



Accessibility Professionals Association (APA) Annual Conference & Expo

Exhibitor and Sponsor - Benefits Description and Sign-Up Form

Website: www.accessibilityprofessionals.org

Date: January 31- February 2, 2018

Location: Austin Marriott North, 2600 La Frontera Boulevard, Round Rock, TX 78681 (near Austin)

An Introduction to APA:

Accessibility Professionals Association (APA) is the largest leading organization for Accessibility Specialists, Consultants, Design Professionals and Construction Industry Professionals providing services for accessibility compliance in the United States. APA provides accessibility standards training including, but not limited to, ADA Standards, ICC A117.1 and Texas Accessibility Standards. Our large network of members hold certifications and licenses including Registered Accessibility Specialists, ADA Coordinators, Architects, Engineers, Government Officials, Interior Designers, Landscape Architects and Attorneys;, including members of Construction Specifications Institute, ICC, AIA and US Green Building Council, to name a few.

[See common FAQs at the end of this document.](#)

BE AN EXHIBITOR, Cost \$400

When you attend the APA Annual Conference & Expo as an Exhibitor, you get face-to-face time with Registered Accessibility Specialists and related accessibility professionals - those who are or regularly consult and collaborate with owners, architects, builders, and others who help maintain accessibility in the built environment. This event provides Product Representatives, Organizations and Manufacturers with a unique, in-person environment to discuss and promote your products and services. It also offers a cost-effective way to raise your company's profile.

EXHIBITOR Benefits and what's included:

- Company name and description in the conference program
- Your company link on the Annual Conference page of our APA website for one year
- Recognition in at least one quarterly newsletter with a link to your website. [See our March Newsletter by visiting <http://accessibilityprofessionals.org> and clicking the "APA News/Newsletter" tab]
- Recognition in pre-event emails to all members
- Recognition at the conference via signage, slides and announcements
- Admission to our keynote presentation and other course sessions, as an exhibitor guest (If you want CE credit, you must you also register as an attendee.)
- Free parking
- Free Wi-Fi (internet)
- Complimentary meals package valued at \$150.00, as provided to Conference Attendees for ONE person. *If additional people assisting with the booth, please add cost per person on the Sign-Up Form below.*
- 10 foot space with 6 foot, black skirted table and chair provided
- You may offer a prize drawing.
- We welcome item donations to our scholarship fund Silent Auction



BE A SPONSOR: Four levels

If being an Exhibitor isn't right for you, or if you can't attend the APA Annual Meeting in person, you can still take advantage of the promotional opportunity it offers by becoming a Sponsor. Deciding to be a Gold or Platinum Level Sponsor has the added benefits that allow you to be both an Exhibitor and a Sponsor. Sponsorship benefits include raised awareness of your company via Annual Conference & Expo publicity. Your company name and description is prominently placed materials, including the event program and pre-event emails to our hundreds of member accessibility professionals. Our members are a dynamic group of accessibility professionals who are or regularly consult and collaborate with architects, builders, developers and others who help construct the built environment.

Bronze, \$250: Benefits include:

- Company name, description and contact information in the conference program
- Your name, description, contact information and company link on the Annual Conference & Expo page of our APA website for one year
- Your name, description, contact information and company link in one of our quarterly newsletters
- Recognition in pre-event emails to all members
- Bronze Sponsor recognition at the conference
- Display of your company's promotional materials on a table near Registration or Exhibitor areas (you will need to provide)
- **You may offer a prize drawing.**
- **We welcome item donations to our scholarship fund Silent Auction**
- **Opportunity to provide lanyards for name badges, for all attendees, at your cost, with your Company Logo printed on lanyard (You will need to tell us you are providing these by December 15)**

Gold, \$550:

Bronze Sponsor benefits noted above **PLUS:**

- One Exhibitor Space and all Exhibitor benefits as noted above
- Gold Sponsor recognition at the Annual Conference & Expo
- Recognition at any special events

Platinum, \$ 775:

Gold Sponsor benefits noted above **PLUS:**

- Premium Exhibitor space
- Platinum Sponsor recognition at any special events
- Permission to place one promotional item (such as a brochure, pen, etc.) at each table setting
- If you choose to send a representative, we would be happy to recognize him/her at the meeting.

Special Event Sponsor, \$1,500:

Platinum Sponsor benefits noted above **PLUS:**

- Includes opportunity to speak and show your products for up to 20 minutes. This could be a breakfast or a Happy Hour Cash Bar. We will discuss the special event and work with you to customize this for you.
- **The deadline for arranging a speaking time in our agenda is November 1.**



Common FAQs:

1. **May I offer a prize drawing?** Yes, we encourage this and will help you to find a time to announce a winner. It is a great way to collect business cards.
2. **May I provide lanyards with my businesses name or logo?** Yes, but you will need to tell us you are providing these by December 15.
3. **Can we have an attendee email list?** No, but we can give you the attendee list without emails. You are encouraged to bring a fishbowl and collect business cards. This is especially effective if you have a prize. If you do have a prize, we are happy to carve out an opportunity for you to announce a winner. We also have a Membership Directory online where you can look up all APA members.
4. **Are there any opportunities for an exhibitor to speak about a service or product?** We have a sponsorship opportunity which includes 20 minutes for you to present your service/products. *See Special Event Sponsor above.*
5. **What marketing benefits do we get from APA beyond the conference itself?** Pre-conference promotion email, Our March newsletter will have all the information from the conference program with live links to you and your website. As space permits, we may continue to list you in the June issue as well. You will be listed on the Exhibitor/Sponsor page on our APA website throughout the entire year following the conference.
6. **Are there any other advertising opportunities for me throughout the year for your organization?** Yes, we do have AD space on our website monthly, in our newsletter quarterly and on our push emails. Please contact Nina Paquette for more information at ninapaquette@gmail.com.
7. **How many staff should I bring to the Conference?** That is up to you but we have found that one or two people can handle the event. Note that each additional staff person will need to purchase a food package.
8. **Do I need to stay for the Friday AM?** Your booth schedule is your decision
9. **Will the hotel allow for shipments of materials to and from the venue?** Yes. We will connect you with the hotel staff once you register as an Exhibitor. They are very helpful in this regard.
10. **Are we eligible for the discounted hotel rooms offered attendees?** Yes, as long as you reserve before deadline (Jan 10), but note, rooms do sell out.
11. **If I have special dietary needs and get a food package can you accommodate me?** Yes, if you need gluten or dairy free or a vegetarian meal. We cannot offer a Kosher meal but hotel rooms provide a refrigerator for you if you have very specialized dietary needs.
12. **Can I be a presenter at the meeting for a 1 or 2 hour training course?** A Special Consideration for all participants: if you are an accredited current course provider, you may be eligible to present an accredited TDLR (CEU), ICC (CE) or AIA (LU) class. To be considered for this, please contact the Conference committee through Shirley Knox at executivedirector@accessibilityprofessionals.org.

Accessibility Professionals Association (APA) 2018 Annual Conference & Expo **Exhibitor & Sponsor Sign up Form:**

Deadline: To secure full PRINT Exhibitor and Sponsor benefits, we need your completed sign-up form and payment no later than December 15. Discounted hotel deadline is January 10, however, hotel rooms sell out so don't delay.

If you have questions, please contact Nina Paquette at ninapaquette@gmail.com or 989-513-1413.

(Please type, if possible, or print)

Name of contact:

Email for contact:
 Phone # for contact:
 Name of attendee(s):
 Email for attendee(s):
 Name of Business (for program and signage):
 Address:
 City: State: Zip:
 Website:

Please give us one or two sentences describing what your business will promote at this conference (for program and promotion):

How did you hear about this APA Conference & Expo?

<i>Participant type and additive costs</i>	<i>TOTAL COST</i>	<i>Names of all attendees for nametags and meals:</i>
<p>Exhibitor Fee = \$400</p> <p>I will need _____ electrical outlets. Each electrical outlet = \$25</p> <p>I will need _____ meals packages (beyond the ONE provided). A meals package for additional staff = \$150 per person.</p> <p>You may provide lanyards with your name or logo at your expense. Would you like to? YES/NO If YES, how many? _____</p>	<p>TOTAL = _____</p>	<p>Please list names of any attendees:</p>
<p>Additional Exhibitor table space = \$350 per extra table</p> <p>_____ x \$350</p> <p>I will need _____ electrical outlets. Each electrical outlet = \$25</p>		
<p>Sponsor, Bronze = \$250*</p> <p>This does not include a booth but you may bring/send materials for distribution? Will you? YES/NO</p> <p>I plan to attend and will need _____ meals packages. A meals package = \$150 per person.</p> <p>You may provide lanyards with your name or logo at your expense. Would you like to? YES/NO If YES, how many? _____</p>	<p>TOTAL = _____</p> <p><i>*If you also want to be an Exhibitor, we suggest you move to the Gold Sponsorship, which includes a table space at a discount and a meals package</i></p>	<p>Please list names of any attendees:</p>

<p>Sponsor, Gold = \$550</p> <p>Table and space is included. Will you attend and need a table? YES/NO</p> <p>If you do not need a space, will you be bringing/sending materials for distribution? YES/NO</p> <p>You may provide lanyards with your name or logo at your expense. Would you like to? YES/NO If YES, how many? _____</p> <p>I will need _____ electrical outlets. Each electrical outlet = \$25</p> <p>I will need _____ meals packages (beyond the ONE provided). A meals package per additional staff = \$150 per person.</p>	<p>TOTAL = _____</p>	<p>Please list names of any attendees:</p>
<p>Sponsor, Platinum = \$775</p> <p>Table and space is included - will you attend and need a table? YES/NO</p> <p>I will need _____ electrical outlets. No charge.</p> <p>If you do not need a space, will you be bringing/sending materials for each attendee? YES/NO</p> <p>You may provide lanyards with you name or logo at your expense. Would you like to? YES/NO If YES, how many? _____</p> <p>I will need _____ meals packages (beyond the one provided). No extra charge.</p>	<p>TOTAL = _____</p>	<p>Please list names of any attendees:</p>
<p>Special Event Sponsor = \$1,500</p> <p>This includes time for you to give a presentation up to 20 minutes. Would you like to do this? YES/NO If YES, we will personally discuss the options with you.</p> <p>Table and space is included - will you attend and need a table? YES/NO</p> <p>I will need _____ electrical outlets. No charge.</p> <p>If you do not need a space, will you be bringing/sending materials for each attendee? YES/NO</p> <p>You may provide lanyards with your name or logo at your expense. Would you like to? YES/NO If YES, how many? _____</p> <p>I will need _____ meals packages (beyond the ONE provided). No extra charge.</p>	<p>TOTAL = _____</p>	<p>Please list names of any attendees:</p> <p>Who should we contact to discuss the 20 minute presentation? Name: _____ — Phone: _____ Email: _____ —</p>

If you need additional accommodations please describe below and we will do our best to meet the request.

\$ _____ = Total amount of check enclosed. Make your check out to *Accessibility Professionals Association*.

Please send your payment with this completed form to: **APA, ATTN: Exhibitor & Sponsor Sign up**
9433 Bee Cave Road, Building II, Suite 203, Austin, TX 78733