



**2024 ASPA**  
**ANNUAL CONFERENCE**  
MINNEAPOLIS, MINNESOTA | April 12-16, 2024

## **2024 Annual Conference Sponsorship and Advertising Packages**

Taking place April 12-16 in Minneapolis, Minnesota, ASPA's 2024 Annual Conference will offer a prime opportunity for universities, nonprofits, governments at all levels and more to showcase their brand and work in front of an audience of more than 1,200 practitioners, scholars, researchers, students and advocates. This will be an exciting event full of opportunities for unique and meaningful professional connections, exchange and networking for public servants from across the country and around the world.

From digital placements, signage and visual branding to sponsored events, promotional items and plenary session recognition, sponsor branding and visibility will be robust, giving your organization or university myriad options to be recognized not only for your brand message but also its support of our 2024 Annual Conference.

Sponsorship levels are:

- Platinum: \$15,000
- Gold: \$12,000
- ASPA App: \$10,000
- Silver: \$8,000
- Bronze: \$5,500
- Copper: \$3,000

Advertising options are available as well; details are below.

*\*Customizations are available and we are happy to fine-tune sponsorship packages to your unique needs. Want to sponsor something not on the list? Let us know and we can work with you on it! Packages may be combined for additional exposure. Review the options and contact Karen Garrett ([kgarrett@aspanet.org](mailto:kgarrett@aspanet.org)) to talk about what will work best for you!*

## Sponsorship Options At-A-Glance

<u>Sponsorship Level</u>	<u>Amount</u>	<u>Sponsor Opportunities</u>
Platinum	\$15,000	<ul style="list-style-type: none"> <li>• Website, Opening Plenary, Conference Space (1 Available)</li> </ul>
Gold	\$12,000	<ul style="list-style-type: none"> <li>• Registration Bag - TAKEN</li> <li>• Conference WiFi (1 Available)</li> <li>• Technology Production (1 Available)</li> </ul>
ASPA App	\$10,000	<ul style="list-style-type: none"> <li>• Annual Conference App - TAKEN</li> </ul>
Silver	\$8,000	<ul style="list-style-type: none"> <li>• Water Bottle - TAKEN</li> <li>• Hotel Key Cards - TAKEN</li> <li>• Signage (1 Available)</li> <li>• Plenaries (4 available) – 1 TAKEN</li> </ul>
Bronze	\$5,500	<ul style="list-style-type: none"> <li>• Networking Breaks (4 Available) – 1 TAKEN</li> <li>• Hand Sanitizer - TAKEN</li> <li>• Name Badges (1 Available)</li> <li>• Lanyards - TAKEN</li> <li>• Badge Holders - TAKEN</li> <li>• Student and New Professional Summit (3 Available)</li> <li>• Tracks (1 Available) – 2 TAKEN</li> </ul>
Copper	\$3,000	<ul style="list-style-type: none"> <li>• Awards Brochure - 2 TAKEN</li> <li>• Presidential Panels (3 Available) – 1 TAKEN</li> </ul>

### **Platinum: Headline Sponsor – \$15,000 (1 Available)**

The 2024 Annual Conference is the premier professional event of the year for those serving the public serving community. Only one sponsor will have the opportunity to serve as our headline sponsor and welcoming everyone to Minneapolis. Select this level and you'll receive top recognition on our conference website, deliver welcome remarks at the opening plenary, have branding opportunities throughout the hotel space and much more. We look forward to partnering with you for this significant branding opportunity.

#### **Benefits:**

- Prominent branding on the conference website ([www.aspanet.org/annualconference](http://www.aspanet.org/annualconference)), including a banner ad on the homepage for the month of April
- Welcome remarks at the opening plenary
- Branding throughout the hotel space based on hotel allowances
- Branding as a Welcome Reception host
- Complimentary registrations for up to eight attendees (a mix of students and faculty is available).
- Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
- Signage/slide recognition
- Sponsor up to three ASPA webinars before December 2024
- 50% discount off a standard full-page ad in ASPA's conference pocket guide (see more below)
- Pop-up ad at the registration desk during the conference
- Post-conference email to all ASPA members
- Logo recognition in conference emails

### **Gold: \$12,000**

Become a Gold Sponsor for the Annual Conference and have the opportunity to support some of the most important components this event needs for its success! Institutions at this level may choose to sponsor one of the following:

- **Conference Registration Bag (1 Available) TAKEN (Florida International University)**

