



# APT US&C 54th Annual Conference Oklahoma City, Oklahoma

## *Sponsorship Prospectus*



July 14-17, 2019 • Renaissance Convention Center Hotel • Oklahoma City, Oklahoma  
For More Information Contact APT US&C at 989.820.5205 • [info@aptusc.org](mailto:info@aptusc.org)



# APT US&C 54th Annual Conference - Sponsorship Prospectus

July 14-17, 2019 • Oklahoma City, Oklahoma • Renaissance Convention Center Hotel

## We Invite You To Join Us!

October 2018

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to our 54th Annual Conference. The 2019 event will be held July 14-17, 2019 in Oklahoma City, Oklahoma.

Our organization has a strong membership in Oklahoma and we look forward to our local group being well represented and leading the way for the rest of our national members to have an incredibly valuable experience in 2019.

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, disaster preparedness 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 Oklahoma City!



### APT US&C 2018-2019 Board of Directors

From left to right: **Kenneth Robinson**, President, Illinois; **Michael Pettigrew**, President Elect, Michigan; **Heather Gale**, Director, Utah; **Clint Lichtenwalter**, Vice President, Illinois; **Danya Curtis**, Director, Oklahoma; **Charri Lara**, Director, Wyoming; **Robert Wagner**, Director, Washington; **Vicki Kitchen**, Director, Indiana; **Michelle Jensen**, Director, Utah; **Julie Silbernagel**, Secretary, Wyoming; **Bob Ponkilla**, Immediate Past President, Oklahoma; **Beverly Adler**, Director, Texas; **Tricia Wiggle-Bazzy**, Treasurer, Michigan; **Helen Schmidtkofer**, Parliamentarian, Wisconsin (not pictured); **Ashley VanDeburgh**, Advisor, Oklahoma (not pictured)



### The 2018 Annual Conference in Memphis



# Why You Should Attend This Conference

*The Perfect Place to: Meet • Network • Explain • 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 2019 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, Wisconsin, Indiana, Illinois, Florida, Texas, California, Utah, 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.**

Keep reading for specific sponsorship levels and benefits available to you and your company.



**2018 Exhibit Hall in Memphis (both images)**



# How You Can Get Involved

## *A Benefit Overview*



There are **many ways to get involved as a sponsor or exhibitor** for the 54th Annual Conference in Oklahoma City. 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 2018 in Memphis, which was well-attended and provided value for everyone involved. We look forward to improving on this event to ensure **even more quality time and networking between vendors and attendees**.

**Sponsors and exhibitors are welcome to participate in the conference** (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 will not attend sessions or meals.

*"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. Looking forward to OKC!" - 2018 Conference Attendee*



# 2019 Sponsorship Levels

*Pick A Level That Suits Your Company*

## Basic Sponsor Benefits

All sponsorship levels (with the exception of Bronze) 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 materials in conference attendee welcome bags

Your logo 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 attendee conference welcome bag
- 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 attendee lanyards or other item (determined by 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:**

- Conference registration for two representatives
- Meal sponsorship (breakfast, lunch, or dinner for a day)
- 3/4-page color ad in conference program
- Signage at conference with company 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:**

- Conference registration for one representative
- Half page color ad in conference program
- Signage at conference with company logo
- Plus all the Basic Sponsor Benefits

## Bronze Sponsor: \$1,000

**(Non-Member: \$1,750)**

Show your support of the association and network!

**Benefits include:**

- Conference registration for one representative
- Quarter page color ad in conference program
- Verbal recognition during the conference
- Opportunity to include marketing materials in conference attendee welcome bags
- Conference 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 5/1/19, \$1,550 after early bird deadline)**

**(Non-Member: \$2,000 before 5/1/19 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. Exhibit Hall Passes do not include any meals, sessions, or activities other than the Exhibitor Reception.
- Company listing and description in the 2019 Conference Program Book and conference 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, convention center 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.





