**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!

Alana Joyce  
Executive Director  
ajoyce@theaapc.org | 703-245-8021
## AAPC 2016 OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Expected # of Attendees</th>
<th>Sponsorship</th>
<th>Exhibiting</th>
<th>Advertising</th>
<th>Page#</th>
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<tbody>
<tr>
<td><strong>2016 Pollie Awards &amp; Conference</strong></td>
<td>450+</td>
<td></td>
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<td>4-20</td>
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<tr>
<td>San Juan, Puerto Rico</td>
<td>April 12-14</td>
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<tr>
<td><strong>The Business of Politics Conference</strong></td>
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<td>Flexible</td>
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2016 Pollie Awards & Conference
San Juan, Puerto Rico | April 12-14, 2016

AAPC’s Pollie Awards & Conference is the event of the year for political consulting and public affairs professionals and suppliers. No other conference provides access to such an elite and motivated group of prospective buyers. This premier event, the largest and most comprehensive within the political consulting industry, combines cutting-edge educational tracks, world class speakers and unparalleled networking opportunities, making it the ideal venue to promote your company’s services.

**AAPC Pollie Conference Trends**

<table>
<thead>
<tr>
<th>2015 Pollies, New Orleans, LA</th>
<th>2014 Pollies, San Diego, CA</th>
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<tbody>
<tr>
<td>Attendees</td>
<td>565</td>
</tr>
<tr>
<td>Sponsors &amp; Exhibitors</td>
<td>42</td>
</tr>
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**Press (partial list):**

- Baltimore Sun
- Chicago Tribune
- Huffington Post
- LA Times
- National Journal
- Politico
- Washington Post