All attendees look for their registration bag to use throughout the event. This is your chance to put your name on it, opposite ASPA's brand. At this level, you also will enjoy:

- Complimentary registrations for up to six attendees (a mix of students and faculty is available).
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Signage/Slide Recognition
  - Pop-up ad at the registration desk during the conference
  - Branding as a Welcome Reception host
  - Sponsor up to three ASPA webinars before December 2024
  - Post-conference email to all ASPA members
  - Logo recognition in conference emails
- **Conference Attendee Wifi (1 Available)**  
Everyone wants the Wifi code while at conferences—and some need it for accessibility. Most hotels still charge for this within meeting space, so save the day for your fellow attendees when you provide this access for them! Sponsor the WiFi and not only will

attendees be singing your praises, but also typing your slogan of choice as the password for daily access (*hotel approval required*). Other benefits at this level include:

- Complimentary registrations for up to six attendees (a mix of students and faculty is available).
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Signage/Slide Recognition
  - Pop-up ad at the registration desk during the conference
  - Branding as a Welcome Reception host
  - Sponsor up to three ASPA webinars before December 2024
  - Post-conference email to all ASPA members
  - Logo recognition in conference emails
- **Technology Production (1 Available)**
- Good tech support is hard to find for conferences—and ASPA needs a lot of it. From computers and projection during our 120+ concurrent sessions to plenary mics, screens, projection, video and more, the sponsor who helps us bring the event to life for everyone truly makes this conference happen. Other benefits at this level include:
- Complimentary registrations for up to six attendees (a mix of students and faculty is available).
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Pop-up ad at the registration desk during the conference
  - Signage/Slide Recognition
  - Branding as a Welcome Reception host
  - Sponsor up to three ASPA webinars before December 2024
  - Post-conference email to all ASPA members
  - Logo recognition in conference emails

**ASPA App: \$10,000 TAKEN (University of New Mexico)**

Sponsor the premiere of the ASPA app and be on everyone's phone or web interface (yes, the app will work on your computer, too!) for weeks before and after the conference. This sponsorship provides 24/7 exposure – with an opportunity to extend it beyond the conference days if you wish (extra fees apply). Along with the app, you also will receive:

- Complimentary registrations for up to six attendees (a mix of students and faculty is available).
- Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
- Pop-up ad at the registration desk during the conference
- Signage/Slide Recognition
- Branding as a Welcome Reception host
- Sponsor up to three ASPA webinars before December 2024
- Post-conference email to all ASPA members
- 50% discount off a standard full-page ad in ASPA's conference pocket guide (see more below)
- Logo recognition in conference emails

**Silver: \$8,000**

Become a Silver Sponsor for the Annual Conference and your branding will be prominently displayed throughout the event! Institutions at this level may choose to sponsor one of the following:

- **Water Bottle (1 Available) – TAKEN (Metro State University)**  
Hydration is key! Provide this year's water bottles and you'll help people stay nutritionally and environmentally conscious! Your brand will go on one side of the bottle; ASPA's brand will be on the other. Other benefits include:
  - 50% discount on up to four registrations (a mix of student and faculty is available).
  - Signage/slide recognition
  - Branding as a Welcome Reception host
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Logo recognition in conference emails
  
- **Hotel Key Cards (1 Available) - TAKEN (University of Georgia)**  
What better brand recognition can you ask for than to be in everyone's pocket throughout the event? Sponsor our hotel key cards and all attendees will see your brand every time head to their hotel room.
  - 50% discount on up to four registrations (a mix of student and faculty is available).
  - Signage/slide recognition
  - Branding as a Welcome Reception host
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Logo recognition in conference emails
  
- **Signage (1 Available)**  
While the Minneapolis Hyatt has an excellent, small-hotel feel, there's still a lot of hallway to cover and plenty of ways attendees can get lost. Help our attendees find their way around and your logo will appear on all signs and directionals throughout the conference. Other benefits include:
  - 50% discount on up to four registrations (a mix of student and faculty is available).
  - Signage/slide recognition
  - Branding as a Welcome Reception host
  - Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
  - Logo recognition in conference emails
  
- **Plenary Session (4 Available) – 1 TAKEN (The Bush School, Texas A&M University)**  
ASPA's Annual Conference features numerous plenary sessions, providing attendees with crucial insights and valuable time with colleagues. As a sponsor of one of these sessions, a representative from your organization will have the opportunity to provide welcome remarks and introduce the speaker, or provide a video to play. Other benefits include:
  - 50% discount on up to four registrations (a mix of student and faculty registrations is available).

