

APT US&C 57TH ANNUAL CONFERENCE

IN PARTNERSHIP WITH UAPT

August 13-16, 2023
Salt Lake City, Utah

*Elevate your career -
Bee inspired!*



SPONSORSHIP PROSPECTUS

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



APT US&C 57TH ANNUAL CONFERENCE - SPONSORSHIP PROSPECTUS

August 13-16, 2023 • Little America Hotel & Conference Center • Salt Lake City, Utah



We Hope You'll Join Us!

November 2022

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to the 57th Annual Conference. The 2023 hybrid event will be held August 13-16 in Salt Lake City, Utah in partnership with the Utah Association of Public Treasurers (UAPT).

The Salt Lake City venue will be very popular with both the APT US&C and local UAPT members. In addition to training sessions Sunday through Wednesday, planned activities include a Sunday mountaintop event and tram ride to the top of Hidden Peak at Snowbird Resort, a Sunday evening reception in downtown Salt Lake City, a Monday evening Exhibitor Reception, and an awards and installation event at the Utah State Capitol rotunda 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 UAPT have active and involved memberships of public treasury managers, financial officers and private sector representatives. Both associations strive 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 Salt Lake City!



APT US&C Board of Directors

Back row, left to right: **Peter Gray**, Director, Indiana; **Heather Gale**, Treasurer, Utah; **Ashley VanDeburgh**, Advisor, Oklahoma; **Michael Pettigrew**, Advisor, Michigan; **Clint Lichtenwalter**, Immediate Past President, Illinois; **Ron Vander Band**, Director, Illinois; **Amy Anderson**, Director, Texas; **Erin Crawford**, Secretary, Oklahoma; **Sal Talarico**, Director, Ohio; Front row, left to right: **Charri Lara**, Director, Wyoming; **Julie Silbernagel**, President, Wyoming; **Elizabeth Alba**, Director, Washington; **Vicki Kitchen**, Vice President, Indiana; **Tricia Wiggle-Bazzy**, President-Elect, Michigan; **Lindsey Grigg-Moak**, Parliamentarian, Oklahoma; **Vernon Lewis**, Director, Texas (not pictured); **Blinda Baker**, Historian, Michigan (not pictured).



UAPT Board of Directors

Back row, left to right: **Heather Gale**, Vice-President; **Jennifer Sweat**, Past President; **Diane Burandt**, Co-Education Director; **S. Ted Elder**, President; **Bridgette King**, Director; **Susan Balls**, Co-Executive Director; **Sharri Oyler**, Co-Executive Director; **Judy Schiers**, Co-Education Director. Front row, **Chip Dawson**, President Elect; **Jennifer Chapman**, Secretary; **Jody Anderson**, Technology Director; **Debbie Bannon**. Not pictured: **Dawn Brecke**, Director; **Shannon Harper**, Director; **Megan Mills**, Director; **Jeannine Teel**, Director; **Mark McRae**, Treasurer.

HOW TO GET INVOLVED IN THE CONFERENCE

The Perfect Place to Meet • Network • Share • Learn



ENHANCE YOUR VISIBILITY

The 2023 Annual Conference will attract 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 57th Annual Conference, regardless of your personnel, product, or budget. Get involved by:

MEET NEW PROSPECTS

- Providing educational sessions
- Hosting an exhibit booth
- Taking advantage of the Virtual Exhibit Hall
- 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

GAIN PRODUCT AWARENESS

The Exhibit Hall will be a central gathering place hosting meals and 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.

RECRUIT NEW CUSTOMERS

The Virtual Exhibit Hall has been a popular addition for both sponsors and virtual attendees. These ten minute, interactive online sessions for the livestreaming attendees provide quality interactions and face time for sponsors. Use the time slot however you'd like to present your organization, product or service: a video, presentation, or a Q&A are all welcome. Participants have found this incredibly valuable - you can make it as formal or casual as you would like.

INCREASE SALES

Premiere sponsors are featured on the online conference page on APTUSC.org after the conference. This page includes sponsor logo, description, link and virtual exhibit hall recording and remains accessible for continuous sponsor recognition and as a resource for you and all APTUSC.org visitors. View the 2022 APT US&C conference page [here](#).

There will also be an Exhibitor's Reception Event on Monday evening. The event is well-attended and provides valuable networking time for sponsors and in-person attendees.



"The virtual exhibit sessions were very effective. I really enjoyed hearing from several different vendors ... it was nice to gain that information."

