Sponsorship, Advertising & Exhibit Opportunities

AAPC

American Association of Political Consultants

2019
AAPC 2018 Sponsorship, Advertising & Exhibit Opportunities

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 Sponsorship is a Winning Strategy

With 1,400 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 multi-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. In 2019, AAPC will celebrate our 50th Anniversary promoting this industry and the professionals dedicated to ethical business practices and the democratic process. Don’t miss out!

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
Connect, Learn, Change the World
# AAPC 2019 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>2019 Pollie Awards &amp; Conference</td>
<td>550+</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<td>Napa Valley, CA</td>
<td>April 2 -4</td>
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<td>The Power of Women (11/13/18)</td>
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<td>Winning With Creative (May ‘19) &amp; More!</td>
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<td>Webinars</td>
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<td><a href="https://www.theaapc.org">www.theaapc.org</a></td>
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<td>Sponsored Emails</td>
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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.

<table>
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<tr>
<th>2011 – 2018</th>
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<tbody>
<tr>
<td>(averages)</td>
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<tr>
<td>600 attendees</td>
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45 sponsors & exhibitors

Press (partial list):
- Buzzfeed
- Chicago Tribune
- Huffington Post
- Los Angeles Times
- NationalJournal
- POLITICO
- Washington Post

Consulting Firms & Clients (partial list):
- 365 Strategies
- 76 Words
- ACCCE
- Acorn
- Adelstein
- Alston & Bird, LLP
- Allen Political Consulting
- Amato Communications
- Align Media
- LLC
- Alliance
- for Retired Americans
- Alliance Strategies Group
- LLCAmerican University
- Argo Strategies
- Arno Political Consulting
- Arrow Communications Group
- Asisa Research Group
- Baseline & Associates, Inc.
- Bates & Mills Consulting
- Beekeepr Group
- Bell, LLC
- McAndrews & Hiltachk, LLP
- Benenson Strategy Group
- Bennett Research Bill Wong
- LLC
- Bittner & Loehr
- Black Rock Group
- Blue & Read
- Blue State Digital
- BrabenderCox
- Bronstein & Weaver, Inc.
- Brooks Governmental Consulting
- Buissone
- Creative
- Chong
- and Roster
- Clark Hill PLC
- Clinton Strategies, LLC
- Communications Counsel, Inc.
- Connecticut Education Association
- Connections Group
- Cook Political Report
- CRAFT
- Media/Digital Craver, Matthews, Smith & Co.
- Crisis
- and Associates
- Crossroads: Media
- Dan Hart & Associates
- Dark Horse Campaigns
- Davis Group Consulting, Inc.
- DCCC
- DCI Group
- DCN Del Cielo Media
- DemCamp Democracy Resources
- Dept 7
- Deutsch New York
- Devine
- Malvey Dewey Square Group
- DNC
- DSPolitical
- E2
- Political Consulting
- Eastern Research Services
- Ed Rollins
- Edmonds Associates
- Elect Strategies
- Engage
- EMC Research
- Emmons & Company, Inc.
- Englander Knabe & Allen
- Eton Marketing
- Executive Communications, Inc.
- First Tuesday Partners
- Florida International University
- Fordham University
- Fortune Media, Inc.
- Front Porch Strategies Fund
- Fundraising Management Group
- Glass House Strategy
- Global Strategy Group
- GMMB Gober Hlgers PLCC GCCO Consulting, LLC
- Goddard Clauussen Public Affairs
- Gold Communications
- Gragert Jones Research
- Gumbiner & Davies Communications
- Hackney & Hackney, Inc.
- Hamburger & Company
- Hamilton Consultants
- 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,&
- Inc.
- JTD Strategies
- Katz Media Group
- Kennedy Communications, LLC
- Knight Strategic Communications
- KP Public Affairs
- KullyHall LLC
- Lake Research Partners
- Laurence Canyon Media
- Lawrence & Schiller Advertising
- Lee Enterprises Left Action
- Left Coast Communications
- Love Communications
- Lucas Public Affairs
- Mammen Group
- Inc.
- Marketing Systems Group