- Signage/slide recognition
- Branding as a Welcome Reception host
- Choice to host (create/organize) or sponsor (brand) a concurrent session of choice
- Logo recognition in conference emails

### **Bronze: \$5,500**

Be one of our Bronze Sponsors at the Annual Conference and you'll support our attendees' most basic needs, from opportunities to network to caffeineation to hygiene. Sponsorships at this level include the following:

- **Networking Breaks (4 Available) - 1 TAKEN (The Humphrey School, University of Minnesota)**  
Who doesn't love a chance to take a break from workshops and catch up with friends (and get some free coffee at the same time)? Sponsor this part of the event and your fellow attendees will be grateful—and see your brand throughout each break. Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition
- **Hand Sanitizer (1 Available) - TAKEN (Tarleton State University)**  
Help attendees stay healthy throughout the conference! Brand our hand sanitizer giveaways and your institution will become synonymous with a good handshake. Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition
- **Name Badges (1 Available)**  
Help your fellow attendees know each other when you sponsor the name badges—and know you better at the same time! Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition
- **Badge Holders (1 Available) TAKEN (The Wilder School, Virginia Commonwealth University)**  
Badges have to go into something, right? Sponsor the badge holder and have your branding prominently displayed on all attendees. Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition
- **Lanyards – TAKEN (University of Southern California, Price School)**  
Conference name badges aren't complete without a lanyard to keep them in place! Sponsor this critical accessory and have your brand on every attendee, front and center for all to see! Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition

- **Student and New Professional Summit (3 Available)**  
An annual tradition, the Student and New Professional Summit will be a prime opportunity for your organization to support the next generation of public servants as they receive career guidance and learn more about our profession. As the Summit sponsor, you will receive branding recognition on all materials and presentations, as well as have the opportunity to welcome attendees at start the day (Friday, April 12) and present during one of the panels. Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition
  
- **Track Sponsor (1 Available) - 2 TAKEN (University of Nebraska at Omaha and College of Charleston)**  
We will host several tracks of concurrent panels throughout the Annual Conference, showcasing hundreds of presenters across 120+ panels. This is where attendees experience some of their most important learning—and professional development—moments. Be a part of bringing it to them! When you sponsor a track, not only will your brand be featured on our conference marketing site for that track, but it will be included on signage outside each room. Other benefits include:
  - 50% discount on two full conference registrations.
  - Signage/slide recognition

### **Copper: \$3,000**

Be one of our Copper Sponsors and we'll make sure your brand gets prime placement on both printed materials and signage. Sponsorships at this level include the following:

- **Awards Brochure (2 Available) - TAKEN (Portland State University and University of Colorado Denver)**  
Awards are always one of the most fulfilling events at any conference and ASPA's Annual Conference is no exception! When you support our awards and recognition program, you are putting your brand alongside the best in public administration. As our awards brochure sponsors, you will have the opportunity to participate in one of the recognition ceremonies and have your branding included in the awards presentations. Your brand also will be featured on the conference website and signage.
  
- **Presidential Panels (3 Available) – 1 TAKEN (Pace University)**  
Sponsor a Presidential Panel—high-level presentations selected and planned by ASPA leadership, taking place exclusively or concurrently—and you'll receive robust brand recognition in return.

### **Advertising**

An ASPA conference would be not complete without the opportunity for our partners to showcase their programs, talent and accomplishments! In 2024, ASPA will produce a conference pocket guide, distributed to more than 1,300 attendees, that will provide a select range of advertising opportunities. If the prices listed below are more than your budget allows, check out our other options.

- **Conference Pocket Guide Advertising Available**
  - Full page ad: \$600 (4 available)
  
- **ASPA Conference App**
  - Section Headers: \$1,000 **(1 available)**
    - *Header Choices:* Sessions, Speakers, Sponsors, Advertising
  - Advertiser Listing: \$500 **(Unlimited)**
  
- **Pop-Up Ad**

Just want a visual 6-foot pop-up sign (6 foot high) on display around the conference venue without any other bells and whistles? We can do that!: \$900 **(Unlimited)**

Note

- *All sponsorships and advertisements must be paid for in full at time of booking. Partial payments will not be accepted. All sales are final; refunds will not be provided. All benefits must be used by December 31, 2024.*
- *Discounted registrations must be used for the 2024 conference; they may not be transferrable to a future conference.*