

# APAP|NYC+ 2023

## SPONSORABLE ITEMS

### Leading \$12,000

**Plenary Sponsor** – 4 opportunities available – ~~Opening~~, Saturday, Sunday & Closing

As the exclusive plenary sponsor, be recognized live by the session host, plus receive logo visibility. Share your brand with a 60-90 second video, demonstrating your organization's expertise and commitment to the field. Plenaries will be enjoyed by an in-person audience as well as livestreamed to an online audience.

#### **Cocktail Reception Sponsor - SOLD**

As the exclusive opening plenary sponsor, be recognized live by the session host, plus receive logo visibility. Share your brand with a 60-90 second live or recorded video, demonstrating your organization's expertise and commitment to the field. Plenaries will be enjoyed by an in-person audience as well as livestreamed to an online audience. If you choose to the recorded video option, the video will be included in the Conference reel on the media wall in the conference registration promenade.

#### **Conference Platform Sponsor - 1 opportunity available**

As the exclusive conference platform sponsor, be recognized with highly visible branding throughout the conference platform and mobile app. This platform and app will be used by all attendees, online and in-person.

#### **Registration Sponsor – 1 opportunity available**

As the exclusive registration sponsor, your brand is front and center on the online registration portal in advance of the conference and onsite at the APAP|NYC registration center at the Hilton.

#### **Happy Hour Break - Multiple Opportunities**

While every hour at APAP|NYC is happy, be the sponsor for an even Happier Hour for our attendees in the Expo Hall or Bridges Bar at the Hilton! With a chance to bring attendees together for a quick break, this opportunity will have major visibility and the opportunity to facilitate great networking! Our sponsors brand will be connected with one of the most frequently requested conference amenity. Promotion of the Happy Hour will be done on multiple platforms (print, digital, onsite signage) all including the (hero) sponsor logo.

#### Additional Benefits for Leading Sponsors:

- Conference Registration
- Expo Commons
- Dedicated email blast (content and delivery date at the discretion of APAP)
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in Sponsors section of APAP|NYC web site
- Logo rotation within the Sponsor Carousel, present on the conference platform and the Hilton media wall.
- Sponsor Spotlight in an edition of Conf eNews
- Organization name & link in Conf eNews, running Nov through Jan

## Sustaining \$7,500

### ***Wifi Sponsor – 1 sponsor***

All in-person attendees of APAP will rely on Wifi. Your logo will be featured on wifi signage throughout the conference, including the registration areas, Info Booth, and conference platform. Sponsor logo will be included on the sign in page.

### ***Health and Safety Sponsor – 1 opportunity available***

Details to come.

### ***Coat Check (Exclusive and Non-Exclusive Opportunities Available)***

APAP attendees rely on our coat check service to keep their belongings while they enjoy the conference. Choose this highly visible sponsorship and have your company name featured where we all hang our coats, hats, and bags as well as in digital communications during the conference.

### Additional Benefits for Sustaining Sponsors:

- Conference Registration
- Expo Commons
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in Sponsors section of APAP | NYC web site
- Logo rotation within the Sponsor Carousel, present on the conference platform and the Hilton media wall.
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## Supporting \$5,000

### ***Conference Daily Email Sponsor - 1 opportunity***

Make the first and lasting impression with sponsorship of the Conference Daily Email. Distributed early each morning of the conference (January 13-17) and containing vital information, this daily conference update sets the tone for the day's activities. Sponsor brand to be highlighted in the email sent to all conference attendees, all seven days of APAP|NYC+ 2023.

### ***Accessibility Sponsor – 1 opportunity***

Making the APAP|NYC+ experience possible to those that need it with an assortment of services which may include ASL interpreters and captioning. The exclusive accessibility sponsor will be recognized at the start of each session and in the daily communications.

### ***Coffee Break (Exclusive – Multiple Opportunities)***

Nothing is better on an early January morning in NYC than a great cup of joe! Sponsor a break and give attendees a jolt, making you a favorite in their hearts and their cups. Promotion of the Coffee Break will be in the daily eNewsletter, mobile app, conference program and more. Conference attendees will remember fondly the coffee sponsor!

### Additional Benefits for Supporting Sponsors:

- Conference Registration
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in Sponsors section of APAP|NYC web site
- Logo rotation within the Sponsor Carousel, present on the conference platform and the Hilton media wall.
- Organization name & link in Conf eNews, running Nov through Jan

## Contributing \$2,500

### ***Volunteer Shirt Sponsor*** – 1 opportunity

Put your logo on the shirt worn by conference volunteers. Have your branding seen throughout the conference, as volunteers guide attendees at various spaces in the Hilton.

Additional Benefits for Contributing Sponsors:

- Conference Registration
- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in Sponsors section of APAP|NYC web site
- Logo rotation within the Sponsor Carousel, present on the conference platform and the Hilton media wall.
- Organization name & link in Conf eNews, running Nov through Jan

## **Participating \$1,000**

Benefits of being a Participating Sponsor include:

- Verbal thanks during the Opening Plenary Session
- Recognition on the opening slide show at each of the plenary and keynote sessions
- Tile ad on website
- Logo with link in Sponsors section of APAP | NYC web site
- Logo rotation within the Sponsor Carousel, present on the conference platform and the Hilton media wall.
- Organization name & link in Conf eNews, running Nov through Jan

## **Additional Advertising Options**

***Spotlights & Conference eNews*** – Banner ads to run within each edition of APAP’s newsletter communications. 600x150 pixel banner ads, limit 3 per pub date. Prices starting at \$400/month.

***[www.apap365.org](http://www.apap365.org)*** – Tile ads to rotate with 3 other brands to run throughout the website. 270x240 pixel tile ads, limit 4 per month. Prices starting at \$450/month.

***Sponsored emails*** – send your own message to the APAP audience, a list of 5000+ names. Expand your reach by sending a dedicated communication to the field. Limited availability. Price \$900 per email.