**Consulting Firms & Clients (partial list):**

- 365 Strategies
- 76 Words
- ACCE
- Acorn
- Acosta
- Salazar LLC
- Adelstein | Liston
- Advantage Political Consulting
- AFSCE
- Alfano Communications
- Align Media
- LLC Alliance
- For Retired Americans
- Alliance Strategies Group
- LLC American University Argus Strategies
- Arno Political Consulting
- Arrow Communications Group
- Asisa Research Group
- Baseline & Associates, Inc.
- Bates & Mills Consulting
- Beekeeper Group
- Bell, McAndrews, & Hiltachtl
- LLP Benenson Strategy Group
- Bennett Research
- Bill Wong LLC
- Bitterer
- Black Rock Group
- Blue & Read
- Blue State Digital
- Bradenber Cox
- Bronstein & Weaver, Inc.
- Brooks Government Consulting
- Brown Consulting
- Buzzin Creative
- University of California Endowment
- California University of Pennsylvania CAMCO Consulting
- LLC Campaign Solutions
- Connell Donatelli
- CampaignGrid
- LLC CampaignHQ
- Care2.com
- Chadde ron Group
- Chambers Lopez Strategies
- Chapman
- Cube in Adams + Hussey
- Charity Dynamics
- Chong & Koster
- Clark Hill PLC
- Clinton Strategies
- LLC Communications Counsel, Inc.
- Connecticut Education Association
- Connections Group
- Cook Political Report
- CRAFT | Media/Digital
- Craver, Matthews, Smith & Co.
- Crisswell Associates
- Crossroads Media
- Dan Hart & Associates
- Dark Horse
- Campaigns
- Davis Group Consulting, Inc.
- DCCC DGI Group
- DCN Del Cielo Media
- DemCamp Democracy Resources
- Dept 7
- Deutsch New York
- Devyne
- Dewey Dewey Square Group
- DNC DSPolitical
- E2 Political Consulting
- Eastern Research Services
- Ed Rollins
- Edmonds Associates
- Elect Strategies
- Engage
- EMC Research
- Emmons & Company, Inc.
- Engler Knabe & Allen
- Etson Marketing
- Executive Communications, Inc.
- First Tuesday Partners
- Florida International University
- Fordham University
- Fortune Media, Inc.
- Front Porch Strategies
- Fund Raising, Inc.
- Fundraising Management Group
- Glass House Strategy
- Global Strategy Group
- GMMB Gober
- Hilgerr PLC GOCO Consulting,
- LLC Goddard Clausen
- Public Affairs
- Gold Communications
- Gragert Jones Research
- Gumbinner & Davies Communications
- Hackney & Hackney, Inc.
- Hamburger & Company
- Hamilton Campaigns
- Hanap Creative
- Harris Media LLC
- Holtzman, Vogel, LLC
- Impact Politics
- In Your Corner Consulting
- Indie Politics
- Infinity Media
- InFocus Campaigns
- Interface Media Group
- I2 Strategies
- Jackson Media Group
- JMC Enterprises of Louisiana
- Joe Slade
- White
- And Company
- Jonathan Varner & Associates, LLC
- JPM&M, Inc.
- JTD Strategies
- Katz Media Group
- Kennedy Communications, LLC
- King Strategic Communications
- KP Public Affairs
- KullyHall LLC
- Lake Research Partners
- Laurel Canyon Media
- Lawrence & Schiller Advertising
- Lee Enterprises
- Left Action
- Left Commons Communications
- Love Communications
- Lucas Public Affairs
- Mammen Group, Inc.
- Marketing Systems Group
- Marketplace Communications
- MBQF Consulting, LLC
- McKenna Philia
- McNally Temple Associates, Inc.
- MDS Communications
- Metadata Communications, LLC
- Meridian Strategies
- Message Audience & Presentation, Inc.
- MHC Consulting
- Miller Public Affairs
- Momentum Analysis
- Moran & Associates
- Mowery Consulting
- Group Multivariate Solutions
- Murphy Turner Associates
- Murphy
- Vogel
- Askew
- Reilly, LLC
- National Rifle Association
- New America Consultants
- New Media Campaigns
- New Media Strategies
- NGP VAN
- North Star Opinion Research
- North Woods Advertising
- Northwest Passage Consulting
- NOW Communications Group
- NPIRA Oceana
- Ohio University
- Opinion Access Corp.
- Optimum Impact, LLC
- Ocean Consulting
- Pacific Strategy Group
- Peachtree Battle Group
- Peak Communication
- Advantage Percussion
- Campaigns + Communications
- Planned Parenthood
- Policy Development Group
- Political Girl LLC
- Prime Policy Group
- Project for New Latin American
- Project New America
- Public Policy Strategies, Inc.
- Public Strategies
- Incorporated
- Purple Forge
- Putnam Partners
- Quinn Thomas
- Public Affairs
- R&R Partners
- Raconteur Media Company
- Ralph Arza Consulting
- RapidResponse Media, Inc.
- Ray C. Bliss Institute
- of Applied Politics - Univ.
- of Akron Red Stampede, LLC
- Redondo & Associates
- RedPrint Strategy
- Reed & Davidson, LLP
- Republican Governors Association
- Resolute Consulting
- Revolution Messaging
- Revolution Political Media
- Rice University Rise Strategies, Inc.
- RMIC
- RMS Associates
- RNC
- Robbott Advocacy Media, LLC
- Rose Kapo czyński
- Consulting
- Sagac Public Affairs
- San Francisco Association of Realtors
- San Martin Group
- Sanchis & Sanmartin
- Sandler Reiff
- Sandler-Innocenti
- Saybrook University
- Schubert
- Flint Public Affairs
- SKDKnickerbocker
- ShoutPoint, Inc.
- SIGNIA Marketing
- SLR Public Affairs
- SMA Communications
- Smart Media Group
- Snyder Interactive
- Something Else Strategies
- Southern Poverty Law Center
- Strategic Counsel
- Mississippi Spruce Media
- Stanford Research
- Strategic Fundraising
- Strategic Perception, Inc.
- Strategic Productions, LLC
- Strother Strategies
- Stutzman Public Affairs
- Survey Sampling International
- Talbot Digital
- Targeted Creative Communications
- TargetSmart Communications
- Texas Petition Strategies
- The Baughman Company
- The Campaign Group
- The Campaign Network
- The Campaign Workshop
- The Chadde ron Group
- The Dover Group
- The Heritage Foundation
- The John Kimball Group
- The Millman Group
- The New Media Firm
- The Pivot Group
- The Prosper Group
- The Richard Norman Company
- The Strategy Group for Media
- The Tarrance Group, Inc.
- The Trimpa Group
- The Victory Group
- The Wayne Johnson Agency
- Tipping Point Strategies
- Tom Shepard & Associates, Inc.
- TrailBlazer Campaign Services
- TRubio Politics
- True Stories Research
- Trujillo
- Baton Rouge Solutions
- Tulchin Research
- UC Davis Graduate School of Management
- Universal Survey University of Dominican Republic
- University of Houston
- University of Texas at Dallas
- Victoria Research
- Victory Solutions
- Waggener Edstrom Worldwide
- Walker Mattos
- Wampold Strategies
- Wild Bunch Consulting
- Wilson Perkins Allen
- Opinion Research
- Wilson-Miller Communications, Inc.
- Winner & Mandabach
- Campaigns Winning Directions
- Winning Our Future
- Young Ideas, LLC

