



AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION

2019 ANNUAL CONFERENCE

March 8-12, 2019 | Washington, DC | Mayflower Hotel

**CALLING ALL
SPONSORS!**

The American Society for Public Administration (ASPA) is the premier society for public administration professionals, researchers, scholars and students. Representing more than 8,000 members, ASPA offers a unique and singular forum that joins theory with practice and connects constituents across public administration to the services and expertise they need to be successful all year long.

The Annual Conference, our signature in-person event of the year, attracts more than 1,200 attendees from across the United States and around the world. As such, this event offers universities, government agencies, service providers, publishers and more with an experiential advertising opportunity that brands your organization as one of the best of the best, ready to serve public administration's needs.

Conference Make-Up:

- More than 700 researchers, scholars, deans and program chairs, looking for publishers, service providers and community connections.
- More than 200 master's and doctoral students looking for career resources and guidance
- More than 400 public servants looking for academic programs, vendors, service providers and more to bring excellence to their communities

Read on to learn more about our conference sponsorship opportunities and plan now to make sure you are part of the Annual Conference experience, advancing public service and creating an experiential relationship with future clients.



ASPA 2019
ANNUAL CONFERENCE

**A CALL FOR ACTION
ADVANCING PUBLIC SERVICE**

Celebrating 80 Years

	Conference Items	Programming	Advertising	Membership
Organizational Partner: \$25,000	<ul style="list-style-type: none"> • Branded Item (select one): Conference Website Banner Exhibit Hall • Slide recognition at all plenaries, presidential panels and exhibit hall • 5 complimentary student registrations (value: \$299 e.) • 5 complimentary full registrations (value: \$539 e.) • Complimentary exhibit hall booth in premier foyer space • 2 hosted panel sessions during peak conference time • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 	<ul style="list-style-type: none"> • Host/sponsor three e-learning events in the next 12 months • Publish one article in <i>PA TIMES</i> magazine and one article on <i>PA TIMES</i> Online (ask for details) 	<ul style="list-style-type: none"> • Pre- and post-conference email to all attendees • Full-page premium location ad in the conference program book (value: \$1,735) • Option to post a digital banner ad on the conference website homepage for one month prior to the conference (ask for details) • Newsletter recognition in ASPA communications: Conference Newsletter, ASPA Bridge, This Week At ASPA 	<ul style="list-style-type: none"> • Free student memberships in ASPA for up to 50 students • Free electronic memberships for up to 10 faculty/staff
Platinum Sponsor: \$15,000	<ul style="list-style-type: none"> • Branded Item (select one): A/V in panel sessions Conference tote bag • Slide recognition at all plenaries • 5 complimentary student registrations (value: \$299 e.) • 4 complimentary full registrations (value: \$539 e.) • Complimentary exhibit hall booth • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 	<ul style="list-style-type: none"> • Host/sponsor two e-learning events in the next 12 months • Publish one article in <i>PA TIMES</i> magazine and one article on <i>PA TIMES</i> Online (ask for details) 	<ul style="list-style-type: none"> • Pre- and post-conference email to all attendees • Full-page premium location ad in the conference program book (value: \$1,735) • Complimentary banner ad on the conference website homepage for one month prior to the conference (ask for details) • Newsletter recognition in ASPA communications: Conference Newsletter, ASPA Bridge, This Week At ASPA 	
Gold Sponsor: \$10,000	<ul style="list-style-type: none"> • Branded Item (select one): Keynote address WiFi in session rooms USB Drive Portable Charger Conference Track • Slide recognition at all plenaries • 4 complimentary student registrations (value: \$299 e.) • 3 complimentary full registrations (value: \$539 e.) • Complimentary exhibit hall booth • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 	<ul style="list-style-type: none"> • Publish one article in <i>PA TIMES</i> magazine and one article on <i>PA TIMES</i> Online (ask for details) 	<ul style="list-style-type: none"> • Pre- and post-conference email to all attendees • Full-page ad in the conference program book (value: \$1,665) • Logo and link on the conference home page and sponsors page • Newsletter recognition in ASPA communications: Conference Newsletter, ASPA Bridge 	