- Marketplace Communications
- MBQF Consulting, LLC
- MDS Communications
- Mealted Communications, LLC
- Meridian Strategies
- Message Audience & Presentation, Inc.
- MHConsulting
- Miller Public Affairs Group
- Momentum Analysis
- Moran & Associates
- Mowery Consulting
- Multivariate Solutions
- Murphy Turner Associates
- Murphy Vogel Askew Reilly, LLC
- National Rifle Association
- New America Consultants
- New Media Campaigns
- New Media Strategies
- NGO VAN
- North Star Opinion Research
- North Woods Advertising
- Northwest Passage Consulting
- NOW Communications Group
- NPRA Oceana
- Ohio University
- Opinion Access Corp.
- Optimum Impact, LLC
- Ozean 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 Americano
- Project New America
- Public Policy Strategies, Inc.
- Public Strategies Incorporated
- Purple Forge
- Putnam Partners
- Quinns Thomas
- Public Affairs
- R&R Partners
- Raconteur Media Company
- Ralpha Arza Consulting
- RapidResponse Media, Inc.
- Ray C. Bliss Institute of Applied Politics - Univ.
- of Akron
- Red Stampede, LLC
- Redondo & Asociados
- RedPrint Strategy Reed & Davidson, LLP
- Republican Governors Association
- Resolute Consulting
- Revolution Messaging
- Revolution Political Media
- Rice University
- Rise Strategies, Inc.
- RMLC
- RMS Associates
- RNC
- Robbett Advocacy Media, LLC
- Rose Kapolczynski Consulting
- Sagas Public Affairs
- San Francisco
- Association of Realtors
- San Martin Group
- Sanchez & Sammartin
- 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
- Southern Strategy Group of Mississippi
- Spruce Media
- Stanford Research Strategic Fundraising
- Strategic Perception, Inc.
- Strategic Productions, LLC
- Strother Strategies
- Stutzman Marketing
- Survey Sampling International
- Talkloop Digital
- Targeted Creative Communications
- TargetSmart Communications
- Texas Petition Strategies
- The Baughman Company
- The Campaign Group
- The Campaign Network
- The Campaign Workshop
- The Chadderton Group
- The Dover Group
- The Heritage Foundation
- The John Kimball Group
- The Mellman Group
- The New Media Firm
- The Pivot Group
- The Prosper Group
- The Richard Norman Company
- The Strategy Group for Media
- The Tarrant Group, Inc.
- The Trimap Group
- The Victory Group
- The Wayne Johnson Agency
- Tipping Point Strategies
- Tom Shepard & Associates, Inc.
- TraillBlazer Campaign Services
- True Politics
- True Stories Research
- Trujillo
- Caston Solutions
- Tulchin Research
- UC Davis Graduate School of Management
- Universal Survey University of Republic
- University of Houston
- University of Texas at Dallas
- Victoria Research
- Victory Solutions
- Waggener Edstrom Worldwide
- Walker Mattox
- Wamplow Strategies
- Wild Bunch Consulting
- Wilson Perkins
- Allen Opinion Research
- Wilson-Miller Communications
- Winner & Mandabach Campaigns
- Winning Directions
- Winning Our Future
- Young Ideas, LLC

Napa Valley, CA | April 2 – 4, 2019

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2019 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:

- **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)
- Logo recognition in the rolling credits
- Corporate listing/link in conference app
- Option to place a promotional or giveaway item in Conference bags
- Complimentary registrations based on sponsorship package
Reach the Most Influential Buyers!

2018 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!

2018 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 LEVEL

A Signature Sponsorship for the 2019 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.

AAPC will work with you to develop an exclusive program featuring opportunities for thought leadership, relationship-building and engagement, branding and advertising—designed to meet your specific goals. Contact Alana Joyce at (703) 245-8021 or ajoyce@theaapc.org to explore the possibilities!
**PLATINUM LEVEL**

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.

**AAPC Hall of Fame Ceremony & Luncheon – SOLD**

The Hall of Fame is one of the most anticipated events at Conference, honoring the legends of the political consulting profession. You’ll have the opportunity to address this prestigious gathering and present your own signature Award.

