTUNITIES – *Offer exclusive marketing exposure at cost effective prices*

All Bronze Level sponsorships include:

- Third-tier logo placement in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Option to place a promotional or giveaway item in Conference bags (if provided) or on Sponsor Literature Table
- One (1) Conference registration
- Product/company listing and contact information in Conference program

BADGE LANYARDS - \$1000

Lanyards put your company's logo at eye level for the duration of the conference. Sponsor to provide lanyards.

CONFERENCE REGISTRATION BAG - \$1000

The registration bag is given to all attendees upon their arrival. Sponsor is responsible for production costs and receives one side of the bag for logo or advertisement.

REFRESHMENT BREAKS - \$500 (2 opportunities)

Includes the cost of morning/afternoon refreshments and exclusive recognition on signage.

EXHIBIT TABLE - \$1000

An exhibit space provides your company with a valuable way to interact with attendees, increase your brand awareness and showcase your products and services. Each exhibitor is provided a 6'skirted table and two chairs.

Benefits include:

- Bronze Level (third-tier) logo placement and recognition in all promotional material, including conference program, signage, rolling credits and Conference website (with hyperlink)
- Option to place a promotional or giveaway item in Conference bags (if provided) or on Sponsor Literature Table
- One (1) Conference registration

SUPPORTER SPONSORSHIP - \$500

For \$500, Supporter Sponsors receive logo recognition on site (rolling credits, program and signage) plus one (1) Conference registration.

WEBINARS & WHITE PAPERS – Be a Thought Leader!

AAPC is pleased to offer two exciting opportunities that will extend our sponsoring partners' reach and relevance: webinars and white papers—with no “expiration date”—these opportunities put your company out in front as a knowledge leader. Each option offers you the ability to co-create content with AAPC and engage with new audiences.

WEBINARS

Webinars provide the opportunity for industry exposure by delivering the most current industry issues and best practices in a live, one-hour interactive presentation. In addition, as a sponsor you are able to help shape the content by suggesting topics, presenters, and/or serving as the Webinar host. AAPC Webinars, a complimentary benefit of AAPC membership, offer attendees the ease of participating from their desktops and reviewing archived presentations at their convenience. All archived presentations will become part of AAPC member resource library.

Webinars **\$500 per session**

(limited availability)

Benefits include:

- Opportunity for opening remarks (2 minutes)
- Opportunity to work with AAPC staff to select topics/speakers (subject to AAPC final approval)
- Logo recognition of Registration page and title slide in live cast and archived version
- Post-Webinar registration list
- AAPC Members attend for free
- Complimentary registrations for your staff

INDUSTRY WHITE PAPER/MODELS

Industry white papers or models provide you the unique opportunity to develop a joint research project with AAPC to document current trends and practices in the profession. Topics will be chosen in conjunction with AAPC who will retain appropriate subject matter experts to design and author the study. Enjoy lasting value as a true thought leader with AAPC membership and the media at large.

Industry White Paper - \$10,000

Benefits include:

- Opportunity to produce joint research document with AAPC
- Use of AAPC database for survey
- Paper posted on AAPC website and distributed to AAPC Media list via joint press release
Highlights announced in General Session at Pollie Conference by sponsor (5 min)
- Gold Level logo placement and recognition in all promotional material at the Pollie Conference, including conference program, Winners book, signage and Conference website (with hyperlink)
- VIP seating for registered company representatives and key customers (1 table of 8) at the Pollie Awards Gala Dinner
- Banner advertising of your choice on AAPC website for one year
- Complimentary standard package booth at Pollie Conference
- Two (2) Full Pollie Conference & Awards registrations

ADVERTISING

BANNER ADVERTISEMENT ON THE AAPC'S WEBSITE

The AAPC's website is the hub for political consulting professionals and is viewed by thousands during Pollie season (December thru April).

| Banner Ad Options | Price/Month Stationary |
|------------------------------|------------------------|
| Leader board throughout Site | \$1,500 |
| Home Page | \$1,000 |
| Membership | \$500 |
| About | \$500 |

Banner Ad Options Price/Month

| | |
|--|---------|
| Rotating Leader board throughout Site | \$1,000 |
| Home Page | \$750 |
| Membership | \$300 |
| About | \$300 |
| Text Advertisement** - All other pages | \$150 |
| Stationary Sidebar Email Ad*** | \$350 |

* Purchase of the Stationary Leader board includes one collaborative email and banner ad (one month) in AAPC Member eNews letter

**All Text Advertisement is subject to rotation

*** Email Advertisements can only be submitted in HTML, JPG or GIF

Prices are effective through December, 2014.

ADVERTISING IN 2015 POLLIE CONFERENCE PROGRAM/WINNER'S BOOK

| | |
|---|--------|
| Full page, 4-color advertisement in conference program or winner's book | \$1000 |
|---|--------|

SPONSORED EMAIL TO AAPC MEMBERS & PROSPECTS

AAPC will send your message on your company's behalf to our Member & Prospect lists. These emails are intended to relate information and very special offers to our members. AAPC reserves the right to approve email content. Emails must be paid prior to date of scheduled monthly email blast.

| | Non Member | AAPC Member Firm |
|--------------|------------|------------------|
| Single Email | \$1,500 | \$750 |
| 2 Emails | \$2,500 | \$1,250 |
| 5 Emails | \$5,250 | \$2,625 |
| Full Year | \$10,000 | \$5,000 |

BANNER AD IN AAPC MEMBER eNEWS - \$500

AAPC eNews, our monthly member newsletter, provides a snapshot of industry happenings, useful resources and Member news. Advertising in eNews is only available to AAPC member companies.

Please contact Alana Joyce, ajoyce@theaapc.org or 1-703-245-8021 for information on alternative packages.

Join an elite group of AAPC sponsors today!
(partial list)

