



Audio Publishers Association
191 Clarksville Road
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Audio Publishers Association Conference

May 28, 2009 ■ New York, NY

Sponsorship Opportunities

Be a part of the premier educational and networking event for the audio publishing industry. As an APAC sponsor, your organization will benefit from recognition throughout the entire range of conference marketing and onsite activities in conjunction with Book Expo America (BEA). This will result in enhanced visibility among industry decision-makers. Opportunities are limited and will be assigned on a first-come, first-served basis.

APAC Networking Luncheon -- \$4,000

Benefits and Recognition

- ◆ Two (2) full-conference registrations OR Premium booth space for table-top exhibit and one (1) full-conference registration
- ◆ Recognition from podium as the Networking Luncheon Sponsor
- ◆ Signage with your corporate logo displayed prominently at the event
- ◆ Company promotional brochure distributed at the luncheon
- ◆ Listing in conference collateral materials
- ◆ One free ad in the APA e-newsletter
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)
- ◆ Two (2) minute speech prior to lunch

State of the Industry -- \$4,000

Benefits and Recognition

- ◆ Two (2) full-conference registrations OR Premium booth space for table-top exhibit and one (1) full-conference registration
- ◆ Recognition from podium before the State of the Industry
- ◆ Signage with your corporate logo displayed prominently at the event
- ◆ Company promotional brochure distributed at the session
- ◆ Listing in conference collateral materials
- ◆ One free ad in the APA e-newsletter
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)
- ◆ Two (2) minute speech with one (1) PowerPoint slide

Publisher Track Keynote -- \$4,000

Benefits and Recognition

- ◆ Two (2) full-conference registrations OR Premium booth space for table-top exhibit and one (1) full-conference registration
- ◆ Recognition from podium before the Publisher Track Keynote
- ◆ Signage with your corporate logo displayed prominently at the event
- ◆ Company promotional brochure distributed at the session
- ◆ Listing in conference collateral materials
- ◆ One free ad in the APA e-newsletter
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)
- ◆ Two (2) minute speech with one (1) PowerPoint slide

Cocktail Reception Sponsor -- \$4,000

Benefits and Recognition

- ◆ Two (2) full-conference registrations OR Premium booth space for table-top exhibit and one (1) full-conference registration
- ◆ Recognition from podium before the cocktail reception
- ◆ Signage with your corporate logo displayed prominently at the event
- ◆ Listing in conference collateral materials
- ◆ One free ad in the APA e-newsletter
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Publisher Track -- 3 available -- \$1,000 each OR \$1,500 to include premium booth space for table-top exhibit

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Recognition from podium before the session begins
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

****NEW OPPORTUNITY FOR NARRATORS****

Narrator-Sponsored Publisher-Track -- \$200 each

- ◆ One (1) piece of literature distributed to each attendee at session (literature provided by sponsor)
- ◆ One (1) demo CD distributed to each attendee at session (demo provided by sponsor)
- ◆ Highlighted in one issue of the APA e-newsletter (sponsor to provide copy of maximum 300 words)
- ◆ Name will be listed on APA signage



Narrator Track -- 3 available -- \$1,000 each or \$1,500 to include premium booth space for table-top exhibit

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Recognition from podium before panel begins
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Breakfast Sponsor -- \$1,000 (\$2,000 non-member) or \$1,500 to include premium booth space for table-top exhibit (\$2,500 non-members)

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Registration -- \$1,000 (\$2,000 non-member) or \$1,500 to include premium booth space for table-top exhibit (\$2,500 non-members)

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Coffee Break -- \$1,000 (\$2,000 non-member) or \$1,500 to include premium booth space for table-top exhibit (\$2,500 non-members)

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

On-Site Program Sponsor provided to ALL attendees -- \$1,000 (\$2,000 non-member) or \$1,500 to include premium booth space for table-top exhibit (\$2,500 non-members)

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Signage Sponsor -- \$1,000 (\$2,000 non-member) or \$1,500 to include premium booth space for table-top exhibit (\$2,500 non-members)

Benefits and Recognition

- ◆ One (1) full-conference registration
- ◆ Company logo on all signage
- ◆ Signage with your corporate logo displayed at the event
- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

APA Member-Supporter

\$250 \$500 \$750 Other: \$ _____

This supporting category is perfect for APA members that want to support the association and its conferences. We have created this budget-sensitive opportunity to help you support APA in any way that fits your budget. APA appreciates your support!