Benefits include:

- All Food & Beverage costs for seated luncheon
- 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 B&W gobo lighting (provided by AAPC)
- Platinum Level logo placement and recognition in all promotional material, including conference app, Winners book, 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
- Full-page ad in Winner’s book (4-color)
- Four (4) Full Pollie Conference & Awards registrations
- Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement
Pollie Awards & After Party - SOLD

The Pollie Awards 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 2019, our 50th Anniversary, will set a whole new standard!

Benefits include:

- All Food & Beverage and entertainment
- 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)
- Platinum Level logo placement and recognition in conference app, signage and Conference website (with hyperlink)
- VIP reserved seating
- 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 at venue or in Conference bags
- Full-page ad in Winner’s book (4-color)
- Four (4) Full Pollie Conference & Awards registrations
- Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement

40 UNDER 40 AWARDS & AFTER PARTY - SOLD

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 annual “40 Under 40” Awards, held in conjunction with the 2019 Pollie Conference. Align your brand with the future of the industry!

This year, we will celebrate our 40 Under 40 winners and Conference delegates at a festive opening event at Artesa Winery – featuring exclusive wines from one of the Valley’s most storied vintners’, artisanal foods, and breathtaking views of Napa Valley.
Additional benefits include:

- All venue rental and food & beverage costs
- Sponsor may address attendees (3 minutes)
- Logo prominently displayed on large screen at session
- Branded 40 Under 40 Awards program booklet, including full page ad
- 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 in Conference bags
- Four (4) Full Pollie Conference & Awards registrations
- Press Release announcing the partnership with AAPC in conjunction with Winners’ announcement
- Exclusive Reception sponsor signage and verbal recognition at the event
- Beverage napkins printed with your company’s logo and other unique branded item to be determined by sponsor & AAPC

**GENERAL SESSION - $20,000**

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 innovative formats include:

- Campaign Strategy
- The Power of Women
- Messaging
- Fundraising
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

- Three (3) 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.
GOLD LEVEL

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

PRIVATE DINNER OR RECEPTION EVENT WITH AAPC BOARD OF DIRECTORS, VIPs and INVITED ATTENDEES - SOLD

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. Choose your venue:

**Option A: AAPC Board of Directors’ Dinner**
Monday, April 1st / Napa winery

**Option B: Private Reception**
Wednesday April 3rd / Wine Cave at Meritage Resort

Benefits include:

- All food & beverage costs, venue rental fees and transportation (if required)
- Sponsor may address attendees
- 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
- Two (2) Full Pollie Conference & Awards registrations
- Access for 2 representatives from Sponsor firm to attend the event

AAPC FOUNDATION WINE AUCTION & PRE-POLLIE RECEPTION - $10,000

The AAPC Education Foundation is a 501(c)(3), tax-exempt, non-profit organization founded in 2006 to support the American system of free elections, protect the freedom of political speech and to promote these principles among those involved in the electoral process. The Foundation also provides scholarship support for students preparing to enter the profession of politics.

The AAPC Foundation will host a festive wine pull, auction and pre-Pollie reception on Thursday, April 4th. The reception is an excellent opportunity to mingle with the industry’s luminaries on the industry’s biggest Awards night of the year, support a good cause, and showcase your company’s brand.
Benefits include:

- 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
- Branded shipping “wine sleeves” printed with your company’s logo
- Option to place a promotional or giveaway item in Conference bags
- Two (2) Full Pollie Conference & Awards registrations
- $2,500 charitable tax-deduction

**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 above)*
- 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 flyer handed out at Hotel Registration
- Complimentary standard package booth space (a $2,750 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. Put your brand front-and-center with upgraded Registration kiosks with your logo imprinted on front and an awesome “relaxation & recharge station”, featuring massage chairs, refreshments and outlets for re-charging electronic devices! This is sure to be one of the most visited and appreciated experiences at Conference!

Additional benefits:

- 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 & CAUCUS ONLY EDUCATION SESSIONS - $10,000
The exchange of ideas is often the most valuable and lasting aspect of conference attendance. As a sponsor at this level, you have the chance to co-create with AAPC a unique learning experience in your area of expertise—or benefit from the ability to interact directly with your target audience by Party affiliation.

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 LEVEL
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

**BRANDED CHOCOLATE BAR/MERITAGE ROOM DROP - $5,000**
Branded with your logo, chocolate bars are delivered to the guest rooms by Meritage housekeeping and my include a personalized message from you! Cost of chocolate and room drop included.