	Conference Items	Programming	Advertising	Membership
Silver Sponsor: \$7,500	<ul style="list-style-type: none"> • Branded Item (select one): International Reception Hotel Key Cards Exhibit Hall Reception Exhibit Hall Coffee Break Plenary Lecture of Choice • Slide recognition at all plenaries • 3 complimentary student registrations (value: \$299 e.) • 2 complimentary full registrations (value: \$539 e.) • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 	<ul style="list-style-type: none"> • Publish one article in <i>PA TIMES</i> magazine and one article on <i>PA TIMES</i> Online (ask for details) 	<ul style="list-style-type: none"> • Half-page ad in the conference program book (value: \$1,120) • Logo and link on the conference website sponsors page • Newsletter recognition in ASPA Conference Newsletter 	
Bronze Sponsor: \$5,000	<ul style="list-style-type: none"> • Branded Item (select one): Charging Station Badge Holders Lanyards Luggage Tags Key Chain Hand Sanitizer Student and New Professional Summit Water Bottle • Slide recognition at all plenaries • 1 complimentary student registrations (value: \$299 e.) • 1 complimentary full registrations (value: \$539 e.) • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 		<ul style="list-style-type: none"> • Quarter-page ad in the conference program book (value: \$910) • Logo and link on the conference website sponsors page 	
Copper Sponsor: \$2,500	<ul style="list-style-type: none"> • Branded Item (select one): Awards Brochure Conversation Lounge Name Badge • Slide recognition at all plenaries • 1 complimentary full registrations (value: \$539 e.) OR • 2 complimentary student registrations (value: \$299 e.) • Complimentary tote bag insert (must be approved by ASPA) • Prominent signage at conference 		<ul style="list-style-type: none"> • Complimentary listing in the conference program book • Logo and link on the conference website sponsors page 	

Conference Make-Up:

Looking for something different? These packages are just a starting point. Contact ASPA's events director, Asmait Tewelde (atewelde@aspanet.org), to talk about customized sponsorship opportunities.

Sponsorship Agreement 2019 Annual Conference



Conference Dates: March 8-12, 2019

CONTACT INFORMATION

Contact Name and Email Address *(please print legibly)*

Company or Agency

(as you want it to appear in printed materials and on booth sign)

Street Address:

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

A high-resolution version of your logo and a 150-word description must be provided by Jan. 15, 2019.

SPONSORSHIP PACKAGES

Please check off the branded item you wish to sponsor that accompanies the financial package level most suited to your needs.

Platinum (\$15,000)

- Conference Tote Bag
- Audio/Visual at Panel Sessions

Gold (\$10,000)

- Keynote Address
- WiFi in Session Rooms
- Conference USB Drive
- Portable Charger
- Conference Track (5 avail.)
 - Social Equity
 - Finance
 - Global Public Admin.
 - Infrastructure
 - Public Service

Silver (\$7,500)

- Exhibit Hall Reception
(exclusive, incl. ~75 drink tickets)
- International Reception
- Hotel Keycards
- Exhibit Hall Coffee Break
- Plenary Lecture of Choice

Bronze (\$5,000)

- Conference Charging Station
- Conference Lanyards
- Conference Badge Holders
- Student and New Professional Summit
- Luggage Tags
- Key Chain
- Hand Sanitizer
- Water Bottle

Copper (\$2,500)

- Conversation Lounge
- Name Badges
- Awards Brochure

Note:

Advertising materials must be received no later than Feb. 15, 2019 to be included for recognition in the program book. A deposit equal to half of the sponsorship amount must accompany this application; the remaining half must be paid by Feb. 1, 2019, to be included in printed marketing materials.

- I have read and agree with the provisions in this sponsorship agreement.

Printed Name: _____

Date: _____

Signature: _____

PAYMENT

Please return payment and completed application to:

American Society for Public Administration
c/o Asmait Tewelde
1730 Rhode Island Ave., NW, Suite 500
Washington, DC 20036

To pay by credit card or with any questions, contact
Asmait Tewelde: 202-585-4306 or atewelde@aspanet.org