



APT US&C 56th Annual Conference Henderson, Nevada

Sponsorship Prospectus

August 7-10, 2022 • Green Valley Ranch Resort

For More Information Contact APT US&C at 989.820.5205 • info@aptusc.org





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August 7-10, 2022 • Green Valley Ranch Resort • Henderson, Nevada

We Invite You To Join Us!

November 2021

The Association of Public Treasurers of the United States & Canada (APT US&C) is proud to invite you to our 56th Annual Conference. The 2022 hybrid event will be held August 7-10 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 three annual conferences. For the 2021 Conference, we offered a livestreaming registration, which added over 100 attendees who would have otherwise been unable to attend. We look forward to continuing to grow both in-person and online attendance.

APT US&C has an active and involved membership of nearly 800 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.

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 2021-2022 Board of Directors

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





Get Involved In This Conference

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



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



"The virtual exhibit sessions were very effective. I really enjoyed hearing from several different vendors and it was nice to gain the information that you would receive if you were able to attend in person."

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

ENHANCE YOUR VISIBILITY • MAXIMIZE YOUR BRAND EXPAND SALES • REACH NEW CUSTOMERS

The APT US&C Annual Conference attracts 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. Expected attendance is over 250 members from all over the country, with noted representation from Oklahoma, Michigan, Indiana, Illinois, Texas, California, Utah, Virginia, Wyoming, and others. Registered sponsor representatives have access to regular conference presentations, meals, and conference networking activities.

APT US&C is committed to providing top-notch marketing and networking opportunities. There will be many ways to get involved as a sponsor or exhibitor at the 56th Annual Conference, regardless of your personnel, product, or budget. Get involved by:

- Providing educational sessions
- Hosting an exhibit booth
- Taking advantage of the Virtual Exhibit Hall
- 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. We encourage attendees to visit every booth in order to win a free prize at the end of the conference. The Exhibit Hall also hosts either meals or snacks.

The Virtual Exhibit Hall was an addition in 2021 for our online attendees to provide quality interactions and face time with sponsors. Each sponsor is provided with a ten minute online time slot to present their organization to our online attendees. Participants found this incredibly valuable - you can make it as formal or casual as you would like. Last year's sessions are posted on the APT US&C website for continued viewing.

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 attendees.



Green Valley Ranch Resort

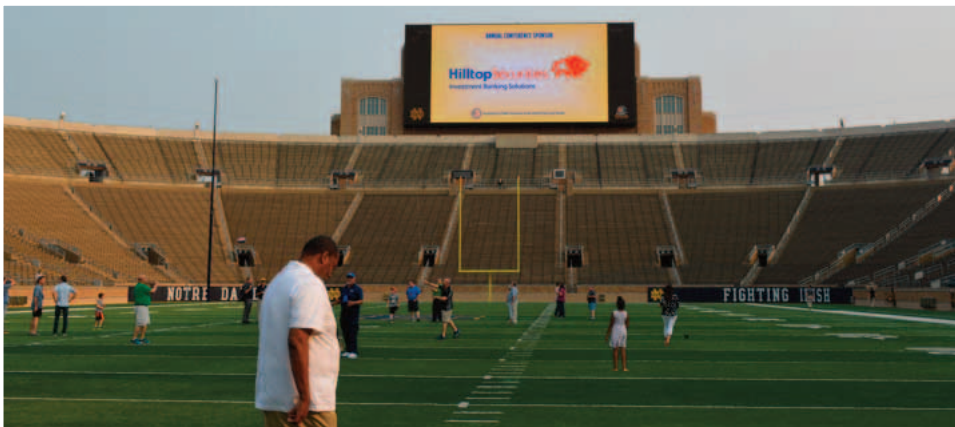
Henderson, Nevada

Green Valley Ranch Resort and Spa is an all-inclusive location that you won't want to leave. Its features will exceed your expectations, including their beautiful conference space, fantastic guest rooms, and incredible outdoor eight-acre 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 on-site casino.

If you decide to venture offsite, it's a quick 15 minutes to 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 2022 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, which is located at 2300 Paseo Verde Parkway, Henderson, NV, 89052.