- ◆ Listing in conference collateral materials
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)



Exhibiting Opportunities

APAC delivers the best marketing strategy for your corporate marketing budget. Exhibiting provides you with direct access to key decision-makers in the publishing industry. Display your products and services and contact hundreds of new prospects with one investment.

APAC Table-top Exhibit -- \$ 750 (\$1,500 Non-Member)

Benefits and Recognition

- ◆ One (1) full conference registration
- ◆ One (1) 6 ft. skirted table for a table-top exhibit with two chairs
- ◆ Listing in conference collateral materials
- ◆ Your company's ad inserted into conference proceedings
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

Upgrade Your Table-top Exhibit Experience!

For an additional \$250 you can sponsor a roundtable discussion at the luncheon. You will have the opportunity to introduce yourself and the roundtable discussion as well as have signage on the table featuring your company's logo and the discussion topic. All roundtable discussion topics must be approved by the APA Board of Directors

Sign Me Up Today!

Please indicate below how you will participate in the 2009 APAC:

Sponsorship Opportunities

- | | |
|--|---|
| <input type="checkbox"/> Networking Luncheon Sponsor | <input type="checkbox"/> State of the Industry Sponsor |
| <input type="checkbox"/> Publisher Track Keynote Sponsor | <input type="checkbox"/> Cocktail Reception Sponsor |
| <input type="checkbox"/> Publisher Panel Sponsor | <input type="checkbox"/> Narrator-Sponsored Publisher Track |
| <input type="checkbox"/> Narrator Panel Sponsor | <input type="checkbox"/> Breakfast Sponsor |
| <input type="checkbox"/> Registration Sponsor | <input type="checkbox"/> Coffee Break Sponsor |
| <input type="checkbox"/> On-site Program Sponsor | <input type="checkbox"/> Signage Sponsor |
| <input type="checkbox"/> APA Member Supporter | |

Exhibiting Opportunities

APAC Table-top Exhibit

\$750 (member)

\$1,500 (non-member)

Yes, upgrade my exhibit! I would like to sponsor a roundtable discussion at the APAC luncheon for \$250.

COMPLETE AND RETURN TO APA
Attention: Diane Galante
Fax: (609) 799-7032

Name _____

Organization _____

Print company name exactly as you would like it to appear on all event materials.

Address _____

City/State/Zip _____

Telephone _____ Fax _____

E-mail _____

Mail payments to APA: 191 Clarksville Road, Princeton Junction, NJ 08550

(Make checks payable to APA)

Charge my: AMEX MasterCard VISA

CC# _____ Exp. Date _____

Name on card _____

Signature _____

PAYMENT INFORMATION: Sponsorship and/or exhibiting requests must be received by **Monday, May 4, 2009** to ensure recognition in the on-site conference program.

LOCATION:

APAC 2009 — Jacob Javits Convention Center, 655 West 34th Street, New York, NY 10001

CANCELLATION & PAYMENT POLICY: This document serves as a contract. All sponsorship requests are final. Execution of this sponsorship registration form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. Exhibitor refund requests must be received in writing by **Monday, May 4, 2009**. Cancellations are subject to a **\$150** service charge. Please fax requests to APA Headquarters, Attn: Diane Galante at (609) 799-7032. No refund requests will be accepted after **Monday, May 4, 2009**. Full payment must be received in order to occupy booth space. Payment must be made in U.S. dollars drawn on a U.S. bank. For tax reporting purposes, APA's Federal tax identification number is 13-3614862 under IRS code 501(c)(6).

ADA REGULATIONS: In compliance with ADA regulations, APA will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by APA. To better serve your needs, please contact APA Headquarters at (609) 799-6327 if you require special accommodations.

ADDITIONAL INFORMATION: For questions or to learn more about sponsorship and exhibiting opportunities available with APA, please contact Diane Galante at (609) 799-6327. The exhibit hall hours and APAC floor plan will be available upon receipt of this form.