AAPC 2016 Sponsorship, Advertising & Exhibit Opportunities 11/5/15
2016 POLLIE CONFERENCE SPONSORSHIP OPPORTUNITIES

There are a variety of ways to position your organization in front of this influential group of buyers—from logo recognition to putting your key executive on stage. Each sponsoring organization is placed in one of five sponsorship levels depending on total spend at conference:

- **Signature Sponsor** - $40,000+
- **Platinum Level** - $20,000 and above
- **Gold Level** - $9,000-$19,999
- **Silver Level** – Below $9,000
- **Exhibitor & Supporter**

All sponsoring & exhibiting companies will receive:

- Logo placement (according to tier) and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- General Session logo recognition in the rolling credits (played during walk in/walk out)
- Corporate listing/link in conference app (new for 2016!)
- Option to place a promotional or giveaway item in Conference bags (provided by Sponsor)
- Complimentary registrations based on sponsorship package
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: 3%
- No: 97%
SIGNATURE SPONSORSHIP OPPORTUNITIES

Signature | Hall of Fame & After Party at the Casino Antigua in Old San Juan - $40,000

A Signature Sponsorship for the 2016 Pollie Awards & Conference begins at an investment level of $40,000 and offers significant branding opportunities and a fully customized benefits package—at Conference and throughout the year.

The Hall of Fame Induction Ceremony is the most anticipated event at Conference, honoring the legends of the political consulting profession. The AAPC Hall of Fame Sponsor has the opportunity to address this most prestigious gathering and present its own signature award.

This year’s event will also feature the winners of AAPC’s Campaign Excellence Awards, the industry’s highest honor for professionals working in politics.

This special evening for the political glitterati will take place at the Casino Antigua, one of Old San Juan’s most elegant and prestigious venues. The Beaux Arts building was constructed in 1917 and recently restored to its original grandeur.

The venue’s first floor reception areas which open to graceful gardens allow for maximum networking while the ceremony itself will take place in the upper ballroom (theater-style seating) to ensure optimal viewing and acoustics.

Ellen Malcolm, Founder, Emily’s List 2014 Hall of Fame Inductee
HALL OF FAME INDUCTION CEREMONY & AFTER PARY

Signature Sponsorship Benefits include:

- Sponsor may address Hall of Fame attendees (5 minutes)*
- Sponsor may present Special Award in company’s name at the Hall of Fame ceremony
- Logo prominently displayed on large screen at Ceremony and on signage throughout Reception venue
- Signature Level logo placement and recognition in all promotional material, including conference app, Winners book, signage and Conference website (with hyperlink)
- Premium Conference App package, including Splash Screen placement, Push Notification, Promoted Post and Micro App
- VIP seating for registered company representatives (1 table of 8) at the Pollie Gala Award Dinner. AAPC will assist with VIP invites to join your tables, if desired (subject to availability).
- Pre- and Post- Conference attendee list with contact information. Note: Only Signature and Platinum Conference Sponsors receive the Pre-Conference list.
- Option to place a promotional or giveaway item on attendee chairs or in Conference bags
- Full-page ad in Winner’s book (4-color)
- Banner in public area of host hotel with artwork of company’s choice
- Complimentary Innovation Showcase presentation opportunity ($5,000 value!)
- Signature cocktail and beverage napkins printed with your company’s logo
- Unique branding opportunity TBD with AAPC and Sponsor (such as branded cigar rolling)
- Ten (10) Full Pollie Conference & Awards registrations
- Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement
- Year-long advertising package to include dedicated e-blast and web banner advertising (call for details!)
- 1 Year Platinum AAPC Membership ($1,000 value!)
The Pollie Awards Gala is the climax event of our Annual Conference and offers the maximum branding opportunities for your organization. Each year, we improve upon the format and festivities and 2016 will be no exception!