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 July 12, 2022** to guarantee this rate. Contact the hotel directly for room reservations: 866-782-9487.





2022 Sponsorship Levels

Pick A Level That Suits Your Company

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 five representatives
- First priority to host an educational general 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.
- Premium signage at conference.
- **Plus all the Basic Sponsor Benefits listed below**

Platinum Sponsor: \$7,500

(Non-Member: \$8,250)

Our second highest level of sponsorship gives your company a strong representation and 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 general session during the conference (provide topic and speaker, conference committee must approve)
- Recognition as an activity sponsor
- Full page color ad in conference program
- Premium signage at conference.
- **Plus all the Basic Sponsor Benefits listed below**

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
- Educational breakout session (provide topic/speaker, requires committee approval, may not be livestreamed)
- Recognition as a meal sponsor
- 3/4-page color ad in program
- **Plus all the Basic Sponsor Benefits listed below**

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
- **Plus all the Basic Sponsor Benefits listed below**

Bronze Sponsor: \$2,500

(Non-Member: \$3,250)

A great level of support that covers the basics. Benefits include:

- Exhibit booth
- Virtual Exhibit Hall presentation
- One conference registration
- Half page color ad in program
- 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

Basic Sponsor Benefits

Exhibit booth (draped 8' x 8' space, dimensions may vary) a 6' skirted table, two chairs

Virtual Exhibit Hall 10 minute presentation to online attendees

Conference program ad (size varies by level of sponsorship) • Listing and link on conference app • Verbal recognition during the conference
Sponsor-provided materials in attendee welcome bag • Company logo and link on the conference web page at aptusc.org • Signage with logo

Conference attendance roster, including attendee name, entity, address, phone, and email



Exhibitor Information

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

Exhibitor: \$1,500
(Non-Member: \$2,250)

- 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.
- The Exhibit Hall is in a central location; attendees will have incentives to visit the Hall to encourage heavy traffic to each booth.
- The Monday night Exhibitor Reception ensures additional time for networking with attendees.

Exhibitor Benefits

- Draped booth space is 8' x 8' (dimensions may vary) and includes a 6' skirted table and two chairs.
- 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 the hotel; if you choose not to utilize the drayage service, you will be solely responsible for coordinating all deliveries and applicable charges with the hotel.
- Exhibit Hall floor plan will be distributed when available; plan is subject to change.



Virtual Exhibit Hall

The Virtual Exhibit Hall provides a direct connection to online attendees. You can introduce yourself, explain what your service and/or product, show a video, make a presentation, or answer questions from the participants. Click here to watch a session from 2021. Don't miss the added benefit of the virtual exhibit hall - it's included in sponsor packages starting at the bronze level.

"The Virtual Exhibit Hall was a nice way to learn what each exhibitor represented. I was able to hear from all of the vendors instead of just those I could visit with."





Sponsorship Comparison Chart

At-A-Glance Sponsor Opportunities

	Diamond	Platinum	Gold	Silver	Bronze	Nickel	Exhibitor
Members	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$1,000	\$1,500
Non-members	\$10,750	\$8,250	\$5,750	\$4,250	\$3,250	\$1,750	\$2,250
Exhibit Booth	X	X	X	X	X		X
Virtual Exhibit Hall presentation	X	X	X	X	X		
Conference registrations	5	4	3	2	1	1	
Educational Presentation	General Session First Priority	General Session Second Priority	Breakout Session				
Event Benefit	Sponsor Keynote Session (and introduce speaker)	Activity Sponsor	Meal Sponsor				
Logo on Item	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			
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



Conference Program

Advertising Details



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 an easy-to-reference guide that is an integral part of every attendee's conference week. It includes:

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

Ads must be received by June 15, 2022 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 2022 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





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 |
| 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 \$1,500 | <input type="checkbox"/> Non-Member \$2,250 |

[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.

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 5 attendees for Diamond, 4 for Platinum, 3 for Gold, 2 for Silver, 1 for Bronze or Nickel.*

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

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

Please register by May 1, 2022 to reserve your space.



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Henderson, Nevada • August 7-10, 2022

Mastering Body Language
for Leaders

tvempowers.com



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