Sponsorship, Advertising & Exhibit Opportunities 2016
WHY AAPC SPONSORSHIP IS A WINNING STRATEGY

With more than 1,375 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!

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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.
Reach the Most Influential Buyers!

2015 Pollie Attendees - Campaign Spend

Please estimate the total amount of campaign spend you will oversee this election cycle?

- Less than $50,000: 11%
- $50,000-$100,000: 11%
- $100,000-$500,000: 5%
- $500,000-$1 million: 13%
- More than $1 million: 60%

Who Want to Do Business With You!

2015 Pollie Attendees

Are you likely to consider doing business with a company that is a sponsor/exhibitor of the AAPC Pollie Awards & Conference?

- Yes: 97%
- No: 3%
2016 AAPC Regional Conferences: 
Washington, DC | Nashville | Los Angeles | Austin

AAPC’s Regional Conferences offer high quality content and exceptional networking opportunities. On January 28, 2016, AAPC introduces our newest educational conference, The Business of Politics: Riding the Roller Coaster, designed to provide both new and veteran firms with expert advice on business fundamentals. We also welcome Nashville to our Regional Conference line up on February 11, 2016 with a half-day program focusing on the evolving dynamics of Southern politics and the recent Democratic successes in deeply Red states.

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 between 100-200 attendees—all of them your potential clients and contacts!

GOLD SPONSORSHIP OPPORTUNITIES – Offer the best branding and speaking time

WELCOME COCKTAIL RECEPTION - $3,000 (if pre-evening event is scheduled)

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 (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
- Full 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
- Full 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 (note: our Nashville event includes live music!)

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
• Full 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 (4-8 opportunities, depending on city)**

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 SPONSOR - $500    Supporter Sponsors receive logo recognition on site (rolling credits, program and signage) plus one (1) Conference registration.
Join an Elite Group of Sponsors Today!

(partial listing)

AccuList
Active Engagement
AOL/Huffingtonpost
Arbitron/Scarborough
Aristotle
AT&T
Best Guest Media
Blue Grass/Intersect
Blue State Digital
Broadnet
CallFire
Campaign Grid
Campaign Solutions
Campaign Solutions Group
CampaignGrid
Care2
CBS Local Media
Charter Media
Chicago Press Corporation
Chism Strategies
Clear Channel Media +
Entertainment
Collective
Comcast Spotlight
Comcast Wholesale
Corbis
Cox Communications
CoxReps
Deluxe Ad Services
Drug Policy Alliance
DS Political
EarthColor
The Tarrance Group
Entravision
Eventbrite
Facebook
First Street by CQ Press
George Washington University
George Images
Global Strategy Group
Google/YouTube
GTECH
Guestbookers.com
Hackney & Hackney
Harman Press
Home Team Sports/Fox
Sports Media Group
Human Events
Insperity
Intermarkets
Ion Media
Katz Media Group
Kaufman Legal Group
L2
Liberty Action Center
Lukens Co.
The Meallan Group
Metro Iowa/CDA
Microsoft
Mixpo
NAA
Nasica
National Association of Realtors
National Popular Vote
NationBuilder
NCC Media
NetAtlantic
Neustar
New Blue Interactive
New Page Corp
NewLink Group
NGP-VAN
Nielsen
North Star Opinion Research
NRA
Pandora
People for Bikes
Pitch Perfect Technology
Political Insider
POLITICO
Pollmakers
PowerDirect Marketing
Public Strategies
Qgiv
Raise the Money
ReadyElect
Red Curve
Renttrak
Resonate
RocketFuel
Salsa Labs
Shutterstock
Stampede Consulting
Stirista
Time Warner
Trailblazer
TubeMogul
TVB
Twitter
Univision
USPS
Versium Analytics/Data Finder
Viamedia
Washington Times
WBIN-TV
WEX
xAD
YuMe