

# APT US&C 58<sup>TH</sup> ANNUAL CONFERENCE

August 11-14, 2024 · Greenville, South Carolina



## SPONSORSHIP PROSPECTUS

CONTACT APT US&C FOR MORE INFORMATION · [INFO@APTUSC.ORG](mailto:INFO@APTUSC.ORG) · 989.820.5205



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August 11-14, 2024 • Hyatt Regency • Greenville, South Carolina



## We Hope You'll Join Us

November 2023

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to the 58<sup>th</sup> Annual Conference. The 2024 hybrid event will be held August 11-14 in Greenville, South Carolina.

The Greenville venue is the furthest East the Association has ventured in quite some time and we are excited to bring the national conference to this beautiful part of the country. In addition to training sessions Monday through Wednesday, planned activities include a Sunday reception at a rooftop venue overlooking downtown Greenville, a Monday evening Exhibitor Reception, and an awards and installation event on Tuesday evening. We look forward to continuing to build on the positive reviews the Conference continues to receive and grow attendance of both the in-person and the livestreaming segments.

APT US&C and our state affiliate organizations have active and involved membership of public treasury managers, financial officers and private sector representatives. The association strives to provide members with quality treasury management education and training, professional certification, peer interaction, and professional connection. To fulfill this mission, we work to:

- Meet, network and share ideas at our annual conferences.
- Provide unique and valuable educational experiences for the participants ranging from basic instruction to advanced-level subjects facilitated by qualified speakers from across the country.
- Offer certification and accreditation programs.

We invite you to be an integral part of our Annual Conference. This sponsorship prospectus details everything that the annual conference offers and how it can be a fantastic match for your company's goals.

Contact APT US&C at 989.820.5205 if you have any questions - we look forward to seeing you in Greenville!



### APT US&C Board of Directors

Front row, left to right: **Blinda Baker**, Historian, Michigan; **Vicki Kitchen**, President-Elect, Indiana; **Susan Balls**, Director, Utah; **Laurie Sheldon**, Director, Michigan; **Lindsey Grigg-Moak**, Director, Oklahoma; **Tricia Wiggle-Bazzy**, President, Michigan; **Heather Gale**, Vice President, Utah. Back row, left to right: **Julie Silbernagel**, Immediate Past President, Wyoming; **David Seifert**, Director, South Carolina; **Charri Lara**, Director, Wyoming; **Erin Crawford**, Treasurer, Oklahoma; **Sal Talarico**, Secretary, Ohio; **Peter Gray**, Director, Indiana; **Clint Lichtenwalter**, Advisor, Illinois; **Vernon Lewis**, Director, Texas (not pictured); **Chelsea Peterson**, Parliamentarian, Montana (not pictured).

"This was my first APT conference and was a wonderful experience!"

"Congratulations on a job well done! This was an amazing three-day event - thank you!"

"I loved how friendly everyone was."

"This association has members that are very welcoming. I came by myself and left the conference with new friends. I look forward to future conferences."

"This is a great Association and the conference was excellent!"

All quotes are from 2023 conference attendees

# APT US&C 58<sup>TH</sup> ANNUAL CONFERENCE

The Perfect Place to Meet • Network • Share • Learn



## ENHANCE YOUR VISIBILITY

## MEET NEW PROSPECTS

## GAIN PRODUCT AWARENESS

## RECRUIT NEW CUSTOMERS

## INCREASE SALES



Each year, the APT US&C Annual Conference attracts treasury professionals who are key decision makers in their municipalities and districts. Your sponsorship will provide numerous opportunities for you to present yourself and your company to our attendees. We are committed to providing you and your company quality interactions with attendees throughout the conference. There are many ways to get involved as a sponsor or exhibitor at the 58<sup>th</sup> Annual Conference, regardless of your personnel, product, or budget. Get involved by:

- Providing educational sessions
- Hosting an exhibit booth
- Connecting with our online attendees
- Providing giveaways to attendees
- Sponsoring a meal or event
- Participating as a conference attendee and networking
- Organizing ad hoc activities with members you know or meet

The Exhibit Hall is always a central gathering place that hosts either meals or breaks. We will have the hall set up with vendor booths and a general area for conference attendees to meet between sessions. We encourage attendees to visit every booth in order to enter drawings for giveaways at the end of the conference. If you select a sponsorship that provides a registration benefit, you are welcome to attend sessions with our municipal attendees so you can learn more about their world, what their concerns are, and how your product or service can provide solutions. There is also an Exhibitor's Reception on Monday evening. The event is well-attended and provides valuable networking time for sponsors and in-person attendees.

We also provide a way to connect with our online attendees. Each year, we have a sizable number of attendees who choose the livestreaming option instead of attending in-person. In the past, a sponsor benefit has been the ability to provide a short, interactive presentation for our online attendees. We look forward to once again providing a way for our sponsors and exhibitors to reach out and connect with our online attendees.

Premier sponsors are featured on the online conference page on [APTUSC.org](http://APTUSC.org) after the conference. This page includes sponsor logo, description, link and virtual presentation. Each year remains accessible for continuous sponsor recognition and as a resource for you and all [APTUSC.org](http://APTUSC.org) visitors. View past conference pages on the APT US&C website [here](#).

"I love this group, what it stands for, and for the people within it – very knowledgeable, kind, and caring."

"I am really impressed with the national association, the conference and all of the training opportunities that are made available to us."

# HYATT REGENCY

Greenville, South Carolina



Greenville is known for its delicious food and drink, quaint Main Street, bustling art scene, bike-friendly attitude, picturesque parks, fun-filled festivals, and sweet Southern hospitality. Experience what turned “America’s Friendliest City” into one of America’s hottest destinations. The 58th Annual Conference will capitalize on all that the City has to offer while still providing attendees time to discover their own favorite places.

**The Hyatt Regency is located right in beautiful downtown Greenville and is within walking distance of innumerable restaurants, pubs, and shops.** Walk or take the convenient trolley system to cover more ground as you explore. The lovely Reedy River, complete with waterfalls and a pedestrian bridge, crosses a downtown that is filled with greenery and public areas. It’s even home to part of the 23 mile biking and walking “Swamp Rabbit Trail.” The conference will be held at the Hyatt’s spacious conference center at 220 North Main Street, Greenville SC, 29601.

Attendees who want to arrive early or stay late will find themselves an easy drive away from both the mountains and the beach. Choose between the Blue Ridge Mountains, the beaches of Hilton Head or Myrtle Beach, or the historic city of Charleston - all are only a few hours away. And if you want to stay in Greenville, you’ll find an amazing number of things to experience - discover more online [here](#).

Rooms at the Hyatt are available at the hotel group rate of \$169; rates are subject to applicable fees and taxes. Reservations must be made by July 18, 2024 to receive the group rate. Use the online link available [here](#) to make your reservations. Contact the hotel directly at 864-235-1234.

We look forward to seeing you in Greenville!



Hyatt Regency Atrium



BMW Zentrum Museum



Rooftop Reception at the Avenue



Reedy River Waterfall Downtown Greenville



Greenville Shopping & Dining District

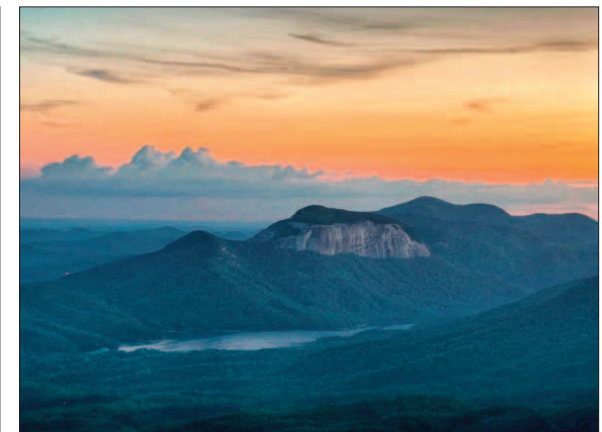


Table Rock

# THE SPONSOR EXPERIENCE



- ✓ Meet and interact with decision makers
- ✓ Help attendees find resources they need
- ✓ Have quality interactions in a relaxed atmosphere



"I appreciated the opportunity to connect with the vendors online even though I attended virtually."

