



APT US&C 55th Annual Conference Henderson, Nevada

Sponsorship Prospectus

July 19-22, 2020 • Green Valley Ranch Resort • Henderson, Nevada
For More Information Contact APT US&C at 989.820.5205 • info@aptusc.org





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We Invite You To Join Us!

November 2019

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to our 55th Annual Conference. The 2020 event will be held July 19-22 in Henderson, Nevada.

This easily accessible location is sure to draw our members from all around the country. Most parts of the country have direct flights to McCarran Airport in Las Vegas, making travel easy and affordable. We look forward to continued growth in attendance following the strong reviews from our last two annual conferences.

APT US&C has an active and involved membership of more than 650 public treasury managers, financial officers and private sector representatives. As a Board, we strive to provide these 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 in public finance administration, public funds management, investment policy, cash handling, and debt policy.
- Work with affiliated state/provincial associations from across the United States and Canada.

We invite you to be an integral part of our Annual Conference. This sponsorship prospectus details everything that our 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 Henderson!



APT US&C 2019-2020 Board of Directors

From left to right: **Kenneth Robinson**, Immediate Past President, Illinois; **Steven Hintz**, Director, California; **Michael Pettigrew**, President, Michigan; **Helen Schmidtkofer**, Parliamentarian, Wisconsin; **Clint Lichtenwalter**, President-Elect, Illinois; **Julie Silbernagel**, Vice President, Wyoming; **Tricia Wiggle-Bazzy**, Treasurer, Michigan; **Vicki Kitchen**, Secretary, Indiana; **Sal Talarico**, Director, Ohio; **Charri Lara**, Director, Wyoming; **Erin Crawford**, Director, Oklahoma; **Michelle Jensen**, Director, Utah; **Robert Wagner**, Director, Washington; **Heather Gale**, Director, Utah; **Ashley VanDeburgh**, Advisor, Oklahoma (not pictured); **Blinda Baker**, Historian, Michigan (not pictured).





Why You Should Attend This Conference

The Perfect Place to: Meet • Network • Share • Learn

What's the hardest thing to do when you're introducing yourself and your company?

Whether you struggle with getting past the gatekeeper of a new prospect, having someone return your phone calls, getting your email read (let alone answered), or just trying to make a personal connection with a potential client, the APT US&C annual conference has an answer for you.

Each year, the APT US&C annual conference attracts **treasury professionals who are key decision makers in their municipalities and districts**. The conference provides a full schedule of instructional presentations and special training sessions to help attendees earn and maintain national and state-level certifications, network with their peers and vendors, and access an online conference app for communication between conference attendees and sponsors during and after the conference.

Don't miss this opportunity to enhance your company's visibility, maximize your company's brand, expand sales, and obtain new customers at this targeted industry event. APT US&C is committed to providing top-notch marketing opportunities for its sponsors while offering outstanding educational programs and informational resources to its members.

We appreciate all of the support from our industry partners and look forward to your participation in the 2020 APT US&C Conference. **Your sponsorship and involvement will present your company as a strong supporter of the public treasury management profession and APT US&C.**

Expected attendance is over 200 members from all over the country, with noted representation from Oklahoma, Michigan, Indiana, Illinois, Texas, California, Utah, Virginia, Wyoming, and other western states.

Take advantage of this opportunity to **enhance your company's visibility, maximize your company's brand, expand sales, and obtain new customers at this targeted industry event.**

"I enjoyed networking with the exhibitors on Monday evening. I felt this really gave the exhibitors time to share their information with the members attending."



How You Can Get Involved

A Benefit Overview



There are **many ways to get involved as a sponsor or exhibitor** for the 55th Annual Conference in Henderson. APT US&C strives to get our sponsors involved in the conference in whatever way **works best for you, your personnel, product, and budget**. Your company can get involved by:

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



The **Exhibit Hall will be a central gathering place**; we will have the hall set up with vendor booths and a general area for conference attendees to meet between sessions and to serve as a designated area for their meals.

On Monday night of the conference, there will once again be an **Exhibitor's Reception Event**. The inaugural year of this event was in 2018; the event is well-attended and provides value for everyone involved. We look forward to continuing to improve this event to ensure **even more quality time and networking between vendors and attendees**.

Sponsors and exhibitors are welcome to attend conference training sessions (additional registrations are available for company representatives, if necessary). Any sponsor or exhibitor representative who is registered as a conference attendee will have access to presentations, meals, and conference networking activities. There is also an Exhibit Hall Pass at a reduced rate for representatives who do not want to attend sessions or meals.



"As a vendor, the conference schedule allowed for education on our part as well as a useful amount of networking to expand our business. I also appreciated being able to complete the CPFIM course as a vendor to better understand my client's perspective in managing their funds."