**BRANDED WINE SLEEVES - SOLD**
Uniquely Napa! Branded wine bottle protectors feature your logo and provide attendees a valuable takeaway! Each protector accommodates a standard 750mL bottle of wine during travel or shipping. Cost of sleeves included.

**SWAG BAG - SOLD**
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. Cost of bag is included and sponsor receives one side of the bag for one-color logo.

**BADGE LANYARDS – SOLD**
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.

**HOTEL KEY CARDS - SOLD**
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 – SOLD**
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 - SOLD
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!

LADIES, ROCKS & A TWIST MIXER – $4,000
This networking event especially for women consultants will cap off our closing session on The Power of Women in Politics. This mixer is an excellent opportunity to put your company in front of this influential group of trailblazers. In addition to Silver level benefits, this sponsorship includes:

- All Food & Beverage costs
- Signage and verbal recognition at the event
- Beverage napkins printed with your company’s logo

1ST TIMERS & NEW MEMBERS LUNCHEON - SOLD
For new AAPC members and first-time attendees, this fun networking mixer allows you to expand your network as well as members of the AAPC Board of Directors who will serve as table hosts.

REFRESHMENT BREAKS - $2,000
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.
“Choose Your Adventure” excursions take Networking to the next level during the first full day of Conference (Wednesday, April 3rd). These specially curated opportunities allow attendees with similar interests to interact—while experiencing some of the best cultural attractions of Napa Valley. Put your brand and your ambassadors at the heart of a memorable and engaging experience! A unique or branded “souvenir” will be given to each attendee, courtesy of its title sponsor. Our 5 Adventures include:

**Napa Valley Wine Train Private Charter - SOLD**

The Napa Valley Wine Train journey is an unforgettable way to experience Napa Valley’s lush vineyards and breathtaking landscape. Attendees will enjoy a private charter on an elegant train with plush interior, personalized service and education about the Napa Valley. Relax with a welcome glass of sparkling wine, an exclusive wine flight (featuring six wines!) and hors d’oeuvres.

**Napa Valley Hiking Tour**

Experience scenic views, exhilarating peaks, shady trails and wildlife viewings during a relaxing, guided Napa Valley hike through Skyline Wilderness Park.

**Hess Winery (Wine Tasting & Art Tour)**

Spend the afternoon enjoying the Hess Winery, located in the historic stone winery originally constructed in 1903. Attendees will enjoy various award-winning wines while also having the unique chance to visit Donald Hess’ extensive private contemporary Art Museum.
Culinary Institute of America
Hands-on Cooking Class
Eat what you make in this 3-hour hands-on class led by a Culinary Institute expert instructor! This unforgettable experience includes a full meal with two glasses of Greystone Cellars wine, a recipe packet and a Culinary Institute water bottle.

Culinary Institute of America
Farm-to-Table Culinary Demonstration
This 60-minute class is produced in partnership with the Culinary Institute of America's (CIA) Farm Manager, Matthew Gunn. Watch (and taste!) expert chef's create seasonal dishes based on what is available in the CIA’s garden. You'll also enjoy one wine pairing during the demonstration.

The 2019 Pollies puts your company in front of the industry’s most influential buyers!
AAPC Exhibits & Shark Tank – 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: $2,750**
AAPC will host a limited number of exhibits stationed in the Ballroom foyer at the Meritage. This cost-effective option allows you to take advantage of foot traffic to and from all General Sessions and luncheons.

Plus! AAPC makes it easy to be an exhibitor with our custom branded high boys. 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 custom printed logo-branded high boy cover
- Wi Fi Internet
- Branded table cover (4 color)
- Trash bin
- Small Monitor for table available for additional cost of $250

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
- 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 Style! - $5,000**

**Limited availability!**

**General Session**

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
- Standard Exhibit package above
- 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
- Post conference attendee list
- One (1) Full Pollie Conference & Awards registration

**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!
Pollie Conference Mobile App

The 2019 Pollies mobile app provides the opportunity to connect with attendees in a unique and personal way. This comprehensive mobile app—directly connected to our registration platform for ease of attendee access—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.