"The training at this conference was absolutely wonderful. I have already talked about things I learned with my co-workers and elected officials. Thank you to APT for such a fantastic job!"



"I really enjoyed the exhibitor booths and speaking with the vendors."

All quotes in this prospectus are from 2023 conference attendees.

# 2024 SPONSORSHIP LEVELS

Pick a Level That Suits Your Needs



## DIAMOND SPONSOR: \$10,000

(Non-Member: \$10,750)

This elite level of sponsorship ensures that our attendees know who you are and your commitment to public treasury professionals. Benefits include:

- Five conference registrations.
- First priority to provide an educational hybrid session (preapproved topic and speaker).
- Premier exhibit booth location.
- Sole sponsor of the Tuesday evening awards event.
- Company name/logo on conference lanyard.
- Premium position for full page color ad in conference program.
- Premium signage at conference.
- All the Basic Sponsor Benefits listed below.

## PLATINUM SPONSOR: \$7,500

(Non-Member: \$8,250)

This sponsorship gives your company a strong representation and makes sure attendees gain familiarity with your company and its products/services. Benefits include:

- Four conference registrations.
- Second priority to provide an educational hybrid session (preapproved topic and speaker).
- Premier exhibit booth location.
- Logo on promotional item for all attendees.
- Full page color ad in conference program
- Premium signage at conference.
- All the Basic Sponsor Benefits listed below.

## GOLD SPONSOR: \$5,000

(Non-Member: \$5,750)

- Three conference registrations.
- Educational breakout session (provide topic/speaker, requires committee approval, may not be livestreamed).
- 3/4-page color ad in program.
- All the Basic Sponsor Benefits listed below.

## MEAL SPONSOR: \$3,500

(Non-Member: \$4,250)

- Two conference registrations.
- Recognition as sole sponsor of a breakfast or lunch (meal choice is based on availability).
- 1/2-page color ad in program.
- All the Basic Sponsor Benefits listed below.

## REFRESHMENT SPONSOR: \$2,500

(Non-Member: \$3,250)

- Exhibit booth.
- One conference registration.
- Recognition as sole sponsor of refreshment break.
- 1/4-page color ad in program.
- Verbal recognition during conference.
- Logo & link on conference app and aptusc.org conference page.
- Attendance roster with contact info.

## EXHIBITOR: \$1,500

(Non-Member: \$2,250)

- Exhibit booth.
- Listing and description in program.
- Attendance roster with contact info.

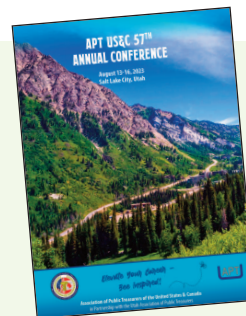
## SUPPORTER: \$1,000

(Non-Member: \$1,750)

- One conference registration
- Listing and description in program.
- Attendance roster with contact info.

## BASIC SPONSOR BENEFITS

Exhibit booth (8' x 8' space, dimensions may vary)  
Access to virtual attendees • Listing and link on conference app  
Verbal recognition during conference • Signage with logo  
Sponsor-provided materials in attendee welcome bag  
Company logo and link on the conference web page at aptusc.org  
Conference attendance roster with contact information



## CONFERENCE PROGRAM

You'll definitely want to be a part of this easy-to-reference guide that's distributed to all attendees (in-person and virtual). It's a great way to ensure that every conference attendee will have your information during the conference and when they get back to their office. Ads must be provided as high resolution pdfs no later than June 28, 2024.

