

Sponsorship and Partnership Prospectus

**Association of Public Treasurers of the
United States and Canada**

Partnership and Team Member's Sponsorship Prospectus



*47th Annual Conference
August 12-15, 2012 Williamsburg, VA*

*Revolutionizing Trends
in Treasury Management*

Table of Contents

| | |
|--|----|
| About APT US&C..... | 3 |
| Membership Information and Demographics..... | 3 |
| Sponsorship Categories..... | 4 |
| Team Members Program..... | 4 |
| Advertising..... | 5 |
| Articles..... | 5 |
| Webinars..... | 5 |
| Manual and Certification Programs..... | 6 |
| Membership..... | 6 |
| Conference Advertising Opportunities..... | 7 |
| Table Top Exhibits..... | 8 |
| Special Conference Events..... | 8 |
| Partnership Program..... | 11 |

About APT US&C

The Association of Public Treasurers was founded in 1965 and represents over 1,300 public treasury and finance officials in local, county, state, and provincial governments throughout North America. APT US&C provides educational seminars and conferences, publications, policy and legislative information as well as technical assistance to members in the following areas:

- Cash Management
- Cash Handling
- Investment Policies and Practices
- Banking Services
- Debt Management
- Fraud and Internal Controls
- Pension and Benefits Administration
- Technology
- Revenue Collections
- Budgeting

The Association works closely with affiliated state associations and universities, national associations, and municipal leagues in an effort to provide the most up-to-date and accurate information to its members.

For more information on joining the Association of Public Treasurers of the United States and Canada, contact the APT US&C office at 301-495-5560 or visit www.aptusc.org.



Who Are APT US&C Members and Attendees?

The Association of Public Treasurers of the United States and Canada's membership is made up of Primary and Secondary level treasurers and finance officials.

Primary: These members are actively elected or appointed treasurers or other Finance Officials such as Deputy or Assistant Treasurers. This includes principal officers in the government who are charged with the performance or supervision of one or more of the following responsibilities: investments, debt, or treasury activities.

Secondary: These members are actively employed or deal with the office of the treasurer or other principal officer in the government who is charged with the performance or supervision of one or more of the following responsibilities: investments, debt or treasury activities.

Associate: These members are actively involved in the field of public treasury or related services such as cash management, investment services, debt services, fraud, technology, banking, fraud and internal controls, and pension benefits.

Association of Public Treasurers of the United States and Canada

Membership Geographic Breakdown as of September 9, 2011:

| | | | |
|------------------|-----|----------------|-----|
| Alabama | 5 | Montana | 18 |
| Alaska | 2 | Nevada | 4 |
| Arizona | 14 | Ohio | 174 |
| California | 170 | Oklahoma | 46 |
| Colorado | 14 | Oregon | 5 |
| Florida | 52 | South Carolina | 17 |
| Idaho | 23 | Tennessee | 9 |
| Illinois | 80 | Texas | 34 |
| Indiana | 34 | Utah | 72 |
| Iowa | 8 | Washington | 51 |
| Maryland | 4 | Wisconsin | 55 |
| Michigan | 313 | Wyoming | 10 |
| Missouri | 25 | Virginia | 20 |
| Combined | 44 | Canada | 8 |
| Total Membership | | 1,311 | |

Sponsorship Categories

The Association of Public Treasurers of the United States and Canada is committed to its vendors in providing outstanding educational programs and informational resources to APT US&C members. We appreciate all of the support from all of our vendors and welcome new vendors to join our organization as a team member or partner.

We are please to introduce our new sponsorship programs for our vendors. We wanted to offer vendors additional opportunities to join our team while recognizing our special partnership with vendors who have demonstrated their commitment to APT and are invested in our mission to provide quality education and training to public treasurers and finance officials. To accomplish this, we are introducing two sponsorship categories - our Team Member Program and our Partnership Program.

Team Member Program

Our Team Member Program contains many areas of participation for vendors who wish to become actively involved in promoting their organization to APT members throughout the year and attendees to our annual conference.

Team Members may participate in the following areas:

- Advertising
- Articles
- Exhibit Booth
- Manual and Certification Programs
- Membership
- Special Conference Events
- Webinars

Advertising

APT US&C publishes a bi-monthly publication, “*Treasury Notes*” and a quarterly publication, “*Tech Topics*” covering a variety of topics including treasury management, investment management, cash management, debt policy, pension, fraud, internal, controls, revenue collections, technology, etc.

