



Association of Public Treasurers of the United States & Canada 2021 Annual Conference

Now a Hybrid! • July 18-21 • South Bend, Indiana

Sponsorship Prospectus

On-site
&
Online

Century Center, South Bend



It's Your Choice!

Meet Us in South Bend or Connect Online

989.820.5205
info@aptusc.org



APT US&C 55th Annual Conference - Sponsorship Prospectus

July 18-22, 2021 • South Bend, Indiana

We Invite You To Join Us

Lead Like A Champion!

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to our 55th Annual Conference. The 2021 event will be held July 18-21 in South Bend, Indiana.

South Bend is a welcoming and relaxed Midwest town featuring the nearby Notre Dame campus and Studebaker Museum that will allow us to provide unique experiences to our attendees. And while we face uncertainties due to the ongoing pandemic, we look forward to the summer of 2021 with great anticipation as a time we can all finally come together.

APT US&C has an active and involved membership of more than 700 public treasury managers, financial officers and private sector representatives. As a Board, we strive to provide our 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 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.
- Partner with our corporate members and sponsors to provide networking opportunities to showcase your products and services to our municipal members.

We invite you to be an integral part of our Annual Conference by joining us as a 2021 Conference Sponsor. This 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 info@aptusc.org or 989.820.5205 if you have any questions. We look forward to seeing you in South Bend!



APT US&C 2020-2021 Board of Directors

From left to right: **Kenneth Robinson**, Immediate Past President, Illinois; **Steven Hintz**, Director, California; **Michael Pettigrew**, President, Michigan; **Helen Schmidlkofer**, former 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**, former director, Washington; **Heather Gale**, Director, Utah; members not pictured: **Amy Anderson**, Director, Texas; **Ashley VanDeburgh**, Advisor, Oklahoma; **Blinda Baker**, Historian, Michigan.





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 2021 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 Midwestern 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 South Bend. 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

Lead Like A Champion!

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 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**. We are finalizing plans to provide exhibitors unique opportunities at the Notre Dame campus for this event.

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.

"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 CFFIM course to better understand my client's perspective in managing their funds."



2021 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 six 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 four 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:

- Three 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:

- Two conference registrations
- 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 and 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 and email

Exhibitor Information

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

Exhibitor: \$1,250*

(*Before 5/1/21, \$1,550 after early bird deadline)

(Non-Member: \$2,000 before 5/1/21 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 you to network with attendees.

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 Century Center or your 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 1, 2021 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](https://www.wetransfer.com) service is a reliable and safe method of transferring files to an email address. Please reference APT US&C 2021 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 South Bend

Century Center • South Bend, Indiana

Lead Like A Champion!

The conference will be held at the waterfront Century Center in downtown South Bend. This beautiful, state-of-the-art facility has plenty of room for everyone to be comfortable for all of our sessions. We plan on utilizing the

Notre Dame campus and the Studebaker Museum for event sites during the conference, but there's also plenty of other local entertainment: restaurants, pubs, hotels, museums, a zoo, and Four Winds Field, home of the South Bend Cubs, the single-A affiliate of the Chicago Cubs.

South Bend is served by the South Bend International Airport (SBN), which provides non-stop service to 13 cities on four airlines. The airport is a quick 10 minute drive from the downtown Century Center and hotels.

APT US&C is pleased to offer a variety of hotel accommodations for the 2021 Annual Conference. Each hotel is fantastic and has its own personality so you can find the perfect match for your interests and needs. Visit APTUSC.org for more details.

DoubleTree by Hilton Hotel South Bend: Connected to the Century Center via a fully enclosed walkway, rate is \$114/night plus applicable fees and taxes; reservation deadline is June 15 for group rate: 574.234.2000.

Courtyard by Marriott South Bend Downtown: New in 2018, the Courtyard is directly across the street from the Century Center. Rate is \$98/night plus applicable fees and taxes, reservation deadline is June 15 for group rate: 574.237.7777.

Aloft South Bend: New in 2017, this hip hotel is two blocks from the Century Center. Rate is \$115 plus applicable fees and taxes; reservation deadline is June 24 for group rate: 574.288.8000





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	
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, 2021 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 5/1/21 | <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!

*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 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.			

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

Online sponsorship registration is available at APTUSC.org if you would like to pay via credit card.

Please register by May 1, 2021 to reserve your space.



APT US&C 55th Annual Conference

Century Center • South Bend, Indiana • July 18-21, 2021

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