# SPONSORSHIP COMPARISON CHART

*At-A-Glance Sponsor Opportunities*



	Diamond	Platinum	Gold	Meal	Refreshment	Exhibitor	Supporter
Members	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000
Non-members	\$10,750	\$8,250	\$5,750	\$4,250	\$3,250	\$2,250	\$1,750
Exhibit Booth	Premier Location	Premier Location	X	X	X	X	
Access to Virtual Attendees	X	X	X	X			
Conference Registrations	5	4	3	2	1		1
Educational Presentation	General Session First Priority	General Session Second Priority	Breakout Session				
Additional Benefit	Sponsor Tuesday Award Banquet Logo on Conference Lanyard	Logo on Promotional Item		Sponsor Choice of Breakfast or Lunch (limited sponsorships)	Sponsor Choice of Refreshment Break (limited sponsorships)		
Conference Program Ad	Full Page premium position	Full Page	3/4 Page	1/2 Page	1/4 Page	Listing and description	Listing and description
Signage with Logo	X	X	X	X			
Verbal Recognition During Conference	X	X	X	X	X		
Materials in Attendee Welcome Bags	X	X	X	X			
Logo and Link on Conference Page on APTUSC.org and Conference App	X	X	X	X	X		
Attendance Roster	X	X	X	X	X	X	X

"I was highly impressed with the professionalism and warmth of the APT US&C . . . I can't wait for next year!"

"I'm so thankful for APT US&C and love the Annual Conference!"

# SPONSORSHIP & EXHIBITOR REGISTRATION FORM

Sign Up and Reserve Your Space on [APTUSC.org](http://APTUSC.org)



## SELECT SPONSORSHIP LEVEL

- |                    |  |  |
|--------------------|--|--|
| <b>Diamond</b>     | <input type="checkbox"/> Member \$10,000 | <input type="checkbox"/> Non-Member \$10,750 |
| <b>Platinum</b>    | <input type="checkbox"/> Member \$7,500  | <input type="checkbox"/> Non-Member \$8,250  |
| <b>Gold</b>        | <input type="checkbox"/> Member \$5,000  | <input type="checkbox"/> Non-Member \$5,750  |
| <b>Meal</b>        | <input type="checkbox"/> Member \$3,500  | <input type="checkbox"/> Non-Member \$4,250  |
| <b>Refreshment</b> | <input type="checkbox"/> Member \$2,500  | <input type="checkbox"/> Non-Member \$3,250  |
| <b>Exhibitor</b>   | <input type="checkbox"/> Member \$1,500  | <input type="checkbox"/> Non-Member \$2,250  |
| <b>Supporter</b>   | <input type="checkbox"/> Member \$1,000  | <input type="checkbox"/> Non-Member \$1,750  |

**[CLICK HERE FOR EASY ONLINE FORM](#)**

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

*The contact name for the conference is whoever will be responsible during the planning process with APT US&C. List conference attendees below.*

## TAKE ADVANTAGE OF MEMBER DISCOUNTS

*Call 989.820.5205 to discuss how you can become a member and save!*

*Annual corporate membership fees for the first member are as follows (additional members are only \$100 each)*

*1-19 employees: \$249 • 20-99 employees: \$399 • Over 100 employees: \$549 • Sign up today*

## CONFERENCE ATTENDEES

*Up to 5 attendees for Diamond, 4 for Platinum, 3 for Gold, 2 for Meal Sponsor, 1 for Refreshment Sponsor or Supporter.*

	Name	Title	Email
1.			
2.			
3.			
4.			
5.			

**Remit to: Association of Public Treasurers of the United States & Canada, P.O. Box 591, Tawas City, MI 48764**

*Please register by May 1, 2024 to reserve your space.*



*We'll see you in  
Greenville*



CONTACT APT US&C FOR MORE INFORMATION  
INFO@APTUSC.ORG • 989.820.5205