2020 Sponsorship Levels

Pick A Level That Suits Your Company

Basic Sponsor Benefits

Sponsorship levels (with the exception of Bronze and Nickel) include:

- Exhibit booth (draped booth space measuring approximately 8' x 8' (exact dimensions may change) a 6' skirted table, two chairs
- Exhibit Hall Pass (admission to Exhibit Hall and Monday night Exhibitors reception)
- Conference program ad (size varies by level of sponsorship) • Listing and link on conference app • Verbal recognition during the conference
- The opportunity to include marketing/promotional materials in conference attendee welcome bags
- Company logo and link on the conference web page at aptusc.org
- Conference attendance roster, including attendee name, entity, address, phone, and email

Diamond Sponsor: \$10,000

(Non-Member: \$10,750)

This elite level of sponsorship ensures that our attendees know who you are and that you are committed to the Association. Benefits include:

- Conference registration for four representatives
- First priority to host an educational session during the conference (provide topic and speaker, conference committee must approve)
- Sponsor keynote session and introduce keynote speaker
- Logo on giveaway item for all attendees (chosen with APT US&C)
- Premium position for full page color ad in conference program: choose from back cover, inside back or inside front page
- Signage at conference with company logo
- Plus all the Basic Sponsor Benefits

Platinum Sponsor: \$7,500

(Non-Member: \$8,250)

Our second highest level of sponsorship gives your company a high profile and will make sure attendees gain familiarity with your company and its products/services. Benefits include:

- Conference registration for three representatives
- Second priority to host an educational session during the conference (provide topic and speaker, conference committee must approve)
- Be recognized as the entertainment sponsor for Sunday or Monday event
- Logo on giveaway item for all attendees (chosen with APT US&C)
- Full page color ad in conference program
- Signage at conference with company logo
- Plus all the Basic Sponsor Benefits

Gold Sponsor: \$5,000

(Non-Member: \$5,750)

This sponsorship tells our attendees that you are serious about them and our Association. Benefits include:

- Two conference registrations
- Meal sponsorship (breakfast, lunch, or dinner for a day)
- 3/4-page color ad in program
- Signage at conference with your logo
- Plus all the Basic Sponsor Benefits

Silver Sponsor: \$3,500

(Non-Member: \$4,250)

Take part in all aspects of the conference. Benefits include:

- One conference registration
- Half page color ad in program
- Signage at conference with your logo
- Plus all the Basic Sponsor Benefits

Bronze Sponsor: \$2,500

(Non-Member: \$3,250)

A great level of support if you don't need an exhibit booth. Benefits include:

- Two conference registrations
- Half page color ad in program
- Verbal recognition during conference
- Opportunity to include marketing materials in attendee welcome bags
- Logo & link on conference app and aptusc.org conference page
- Attendance roster, including attendee name, entity, address, phone, & email

Nickel Sponsor: \$1,000

(Non-Member: \$1,750)

Show your support of the association and get involved in networking!

Benefits include:

- One conference registration
- Quarter page ad in program
- Attendance roster, including attendee name, entity, address, phone, & email

Exhibitor Information

Interested In Just Having a Booth? Check This Out...

Exhibitor: \$1,250*

(*Before 5/1/20, \$1,550 after early bird deadline)

(Non-Member: \$2,000 before 5/1/20 or \$2,300 after early bird deadline)

- Meet and interact with decision makers from each organization.
- Help attendees source potential new suppliers.
- Get quality face time in a relaxed atmosphere to showcase your services, products, and company.
- Eating areas for conference attendees will be in the centrally located Exhibit Hall to encourage plenty of traffic during breaks and meals.
- The incredibly popular Monday night Exhibitor Reception ensures additional time for attendees to be in the Exhibit Hall and in front of your booth.

Exhibitors Receive:

- A draped booth space approximately 8' x 8' (dimensions may change).
- A 6' skirted table and two chairs.
- Two complimentary Exhibit Hall Passes that provide access to the exhibit hall during set-up, tear-down, and exhibit hall hours.
- Company listing and description in the conference program and app.
- Attendee roster, which includes attendee name, municipality/organization, address, phone number, and email address.
- Additional booth furnishings, services (furniture, carpet, electrical, Internet, phone, etc.), and drayage (delivery of items to the hotel or Exhibit Hall) are NOT included with your booth registration fee.
- APT US&C will contract with a drayage service who will provide these services directly to exhibitors. Exhibitors are encouraged to use the drayage service to ship items to Exhibit Hall; if you choose not to utilize the drayage service, you will be solely responsible for coordinating all deliveries and applicable charges with the hotel.
- A floor plan of the exhibit hall will be distributed when the plan becomes available and is subject to change.

NOTE: Diamond, Platinum, Gold, and Silver sponsors all receive an exhibit booth as part of their sponsorship package.





Conference Program

The On-Site Resource for All Conference Attendees



Conference Program Advertising

Get your ad in the program book! This sponsor benefit gets your advertisement into the APT US&C conference program and conference app. It's a great way to ensure that every conference attendee will have your information on-site and when they get back to their office.

Programs are provided to every attendee when they arrive at the conference and are a high quality, full color guide to everything for the week:

- Conference schedule
- Speaker and session information
- Award information
- Sponsor and exhibitor information
- Conference point tally sheet (for member certifications)
- Conference menu

This easy-to-reference guide is an integral part of every attendee's conference week.