This year’s Gala will take place on the white sands of Isla Verde, Puerto Rico’s best beach. The private beach will be set for an authentic pig roast with the finest local cuisine, music, salsa dancing and more!

The Awards Ceremony presentation will take place in the InterContinental Hotel’s elegant Grand Ballroom providing the perfect platform to address delegates prior to the festive and unforgettable after party!

Benefits include:

- Sponsor may address audience prior to Awards program (5 minutes maximum) and/or screen “sizzle reel”*
- Sponsor may present Special Award in company’s name at Pollie Award Ceremony
- Logo prominently displayed on large screen and B&W gobo lighting (provided by AAPC)
- Signature Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- Premium Conference App package, including Splash Screen placement, Push Notification, Promoted Post and Micro App
- VIP seating for company representatives and key customers and/or prospects (2 tables of 8) at the Pollie Awards Dinner. AAPC will assist with VIP invites to join your tables, if desired (subject to availability)
• Pre- and Post- Conference attendee list with contact information. **Note: Only Signature and Platinum Conference Sponsors receive the Pre-Conference list.**
• Option to place a promotional or giveaway item on attendee chairs or in Conference bags
• Full-page ad in Winner’s book (4-color)
• Ten (10) Full Pollie Conference & Awards registrations
• Banner in public area of host hotel with artwork of company’s choice
• Complimentary Innovation Showcase presentation opportunity ($5,000 value!)
• Signature cocktail and beverage napkins printed with your company’s logo
• Unique branding opportunity TBD with AAPC and Sponsor (such as branded flip flops that imprint your logo in the sand!)
• Ten (10) Full Pollie Conference & Awards registrations
• Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement
• Year-long advertising package to include dedicated e-blast and web banner advertising (call for details!)
• 1 Year Platinum AAPC Membership ($1,000 value!)
PLATINUM SPONSORSHIP OPPORTUNITIES

Our Platinum sponsorship packages offer the next greatest visibility at the Pollie Awards & Conference. Platinum sponsorships are unique; they include the opportunity for an executive from the sponsor’s organization to address the largest audience of political consultants and media buyers. These sponsorships offer an excellent venue for an individual to share their vision for the future of our industry and solidify your organization’s reputation as a thought leader and solutions provider.

GENERAL SESSION - $25,000 – Only 5 Opportunities!

General Sessions are the most well attended educational offerings of the conference and feature well known, influential speakers and panelists. General Session sponsors are invited to make brief remarks (2 minutes) and introduce session speaker or moderator. General Sessions are also taped and available year round via AAPC’s channel on YouTube. This year’s major themes and hot button issues include:

- Super PACs
- The New Frontier of Programmatic: Is It Here or Is It Near?
- 2016 Presidential Race
- The Future of Communication

Benefits include:

- Sponsor may address General Session attendees and introduce session speaker or moderator (2 minutes)*
- Logo prominently displayed on large screen at session
- Platinum Level logo placement and recognition in all promotional material including conference app, signage and Conference website (with hyperlink)
- Pre- and Post- Conference attendee list with contact information. Note: Only Signature and Platinum Conference Sponsors receive the Pre-Conference list.
- Option to place a promotional or giveaway item on attendee chairs or in Conference bags
- Four (4) Full Pollie Conference & Awards registrations

*The plenary address is an opportunity for a senior executive to deliver substantive remarks and analysis regarding the state of the industry and its drivers—not an advertorial. Your company will greatly enhance its reputation as a thought leader by offering credible, useful insight vs a straight pitch. AAPC is happy to work with you to ensure that your message will best resonate with AAPC audiences.
The 2016 Pollies are your last, best chance in this Presidential cycle to put your company in front of the industry’s most influential buyers!