Increase your organization’s visibility throughout the year with an advertisement in one or more issues of our newsletters which is emailed to over 2,000 members. **Cost of advertising:**

| | | <u>Bi-Monthly Treasury Notes</u> | <u>Quarterly Tech Topics</u> |
|--------------------------|----------------------|--------------------------------------|----------------------------------|
| Business Card - 2 x 3 ½ | - Per Issue | \$ 150 | \$ 150 |
| | - All Issues (1 yr.) | \$ 750 | \$ 500 |
| Quarter Page - 4 ¼ x 5 ½ | - Per Issue | \$ 250 | \$ 250 |
| | - All Issues (1 yr.) | \$ 1,250 | \$ 750 |
| Half Page - 8 x 5 ½ | - Per Issue | \$ 400 | \$ 400 |
| | - All Issues (1 yr.) | \$ 2,000 | \$ 1,500 |
| Full Page - 8 ½ x 11 | - Per Issue | \$ 600 | \$ 600 |
| | - All Issues (1 yr.) | \$ 3,000 | \$ 2,000 |

Articles

APT US&C publishes a bi-monthly publication, “*Treasury Notes*” as well as a quarterly publication, “*Tech Topics*” and bi-monthly email newsletter, “Spotlights.”

“*Treasury Notes*” is the official periodical of APT US&C and covers a variety of topics including treasury management, investment management, cash management, debt policy, pension, fraud, internal, controls, and revenue collections.

“*Tech Topics*” is published quarterly and covers technical issues in the public treasury and finance management arena.

“Spotlights” is a bi-monthly email sent to all members detailing upcoming events and new membership benefits.

Increase your organization’s visibility throughout the year with an article of interest to public treasurers and highlight your organization. You may submit an article in one or more issues of our newsletters which is emailed to over 1,300 members. For the additional cost of printing and mailing, you may send a hardcopy of our newsletter containing your article to our members. Please contact the APT office at 301-495-5560 for additional information on these costs.

The cost for an article in one issue of either the “*Treasury Notes*” or “*Tech Topics*” is \$500.

Webinars

APT US&C holds monthly webinars on the third Wednesday of each month known as “Webinar Wednesday.” Webinar topics include treasury management, investment management, cash management, debt policy, pension, fraud, internal control, and technology. Priority for webinars will be given to Partnership Program members.

Manual and Certification Programs

The Association offers publications and training seminars to public treasurers and finance officials. Currently APT has the following manuals available for purchase or used in training seminars:

- Cash Handling
- Cash Flow Forecasting
- Debt Policy Handbook
- Disaster Preparedness Guide
- Internal Controls Checklist
- Stop That Fraud
- Revenue Collections

In addition, APT offers various accreditation and certification programs for public treasurers and finance officials. These include:

- Certified Public Finance Administrator (CPFA)
- Advanced Certified Finance Administrator (ACPFA)
- Certified Public Funds Investment Manager (CPFIM)
- Advanced Certified Public Funds Investment Manager (ACPFIM)
- Cash Handling Certification
- Investment Policy Certification
- Debt Policy Certification
- Disaster Preparedness Certification

APT is continuously looking for new educational material for our members and for authors willing to assist with this mission. If your organization has a topic that would make a great training tool for our organization and would assist in writing the manual or create a certification program, please contact the APT main office for the contact information for the Publications and Manuals Committee.

This is a great way to help APT provide quality educational materials year-round and a great way for you to increase your organization's visibility with exposure with each manual sale. Your organization provides the legwork in preparing the manual in accordance with APT guidelines and will handle the editing, printing and marketing the product. The manuals are sold throughout the United States and Canada through State Associations, universities and institutes, and at our annual conferences.

Membership

APT's corporate membership program provides your organization with a wide visibility and excellent networking possibilities in the United States and Canada's public finance and treasury arena.

Associate membership benefits include:

- Access to the Members-Only Web site that contains member only content and personal profile information.
- Reduced rates to conferences and seminars
- Discounted rates on training manuals
- Reduced rates for exhibit booth and other sponsorship opportunities
- Listing in APT's Vendor Buying Guide - a quick reference guide listing of all Associate Members and a description of the services they provide including a Web site link to your organization's homepage.
- Participation in APT's Online Community - an email based forum enabling members to share ideas, network and ask questions with other members.
- Access to APT's online membership directory listed alphabetically and geographically.
- Access to APT's publications and newsletters - the bi-monthly "Treasury Notes," the quarterly "Tech Topics," and the bi-monthly "Spotlights."
- Discount Programs - receive discounts worldwide for rental cars (Avis, Budget, and Hertz), Liberty Mutual Life Insurance and discounts with Delta Airlines.

Corporate Pricing:

Level 1 - Individual membership. Price is based on each individual, not a firm or organization. If you have more than one individual added as a member, you should join as Level 2.

Fee: \$ 409

Level 2 - Primary Firm or Organization or an Associate Firm Member with a Primary Associate also joining.

Fee: \$ 600

Additional Members - You may add up to five (5) additional members from your firm for a total of six (6) individuals. For more than six (6) members joining, please contact APT US&C headquarters.