LITTLE AMERICA HOTEL & CONFERENCE CENTER

Salt Lake City, Utah



Salt Lake City is a modern city set at the foot of spectacular mountains - it's a place of wide open vistas and fresh perspectives. The 57th Annual Conference will capitalize on all that the city has to offer: an afternoon in the mountains, local culture, and an event at the state Capitol, which is only a few minutes from the hotel. Downtown shopping, browsing, restaurants, and nightlife are all a quick walk or light rail ride away.

Little America is an incredibly beautiful hotel that's conveniently located in downtown Salt Lake City. The conference will be held at the hotel's spacious conference center at 500 South Main Street, Salt Lake City, UT, 84101.

Attendees who want to arrive early or stay late will find themselves an easy drive away from some of the most amazing natural attractions and national parks. Hiking, biking, touring, and golfing are all close to the hotel and several national parks (Arches, Canyonlands, Bryce, Zion, and Capitol Reef) are all within a day's drive of Salt Lake City. View more on Salt Lake City [here](#).

Rooms at Little America are available at the hotel group rate of \$189 (garden room) or \$219 (tower room); rates are subject to applicable fees and taxes. Reservations must be made by July 20, 2023 to receive the group rate. Contact the hotel directly for room reservations: 800-437-5288.

If you're wondering about our conference logo, once you're in Utah, you'll see bee and hive logos everywhere. Utah is known as the beehive state, not because of actual honey production, but because of the history of industry in the Utah community, with each person working together to support and help one another. We hope you'll join us in celebrating Utah as we enable our attendees to **"Bee Inspired."**



Tram ride at Snowbird



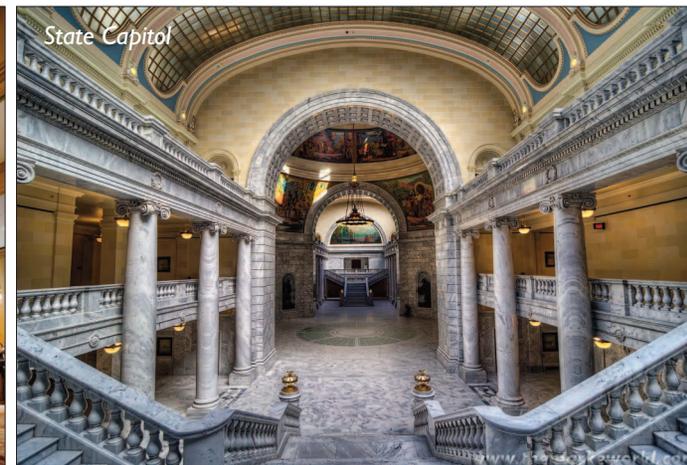
The Tabernacle Choir at Temple Square



Mountains Surrounding Salt Lake City



Little America Lobby



State Capitol

THE SPONSOR EXPERIENCE



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

"The vendors that did mini ed sessions were great!"



"I was truly blown away by everything at the conference! I am thankful to be a part of this organization."

"I received more emails half an hour after my ten minute virtual presentation than I've ever had from a regular exhibit booth."



2023 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.
- Logo on promotional item for all attendees.
- 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.
- Company name/logo on conference lanyard.
- 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)
Virtual Exhibit Hall presentation • 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 30, 2023.

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	Premiere Location	Premiere Location	X	X	X	X	
Virtual Exhibit Hall Presentation	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 Promotional Item	Logo on Conference Lanyard		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

SPONSORSHIP & EXHIBITOR REGISTRATION FORM

Sign Up and Reserve Your Space on APTUSC.org



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 |
| Meal | <input type="checkbox"/> Member \$3,500 | <input type="checkbox"/> Non-Member \$4,250 |
| Refreshment | <input type="checkbox"/> Member \$2,500 | <input type="checkbox"/> Non-Member \$3,250 |
| Exhibitor | <input type="checkbox"/> Member \$1,500 | <input type="checkbox"/> Non-Member \$2,250 |
| Supporter | <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

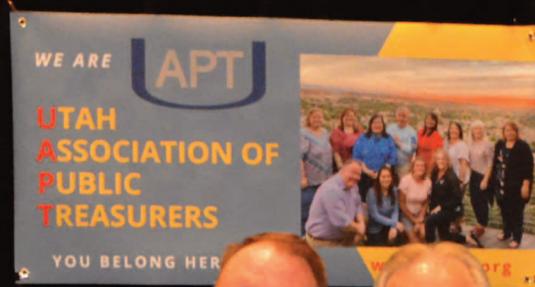
CONFERENCE ATTENDEES

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, 2023 to reserve your space.



We'll see you in Salt Lake City!



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