Ads must be received by June 15, 2020 or sponsors forfeit their advertising benefit – late ads cannot be accepted. To ensure the best reproduction, submit ads in a high resolution pdf to info@aptusc.org. For large ads, the free wetransfer.com service is a reliable and safe method of transferring files to an email address. Please reference APT US&C 2020 Program Guide and your contact information when you send a file.

Ad Size	Dimensions
Full page	8"w x 10.5"h
Three quarter page	8"w x 8"h
Half page	8"w x 5"h
Quarter page	4"w x 5"h



Get to Know the Green Valley Ranch Resort

Henderson, Nevada

Green Valley Ranch Resort and Spa is an all-inclusive location that you won't want to leave. All of the necessities will exceed your expectations, including their beautiful conference space, fantastic guest rooms, and an incredible outdoor eight-acre 'backyard' pool area, complete with cabanas and a sandy beach. But there's also the entertainment: more restaurants than you'll have time to visit, an on-site movie theater, a shopping district right out the back door, and a full casino.

If you do decide to venture offsite, the Green Valley Ranch Resort is approximately 15 minutes from the shows and excitement of the Las Vegas strip, multiple sporting facilities, and entertainment venues. The resort is also an easy drive to Hoover Dam, Red Rock Canyon, Lake Mead, and while it's a little further, the west end of the Grand Canyon is definitely worth the drive.

APT US&C is pleased to partner with the **Green Valley Ranch Resort and Spa** for the 2020 Annual Conference. The Resort is located in Henderson, Nevada, a short drive from both McCarran Airport and Las Vegas. All conference activities will be held at the Resort; it's address is 2300 Paseo Verde Parkway, Henderson, Nevada.

The hotel group rate for a standard room at Green Valley is \$139 and is subject to a \$20 resort fee and state and local taxes. The resort fee includes free shuttle to and from the airport, as well as shuttle service to the Las Vegas strip, valet and self-parking, in-room internet service and other amenities. **Reservations must be made by June 23, 2020** to guarantee this rate. Contact the hotel directly for room reservations: 866-782-9487.





Sponsorship Comparison Chart

At-A-Glance Look at All Sponsor Opportunities

	Diamond	Platinum	Gold	Silver	Bronze	Nickel	Exhibitor
Members	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,000	\$1,250 - \$1,550
Non-members	\$10,750	\$8,250	\$5,750	\$4,250	\$3,250	\$1,750	\$2,000 - \$2,300
Exhibit Booth	X	X	X	X			X
Conference Registrations	6	4	3	2	2	1	
Exhibit Hall Pass	1	1	1	1			2
Educational Session: topic & speaker	First Priority	Second Priority					
Event Benefit	Sponsor Keynote Session (and introduce speaker)	Entertainment Sponsor for Sunday or Monday event	Meal sponsor (breakfast, lunch or dinner)				
Logo on Item*	Giveaway item (determined by sponsor and APT US&C)	Giveaway item (determined by sponsor and APT US&C)					
Conference Program ad	Full page on: back cover, inside front or inside back cover	Full Page	3/4 Page	Half Page	Half Page	Quarter Page	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	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

*Sponsorships must be paid in full by April 1, 2020 to take advantage of these opportunities.

Sponsorship & Exhibitor Registration Form

Sign Up and Reserve Your Space!

Select Sponsorship Level

- | | | |
|---------------------------------|--|--|
| Diamond | <input type="checkbox"/> Member \$10,000 | <input type="checkbox"/> Non-Member \$10,750 |
| Platinum | <input type="checkbox"/> Member \$7,500 | <input type="checkbox"/> Non-Member \$8,250 |
| Gold | <input type="checkbox"/> Member \$5,000 | <input type="checkbox"/> Non-Member \$5,750 |
| Silver | <input type="checkbox"/> Member \$3,500 | <input type="checkbox"/> Non-Member \$4,250 |
| Bronze | <input type="checkbox"/> Member \$2,500 | <input type="checkbox"/> Non-Member \$3,250 |
| Nickel | <input type="checkbox"/> Member \$1,000 | <input type="checkbox"/> Non-Member \$1,750 |
| Exhibitor | <input type="checkbox"/> Member \$1,250 | <input type="checkbox"/> Non-Member \$2,000 |
| Exhibitor - After 5/1/20 | <input type="checkbox"/> Member \$1,550 | <input type="checkbox"/> Non-Member \$2,300 |

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.

Not Sure If You're An APT US&C Member?

Call 989.820.5205 to discuss how you can become a member and save! Associate memberships start at \$409.

Conference Attendees *Up to 6 attendees for Diamond, 4 for Platinum, 3 for Gold, 2 for Silver, 2 for Bronze, 1 for Nickel.*

	Name	Title	Email
1.			
2.			
3.			
4.			
5.			
6.			

Exhibit Hall Passes *Exhibitors receive 2 passes.*

	Name	Title	Email
1.			
2.			

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

Online sponsorship registration will be available December 1, 2019.

Please register by May 1, 2020 to reserve your space.



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