



Audio Publishers Association  
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## Audio Publishers Association Conference

May 24, 2010 ■ 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
- ◆ 3-month ad space on APA website homepage
- ◆ 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 onsite brochure
- ◆ One free ad in the APA e-newsletter
- ◆ Your logo listed on the APAC page of audiopub.org (active for one year)

#### 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

#### Consumer Survey Session -- \$4,000

##### *Benefits and Recognition*

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

#### Publisher Track Sessions -- Multiple Opportunities -- \$1,000 each OR \$1,500 to include premium booth space for table-top exhibit

##### *Benefits and Recognition*

- ◆ One (1) full-conference registration
- ◆ One free ad in the APA e-Newsletter
- ◆ 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)

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

- ◆ A special page of the APA website will house narrator-sponsor headshots and contact info, linking to a 2-3 minute MP3 demo file
- ◆ This webpage will be promoted to all APAC attendees and then to APA members throughout the next year (webpage to be active for one year)
- ◆ Highlighted in one issue of the APA e-Newsletter (sponsor to provide copy of maximum 300 words)
- ◆ Name will be listed on APA signage outside of morning publisher track general session



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

***Benefits and Recognition***

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

**Onsite Brochure 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
- ◆ 1/4 page ad in the conference onsite brochure
- ◆ One free ad in the APA e-Newsletter
- ◆ 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
- ◆ One free ad in the APA e-Newsletter
- ◆ Listing in conference onsite brochure
- ◆ 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 onsite brochure
- ◆ 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 onsite brochure
- ◆ One free ad in the APA e-newsletter
- ◆ 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 2010 APAC:

#### Sponsorship Opportunities

- |  |   |
|--|---|
| <input type="checkbox"/> Networking Luncheon Sponsor     | <input type="checkbox"/> Consumer Survey Session Sponsor      |
| <input type="checkbox"/> Publisher Track Keynote Sponsor | <input type="checkbox"/> Cocktail Reception Sponsor           |
| <input type="checkbox"/> Publisher Track Session Sponsor | <input type="checkbox"/> Narrator-Sponsored Publisher-Session |
| <input type="checkbox"/> Narrator Track Session 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: Lindsay Piccolella**  
**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 3, 2010** to ensure recognition in the on-site conference program.

#### LOCATION:

APAC 2010 – Westin Times Square, 270 West 43rd Street, New York, NY 10036

**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 on or before **Monday, May 3, 2010**. Cancellations are subject to a **\$150** service charge. Please fax requests to APA Headquarters, Attn: Lindsay Piccolella at (609) 799-7032. No refund requests will be accepted after **Monday, May 3, 2010**. 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 Lindsay Piccolella at (609) 799-6327. The exhibit hall hours and APAC floor plan will be available upon receipt of this form.