VIP PRIVATE EVENT WITH CONFERENCE SPEAKERS & MEDIA BUYERS- $20,000
A private VIP event will bring Conference speakers, AAPC Board members and prominent national media buyers together for the most intimate and exclusive networking function of the year! The sponsorship fee includes food & beverage costs.

Benefits include:

- Sponsor may address attendees
- Platinum Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- Pre- and Post- Conference and attendee list with contact information. Note: Only Signature and Platinum Conference Sponsors receive the Pre-Conference list.
- Option to place a promotional or giveaway item in Conference bags
- Full-page ad in Winner’s Book
- Three (3) Full Pollie Conference & Awards registrations
- All food & beverage costs and venue rental fees

About AAPC
The American Association of Political Consultants (AAPC) is the world’s largest organization of political, public affairs and communications professionals. Founded in 1969, the AAPC is a bipartisan trade association with over 1,275 members from all 50 states and other countries. The AAPC membership reflects a wide range of ideologies, partisan affiliations and professional specialties, and includes students and academics. The AAPC is a national organization which represents the interests of political campaign and public affairs professionals, provides opportunities for education and training, and sets a high standard of professionalism for the political consulting and public affairs industries.
GOLD SPONSORSHIP OPPORTUNITIES

Gold sponsorships offer prime visibility at key Conference functions and unparalleled branding opportunities.

40 UNDER 40 AWARDS CEREMONY - $15,000

AAPC is dedicated to fostering the next generation of political professionals and is proud to recognize the up-and-coming leaders and innovators in the political business community at our second annual “40 Under 40” Awards, held in conjunction with the 2016 Pollie Conference. Align your brand with the future of the industry!

Additional benefits include:

- Sponsor may address General Session attendees (2 minutes)
- Logo prominently displayed on large screen at session
- Branded 40 Under 40 Awards program booklet, including full page ad
- Gold Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- Post- Conference attendee list with contact information
- Option to place a promotional or giveaway item in Conference bags
- Three (3) Full Pollie Conference & Awards registrations
- Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement

OPENING NIGHT WELCOME RECEPTION - $10,000

Toast the opening of the Conference with a festive welcome reception poolside at the InterContinental Hotel. The reception is an excellent opportunity to network with Conference attendees in a relaxed setting while showcasing your company’s brand.

Additional benefits include:

- Exclusive Welcome Reception sponsor signage, large monitor for screening “sizzle reel” or logo and verbal recognition at the event
- Post- Conference attendee list with contact information
- Beverage napkins printed with your company’s logo
- Gold Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
• Option to place a promotional or giveaway item in Conference bags
• Three (3) Full Pollie Conference & Awards registrations

**PRE-POLLIE AWARDS RECEPTION - $10,000**
The Pollie Awards Reception is the gathering cocktail party before the Pollie Awards Ceremony, the pinnacle event of the Pollie Conference. The reception is an excellent opportunity to welcome the industry’s luminaries and showcase your company’s brand.

Benefits include:

• Exclusive Pollie Awards Reception sponsor signage and verbal recognition at the event
• Gold Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
• Post- Conference attendee list with contact information
• Beverage napkins printed with your company’s logo
• Option to place a promotional or giveaway item in Conference bags
• Full-page ad in Pollie Winners Book (4-color)
• Three (3) Full Pollie Conference & Awards registrations

**CONFERENCE WiFi – $10,000**
Attendees always appreciate this Conference “must have” with your company’s logo/customized landing page displayed upon log in. This price includes conference wide (meeting rooms) wi-fi access for all attendees.

Benefits include:

• Logo and customized landing page displayed upon login *(see sample on left)*
• Gold Level logo placement and recognition in all promotional material including conference app, signage and Conference website (with hyperlink)
• Post- Conference attendee list
• Option to place a promotional or giveaway item in Conference bags
• Branded notice in Conference Program and flyer handed out at Hotel Registration
• Complimentary standard package booth space (a $3,000 value!)
• Two (2) Full Pollie Conference & Awards registrations
REGISTRATION, RECHARGE & RELAXATION STATION - $10,000
A gathering place at Conference, the registration area is heavily trafficked and centrally located adjacent to the mail lobby. Additional benefits include: upgraded Registration kiosks with your logo imprinted on front and an awesome “relaxation & recharge station”, featuring massage chairs, refreshments and outlets for recharging electronic devices! This is sure to be one of the most visited and appreciated experiences at Conference!