# Sponsorship Comparison Chart

*One Glance Look at All Sponsor Opportunities*

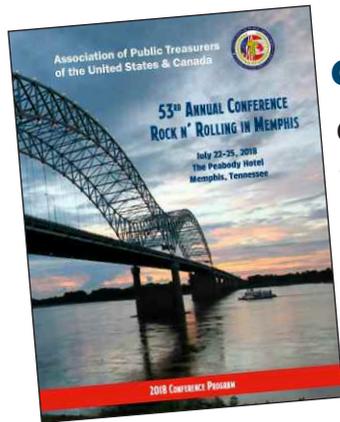
	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Members	\$10,000	\$7,500	\$5,000	\$3,500	\$1,000	\$1,250 - \$1,550
Non-members	\$10,750	\$8,250	\$5,750	\$4,250	\$1,750	\$2,000 - \$2,300
Exhibit Booth	X	X	X	X		X
Conference Registrations	4	3	2	1	1	
Exhibit Hall Pass	1	1	1	1		2
Educational Session: topic & 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*	Conference bag	Lanyard or giveaway item (determined by APT US&C)				
Conference Program ad & conference app listing/link	Full page on: back cover, inside front cover, or inside back cover	Full Page	3/4 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 on conference page on aptusc.org	X	X	X	X		
Attendance Roster	X	X	X	X	X	X

\*Sponsorships must be paid in full by April 1, 2019 to take advantage of these opportunities.



# Conference Program

*The On-Site Resource for All Conference Attendees*



## Conference Program Advertising

Get your ad in the 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 when they get back to their office.

Conference programs are provided to every attendee when they arrive on-site 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 17, 2019** 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](mailto:info@aptusc.org). For large ads, the free [wetransfer.com](http://wetransfer.com) service is a reliable and safe method of transferring files to an email address. Please reference APT US&C 2019 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 Oklahoma City & The Renaissance Hotel

*Western Charm with a Metropolitan Style*



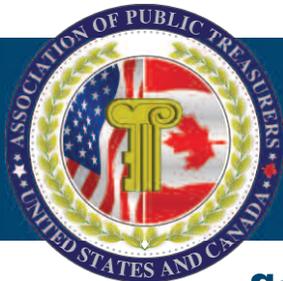
**Oklahoma City is a community on the rise:** their success story has created a beautiful destination in the middle of Oklahoma where western charm blends with a metropolitan style.

Oklahoma City offers plenty of amazing things to experience and boasts big-league attractions. **Oklahoma City is defined by districts**, from the Adventure District to the Uptown District, which have everything you could want from a city of adventure: museums, performing arts, sports teams (the NBA Oklahoma Thunder and the Dodgers Triple A affiliate team), a zoo, white water rafting, outdoor attractions, a thriving nightlife scene, and an incredible selection of restaurants and shopping. For more details on the revitalized and growing Oklahoma City, view their visitor guide online.

APT US&C is pleased to partner with the **Renaissance Oklahoma City Convention Center Hotel & Spa** for the 2019 Annual Conference. The Renaissance is located in downtown Oklahoma City, a short walk from the Bricktown Entertainment District and right across the street from one of the new Oklahoma City Streetcar stops that already connects to many of the

districts. The Renaissance is connected to the Cox Convention Center via a short sky bridge; all conference activities will be held in the second level of the convention center. The hotel is located at 10 North Broadway Avenue, Oklahoma City, OK.

The hotel group rate for a standard room at the Renaissance is \$122 and is subject to state and local taxes. **Reservations must be made by June 19, 2019** to guarantee this rate. Contact the hotel directly for room reservations: 800-468-3571 or 405-228-8000.



# Sponsorship & Exhibitor Registration Form

*Sign Up and Reserve Your Space!*

## 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>Silver</b>                   | <input type="checkbox"/> Member \$3,500  | <input type="checkbox"/> Non-Member \$4,250  |
| <b>Bronze</b>                   | <input type="checkbox"/> Member \$1,000  | <input type="checkbox"/> Non-Member \$1,750  |
| <b>Exhibitor</b>                | <input type="checkbox"/> Member \$1,250  | <input type="checkbox"/> Non-Member \$2,000  |
| <b>Exhibitor - After 5/1/19</b> | <input type="checkbox"/> Member \$1,550  | <input type="checkbox"/> Non-Member \$2,300  |

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

Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

*The contact person 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 4 attendees for Diamond, 3 for Platinum, 2 for Gold, 1 for Silver and 1 for Bronze.*

	Name	Title	Email
1.			
2.			
3.			
4.			

### Exhibit Hall Passes *Up to 1 pass for Diamond, Platinum, Gold, or Silver. Exhibitors receive 2 passes.*

	Name	Title	Email
1.			
2.			

### Add-On Options *Additional Exhibit Hall Pass \$200; Monday Meals \$85; Tuesday Meals \$155; All meals (Sunday - Wednesday) \$325.*

	Name	Title	Email	Option/Amount
1.				
2.				

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

*Online registration (and credit card payments) will be available December 1, 2018.*

*Please register by May 1, 2019 to reserve your space.*