



Strategic Industry Partner Program

Connecting Organizations to Health and Human Services Leaders



2022 BENEFITS

DIAMOND PLATINUM SILVER

COLLABORATIVE CENTER PARTICIPATION			
Opportunity to serve on the Collaborative Center Advisory Council or workgroups	✓	✓	N/A
Policy briefing with senior level policy staff, at least twice per year	✓	✓	N/A
Recognized as a partner with the APHSA Collaborative Centers	✓	✓	N/A
PRINT OR DIGITAL OPPORTUNITIES			
Editorial opportunities in <i>Policy & Practice</i>	5	3	2
Opportunity to post health and human services related white papers, podcasts, case studies, research data, resource links or news on partner page of the APHSA website, created by organization Value Per Posting: \$3,250	5	3	2
Blog posts	5	3	2
<i>Policy & Practice</i> advertising	25% Discount	15% Discount	10% Discount
APHSA digital retargeting campaigns	10% Discount	5% Discount	5% Discount
<i>This Week in Washington</i> subscriptions	Unlimited	Unlimited	Unlimited
EDUCATIONAL AND UNDERWRITING OPPORTUNITIES			
Co-sponsor educational webinars, per year Value Per Webinar: \$3,850	4	3	2
Participation in APHSA Health and Human Services Summit workshops/sessions (Subject to availability and alignment)	✓	N/A	N/A
Priority consideration to present/participate in sponsored educational sessions at conferences (Subject to availability and alignment, additional fees may apply)	2x Per Year	1x Per Year	N/A
Recognized as an underwriter for national conferences**	✓	✓	✓
Underwrite a limited number of educational scholarships for members to attend APHSA education conferences	✓	✓	✓
Complimentary registration to in-person conferences, max comps per conference is ten (10) Value: \$20,000	20 Total	N/A	N/A
Complimentary registration to in-person conferences, max comps per conference is five (5) Value: \$12,000	N/A	15 Total	N/A
Complimentary registration to in-person conferences, max comps per conference is two (2) Value: \$8,000	✓	N/A	10 Total
Discounted registration for additional staff, within the same organization	✓	✓	✓
Receipt of all pre- and post-conference rosters	Pre- and Post-Conference	Post-Conference Only	N/A
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER			
Company logo with profile relating to health and human services on Strategic Industry Partner section of APHSA website	✓	✓	N/A
Logo on website and E-publications	✓	✓	✓
Logo recognition in bi-monthly <i>Policy & Practice</i> magazine	✓	✓	✓
Recognized as an underwriter for the APHSA Leadership Corner, a virtual thought-leader series (All SIP partners receive registration rosters)	✓	✓	✓
Recognized on virtual event assistant	✓	✓	N/A
	Value: \$10,000	Value: \$10,000	Value: \$7,500
MEMBERSHIP			
Recognized as an APHSA Associate Member (4 Associate Memberships for the organization) Value: \$14,000	4	N/A	N/A
Recognized as an APHSA Associate Member (2 Associate Memberships for the organization) Value: \$7,000	N/A	2	N/A
Recognized as an APHSA Associate Member (1 Associate Membership for the organization) Value: \$3,500	N/A	N/A	1
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS			
Participate in an APHSA-hosted VIP function/event with C-Suite level attendees at least 1x Per Year Value: Priceless	✓	N/A	N/A
Targeted email communication to APHSA membership with a partner announcement/white paper/survey (APHSA sends on behalf of partner; partner creates the message and content)	3x Per Year	2x Per Year	N/A
Option to host a private event at national conferences (Subject to space and time availability, additional cost)	First Option	✓	✓
Tabletop display at conferences ^^	✓	✓	Additional Cost
Insert one (1) marketing piece in conference Swag Bag, deadlines apply	✓	Additional Cost	Additional Cost
APHSA Job Bank	20% Discount	10% Discount	10% Discount
INVESTMENT	\$55,000	\$35,000	\$15,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS

For these experiences, Diamond is given first option followed by Platinum, then Silver as separate or additional sponsorship opportunities arise. Fees associated with these are separate from the SIP fees above. ^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost will apply. **ISM Conference requires and has separate sponsorship fees and experiences.

Conference App, Virtual Assistant, Conference Swag Bag, Opening or Closing Keynote Speaker, Hotel Key Cards, Conference Journal (part of Swag Bag), Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions



Strategic Industry Partner Program

Connecting Organizations to Health and Human Services Leaders

To learn more, contact:

Donna Jarvis Miller, CMP, CEM
Director, Membership and Events
djarvis-miller@aphsa.org
(202) 866-0569