Additional benefits:

- Exclusive sponsor signage, including front panels (4 color) with your logo on Registration kiosks
- Gold Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- Post- Conference attendee list with contact information
- Beverage napkins printed with your company’s logo for use in refreshment area
- Option to place a promotional or giveaway item in Conference bags
- Two (2) Full Pollie Conference & Awards registrations
- Opportunity to showcase your own “sizzle reel” on large screen monitors
- Best of all: cost of massage therapists and refreshments included in your sponsorship!

“MASTER CLASS” EDUCATION SESSION - $10,000 (limited availability)
The exchange of ideas is often the most valuable and lasting aspect of conference attendance. As a Master Class sponsor, you have the chance to co-create with AAPC a unique learning experience in your area of expertise.

Benefits include:

- Opportunity to serve in thought leadership capacity
- Logo recognition on session title slide
- Gold Level logo placement and recognition in all promotional material, including conference programs, signage and Conference website (with hyperlink)
- Post- Conference attendee list with contact information
- Option to place a promotional or giveaway item in Conference bags
- Two (2) Full Pollie Conference & Awards registrations
SILVER SPONSORSHIP OPPORTUNITIES

Silver sponsorships offer significant marketing exposure through exclusive opportunities. Be at the center of the “Pollie experience” and set your company apart as an industry leader!

All Silver Sponsorships include the following standard benefits:

- Silver Level logo placement and recognition in all promotional material, including conference app, signage and Conference website (with hyperlink)
- Option to place a promotional or giveaway item in Conference bags
- One (1) Full Pollie Conference & Awards registration

SWAG BAG - $7,500
One of the most highly visible Conference sponsorships—and one that attendees surely take home—the swag bag is given to all attendees upon their arrival at Registration. Sponsor is responsible for only half production costs and receives one side of the bag for one-color logo.

BADGE LANYARDS – $7,500
Let attendees do the advertising for you! Lanyards put your company’s logo at eye level for the duration of the conference.  **Cost of lanyards included.**

EDUCATION SESSION - $5,000
Associate your brand with innovative thinking and knowledge sharing among the best and brightest minds in the business! In addition to the standard Silver sponsorship benefits listed above, you’ll receive logo recognition on session title slide and opportunity to introduce the session moderator.
HOTEL KEY CARDS - $5,000
The Hotel Key Card is your opportunity to be the first sponsor seen by attendees. Upon check in, Conference attendees will be given two room keys with your color logo prominently displayed.

ATTENDEE BADGE WITH AGENDA - $5,000
Badges are required for access to all events and with the Agenda printed on the reverse side, attendees will see your logo prominently displayed numerous times throughout Conference.

CONFERENCE NOTEBOOK/LEATHERETTE JOURNAL - $4,000
A practical and resourceful tool for all attendees during and after the meeting, the Conference Notebook is distributed to all attendees at Registration and features your logo prominently on the cover (black with 1-color logo, perfect bound, elastic cord). Cost of notebooks, printing & shipping included!

1st TIMERS & NEW MEMBERS RECEPTION - $2,500
For new AAPC members and first time attendees, this fun networking mixer allows you to meet up-and-coming political stars!

CONTINENTAL BREAKFASTS & REFRESHMENT BREAKS - $2,500
In addition to the standard Silver sponsorship benefits listed above, you’ll receive:

- Exclusive signage with logo recognition in breakfast/break area
- Beverage napkins printed with your company’s logo (refreshment breaks only)

WATER BOTTLES – $1,500
Strategically placed throughout the most trafficked Conference areas, water bottles—like Conference bags—are a great way to advertise your brand long after the Conference closes. Sponsor is responsible for production costs.
AAPC Exhibits & Innovation Showcase—Your Solution Front and Center

AAPC puts you in contact with campaign decision makers. Choose from 2 options to best showcase your solutions:

Standard Exhibit: $3,000 *(Only 15 spots available!)*
AAPC will host a limited number of exhibits stationed in the Grand Ballroom Foyer at the InterContinental Hotel. This cost-effective option allows you to take advantage of foot traffic to and from all General Sessions. AAPC will enjoy exclusive use of the hotel’s meeting space.