Fee: \$100

Conference Advertising Opportunities

Many marketing opportunities exist for organizations to participate at the APT conference. The advertising and marketing items are to be approved and coordinated with APT headquarters to reduce duplication and to confirm quantities. The costs are paid directly by the sponsor.

Suggested advertising opportunities include:

Annual Conference Program Book - Each attendee receives a conference program that lists the sessions and speakers for each session. Sponsorship would include recognition on the cover as well as a full page ad on the back cover of the program book. This book will be distributed to all conference attendees upon registration and offer you continuous exposure throughout the conference. The program book will be prepared by the APT conference planner and coordinated with your organization.

Bottled water - The sponsor's logo is printed on the labels of bottled water and distributed to conference attendees during a break at the conference.

Pens and notepads - The sponsor's logo is printed on pens and notepads to be distributed to conference attendees either at time of registration or if the sponsor is speaking, during the speaker's session.

Tote bags - Every conference attendee will receive a tote bag upon registration. The tote bag will be used throughout the conference to carry seminar materials. Your organization's name will be visible and seen throughout the conference.

The sponsor's logo is printed on tote bags to be distributed to conference attendees upon registration.

Lanyards - Every attendee will be provided with a lanyard for attendees name badge. The lanyard will be worn and seen throughout the conference.

The sponsor's name and/or logo is printed on lanyards to be distributed to conference attendees upon registration.

Name badge holder - Every attendee will be provided with a name badge. The name badge will be worn and seen throughout the conference.

The sponsor's logo is printed on name badge holders to be distributed to conference attendees upon registration.

Other - The sponsor's logo can be printed on any other business item to be distributed to conference attendees upon registration or if the sponsor is speaking, during the speaker's session.

Table Top Exhibits

APT's annual conference will be at the Williamsburg Lodge in Williamsburg, Virginia, August 12-15, 2012. The Exhibit Hall will be open to attendees on Monday, August 13, 2012 from 8:00 am until 5:00 pm and Tuesday, August 14, 2012 from 8:00 am until 1:00 pm.

Included in your exhibit area will be an (6') six-foot table for table top exhibits, draped and skirted with two chairs. Set up time will be on Sunday, August 12, 2012. Your organization will be listed as an exhibiting sponsor in our 2012 conference program and you will receive an attendee roster which includes attendee name, title, public entity, address, phone and email address (if provided to APT).

Meal tickets for two individuals per meal will be provided. You may purchase additional meal tickets should you have additional members from your organization in attendance. You do not need to pay the registration fee to exhibit unless you wish to attend conference sessions.

The cost is \$1,850 for non-members or \$1,450 for Associate Members.

Special Conference Events

Supplement your exhibit booth with one of the following sponsorship opportunities. Special Conference Event sponsorship is a great way to reinforce your organization's message and receive increased exposure at the annual conference.

Special events are held during APT's annual conference as a way of networking with attendees and provide high visibility for your organization. Sponsorship of these events is planned by the sponsor and the payment for these events is listed below.

There are many special events available however, they should be coordinated with APT headquarters to insure availability and assistance in planning to insure a smooth transition.

Pre-Conference Welcome New Attendees Reception

(Sunday, August 12, 2012, 6:00 pm - 7:00 pm)

The sponsor will host a reception for new members, new attendees and the APT Board. You will be provided with a limited opportunity to speak during the reception. The event is coordinated with APT headquarters and costs will be invoiced to the sponsor and reimbursed to APT.

Pre-Conference Evening Social Event

(Sunday, August 12, 2012, 7:00 pm 9:00 pm)

Special conference events are a great way to make a conference memorable. These high visibility events are a great way to reinforce the sponsor's message and support APT. Suggested special events would be events or venues that showcase the state or city of the conference site and APT's conference planner can offer suggestions for your consideration. The event brings conference attendees and their families together to socialize and network. The event and venues are to be approved and coordinated with APT headquarters and the costs are paid directly by the sponsor.

Refreshment Breaks

(Monday, August 13, 2012 Morning and Afternoon)

(Tuesday, August 14, 2012 Morning)

(Wednesday, August 15, 2012 Morning and Afternoon)

The sponsor will host a break for conference attendees which includes a snack and drinks. Attendees will be able to socialize and network. Recognition will be provided to the sponsor. The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

Breakfast

(Continental – Sunday, August 12, 2012, 8:00 am - 9:00 am)

(Continental – Monday, August 13, 2012, 8:00 am - 9:00 am)

(Buffet or Served – Tuesday, August 14, 2012, 8:00 am - 9:00 am)

(Buffet or Served – Wednesday, August 15, 2012, 8:00 am - 9:00 am)

The sponsor will host a buffet or served breakfast for conference attendees. Attendees will be able to socialize and network. Recognition will be provided to the sponsor. The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

Awards Luncheon

(Monday, August 13, 2012, 12:00 pm - 2:00 pm)

The sponsor will host a luncheon for conference attendees. There is an awards ceremony to announce award winners and take publicity photos for the various certifications offered by APT. Attendees will be able to socialize and network. The sponsorship host will provide lunch. The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

Monday Evening Social Event

(Monday, August 13, 2012, 7:00 pm - 9:00 pm)

Special conference events are a great way to make a conference memorable. These high visibility events are a great way to reinforce the sponsor's message and support APT. Suggested special events would be events or venues that showcase the state or city of the conference site and APT's conference planner can offer suggestions for your consideration. The event and venues are to be approved and coordinated with APT headquarters and the costs are paid directly by the sponsor.