Title Sponsor - $10,000

Benefits include:

- 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

Plus! the following prime mobile advertising opportunities:

Splash Screen
Your custom designed screen appears when the app is first opened for 5 seconds. Static graphic (not linkable). Sizes: multiple (depends on device), contact AAPC for list.

Featured Sponsor at top of Main Menu (linkable)
Featured sponsor logo (linkable) appears at the top of the menu on the mobile app (native and mobile web). This offers a high level of exposure and virtually connects you to every app user. Single logo will display static, multiple logos rotate for 5 seconds each. Size: 133 x 81

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

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.
REGIONAL CONFERENCES

AUSTIN / FT. LAUDERDALE / CHICAGO / SEATTLE

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.

GOLD SPONSORSHIP OPPORTUNITIES – Offer the best branding and speaking time

GENERAL SESSION LUNCHEON - $4,000

Benefits include:

- General Session logo recognition on title slide
- Opportunity to welcome attendees and introduce session (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
- Ad and Product/company description (100 words) and contact information in Conference program

EDUCATION SESSIONS/PANELS - $3,000

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:

- Opportunity to participate as subject matter expert
- Logo recognition on session title slide
- Gold 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
- Pre- and Post- Conference attendee list with contact information
- Three (3) Conference registrations
- Ad and Product/company description (100 words) and contact information in Conference program

**WELCOME/CLOSING COCKTAIL RECEPTION - $3,000**

Enjoy optimal networking during the festive one-hour cocktail Welcome or Closing Reception *(depending on Agenda).*

Benefits include:

- Exclusive Reception sponsor signage
- 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 (if provided) or on Sponsor Literature Table
- Three (3) Conference registrations
- Ad and Product/company description (100 words) and contact information in Conference program
SILVER SPONSORSHIP OPPORTUNITIES – *Offer next best branding and visibility*

All Silver sponsorships include the following standard benefits:

- Silver Level (second-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
- Two (2) Conference registrations
- Product/company description (100 words) and contact information in Conference program
- Complimentary exhibit space

CONFERENCE WiFi – $1,500
Attendees are sure to appreciate this Conference “must have” with your company’s logo displayed with login information.

BADGE LANYARDS - SOLD
Lanyards put your company’s logo at eye level for the duration of the conference. Sponsor to provide lanyards.

CONFERENCE REGISTRATION BAG - $1500
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.

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 (100 words) and contact information in Conference program

REFRESHMENT BREAKS - $750 (exclusive)
Includes the cost of morning/afternoon refreshments and exclusive recognition on signage.
EXHIBIT TABLE - $750
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.

SUPPORTER SPONSOR - $500
Supporter Sponsors receive logo recognition on site (rolling credits, program and signage).

WORKSHOP & OUTREACH EVENTS
These events are the perfect opportunity to introduce your firm to current and prospective AAPC members. Events have limited capacity and are free or have nominal registration fees to attendees. Themed workshops and outreach events include:

- Winning with Creative
- Talking to the Rising American Electorate
- The Power of Women: Voters, Candidates & Consultants
- Mobile First
- Grassroots
- Political Fundraising
- Republican-only and Democrat-only Caucus events

Gold Sponsorship - $1,500
Benefits include:

- Opportunity to address attendees during program (welcome, lunch, session intro)
- Sponsor recognition on site and in all promotions
- Post- event attendee list with full contact information
- Two (2) comp registrations

Supporter Sponsorship - $500 (non-exclusive)
Benefits include:

- Sponsor recognition on site and in all promotions
- 1 comp 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).

<table>
<thead>
<tr>
<th>Banner Ad Options</th>
<th>Price/Month Stationary</th>
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<tbody>
<tr>
<td>Home Page</td>
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*Prices are effective through December, 2019.*

ADVERTISING IN 2019 POLLIE CONFERENCE WINNER’S BOOK
Full page, 4-color advertisement in 2019 Winner’s Book $750

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.

<table>
<thead>
<tr>
<th></th>
<th>Non Member</th>
<th>AAPC Member Firm</th>
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<tr>
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<tr>
<td>5 Emails</td>
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<td>$2,625</td>
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</table>

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 call
1-703-245-8021 for more information