Plus! AAPC makes it easy to be an exhibitor with our branded kiosks. There’s no need for you to incur shipping costs or expensive booth construction. Just show up and sell!

Included in your Standard Exhibit package:

- Exhibit space with logo-branded 3-foot Kiosk
- Wi Fi Internet
- Small Monitor for Kiosk
- Signage (Kiosk panel, 4 color)
- Trash bin

In addition to the turnkey package above, you’ll enjoy the following benefits:

- Product/Company description (100 words) and contact information included in Conference app and discounts on enhanced features available via the app including Custom Badges (gamification)
- Option to place a promotional or giveaway item in Conference bags (if provided)
- One (1) Full Pollie Conference & Awards registration

AAPC Innovation Showcase (“Shark Tank”)—$5,000

*Limited availability!*

**Dedicated General Session | Wednesday, April 13, 9:30-10:30 am**

The AAPC Innovation Showcase provides a unique opportunity for campaign professionals to learn about a range of campaign technology/solutions in a fast-paced, informative General Session. A diverse panel of campaign software/solutions providers will conform to the principles of Pecha Kucha, a presentation format designed to keep discussions concise and entertaining. Presenters have only 3 minutes and 15 slides max to tell their story! Then a panel of seasoned campaign pros will “kick the tires” through a series of pointed questions. The audience will then vote for the most innovative solution. The “AAPC Innovation Showcase” will be offered as a General Session with no competing events.
Included in your Showcase package:

- Innovation Showcase presentation opportunity
- **Silver Sponsor level** branding in all Conference collateral, rolling credits, etc.
- Product/Company description (100 words) and contact information included in Conference app
- Option to place a promotional or giveaway item in Conference bags (if provided)
- Post conference attendee list
- Two (2) Full Pollie Conference & Awards registrations

**Why Exhibit?**
Our previous Pollie attendees indicate that AAPC sponsors/exhibitors are more likely to be:

- “Innovative companies”
- “Dedicated to the advancement of the profession” and “Industry Leaders”

If this is how you want to be perceived, then become a Pollie Conference sponsor or exhibitor today!
**New in 2016!**

**Mobile App**

The 2016 Pollies native mobile app provides the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app puts all event information in attendees’ hands – anytime, anywhere – with updates provided in real-time. The app will be in the app store for all devices.

Benefits of App Sponsorship:

- Raise your company’s profile and generate new business opportunities
- Advertise your company directly to your target audience
- Promote new products and/or services to conference attendees

‘Appy Hour Premium Package - $3,100 (only 3 available) -

**Includes Micro App (linkable)**

A Sponsored Microapp offers a high level of exposure and virtually connects you to every app user. It can link to a custom landing page, your website and more.

**Specifications**

- Logo artwork (320x320px, PNG)
- Link to external website/landing page

**2 Promoted Posts (linkable):**

A Promoted Post is a message pinned to the top of the Activity Feed (typically the most accessed section of the app) putting your message in front of event attendees

Specifications:

- 140-character limit
- Link to a website or agenda item
- Embedded images (optional, 600x200px, PNG)

**3 Push Notifications (one/day):**

A Push Notification is a powerful, real-time marketing tool. It is the most directed, 140-character message a sponsor can send to encourage event app activity. Users can be segmented by affiliation, interests and more.

Specifications:

- 140-character limit
- No images or links
2016 AAPC Regional Conferences:
Washington, DC | Nashville | Los Angeles | Austin

AAPC’s Regional Conferences offer high quality content and exceptional networking opportunities. In January 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.

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.
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 app, 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
Home Page $1,500
Interior $500

Prices are effective through December, 2016.

ADVERTISING IN 2016 POLLIE CONFERENCE WINNER’S BOOK
Full page, 4-color advertisement in 2016 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 email blast.

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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.
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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
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Intermarkets
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Katz Media Group
Kaufman Legal Group
L2
Liberty Action Center
Lukens Co.
The Mellman 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
Rentak
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