Tuesday Afternoon Events

(Tuesday, August 14, 2012)

Special conference events are a great way to make a conference memorable. These high visibility events are a great way to reinforce the sponsor's message and support APT. Attendees will have Tuesday afternoon to see the city's sites and venues. Sponsoring an afternoon event showcases the state or city of the conference site is a great way to gain one on one interaction with attendees. You may limit the number of attendees to your event and events may be offered by multiple vendors. APT's conference planner can offer suggestions for your consideration. The events and venues are to be approved and coordinated with APT headquarters and the costs are paid directly by the sponsor.

Past President Luncheon

(Wednesday, August 15, 2012, 12:00 pm - 1:00 pm)

The sponsor will host a luncheon for conference attendees. This lunch will recognize Past President's of APT US&C and Past Presidents will do the Past President's Raffle. Attendees will be able to socialize and network. The sponsorship host will provide lunch. The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

President's Reception

(Wednesday, August 15, 2012, 6:00 pm - 7:00 pm)

The sponsor will host a reception prior to the APT Installation Banquet for conference attendees and guests. Attendees will be able to socialize and network. The sponsorship host will provide hors d'oeuvres and hosted bar (may limit the amount of drinks with drink tickets). The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

Installation Banquet

(Wednesday, August 15, 2012, 7:00 pm - 11:00 pm)

The sponsor will host the banquet dinner for conference attendees and guests. Attendees will be able to socialize and network. The event is coordinated with APT and costs will be invoiced to the sponsor and reimbursed to APT.

Entertainment

(Wednesday, August 15, 2012, 7:00 pm - 11:00 pm)

The sponsor will host the evening entertainment after the Installation Banquet for conference attendees and guests. The event is coordinated with APT and costs are paid directly by the sponsor.

Hospitality Suite

The sponsor will host a hospitality suite during the conference for attendees. The hosted suite brings attendees together to socialize and network one on one with you and your organization. It is a great way to show your hospitality to conference attendees. Hospitality suites may be held on Sunday, Monday or Tuesday evenings. The event is coordinated with APT and costs are paid directly by the sponsor.

Partnership Program

Our Partnership Program recognizes those organizations that make a commitment to APT and “partner” with us to promote quality education to public officials. To recognize these partners, marketing opportunities have been packaged to promote your organization and recognize your partnership to our members. This unique approach is based upon a partner-based approach with APT and those organizations in the partnership. Partners are actively involved in the conference planning and educational agenda to insure the quality of the education is of the highest quality and to further enhance and grow APT. Unique marketing opportunities exist under the Partnership Program to showcase our partners.

You must be an Associate Member to join the Partnership Program.

The Partnership Program has different levels of participation as illustrated below:

| PARTNERSHIP PROGRAM | | | | |
|-----------------------------------|-----------------------|---------------------------|---------------------------|--------------------|
| Benefit Category | \$7,500 + Platinum | \$5,000 - \$7,000 Gold | \$3,000 - 4,500 Silver | \$2,500 Bronze |
| Annual Conference: | | | | |
| # of Registrations | 3 | 2 | 1 | 1 |
| Speaking Session | Y-First Priority | Y-Second Priority | Y-Third Priority | Y-Fourth Priority |
| Table Top Exhibit | YES | YES | YES | YES |
| Participate in Vendor Lunch | YES | NO | NO | NO |
| Treasury Notes/Tech Topics | | | | |
| Advertise-either publication | Y-Full Page-2 issues | Y-Full Page-1 issue | Y-1/2 Page-1 issue | Y-1/4 Page-1 issue |
| Article - either publication | Y-2 issues | Y-2 issues | Y-1 issue | Y-1 issue |
| Computer Services | | | | |
| APT Website-Main Page Logo | YES | NO | NO | NO |
| Webinar | YES- 2 | YES - 2 | YES - 1 | NO |

Partnership Program Members may also participate in any Team Member Program not listed in the Partnership Program Categories such as Conference Special Events, advertising in special marketing opportunities (water bottles, pens and notepad, lanyards, name badges, program book, tote bags, etc.), and manual or certification programs.