



## **Accessibility Professionals Association (APA) Annual Conference & Expo**

### **Exhibitor and Sponsor - Benefits Description and Sign-Up Form**

Website: [www.accessibilityprofessionals.org](http://www.accessibilityprofessionals.org)

**Date: January 29-31, 2020**

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

#### **An Introduction to Accessibility Professionals Association (APA):**

APA is the largest leading organization in the US for Accessibility Specialists, Consultants, Design Professionals and Construction Industry Professionals providing services for Accessibility Compliance. APA provides Accessibility Standards Training, including but not limited to, ADA Standards, ICC A117.1, FHA and Texas Accessibility Standards. Our large network of members hold certifications and licenses including TX RAS, ADA Coordinators, CA CASp, Architects, Building Inspectors, City Planners, Engineers, Government Officials, Interior Designers, Landscape Architects and Attorneys. Many of our members are also active in other industry organizations which include the Construction Specifications Institute, ICC, AIA, and CASI.

#### **Choose to be an EXHIBITOR**

This is an excellent way to market your products and services to accessibility professionals. When you attend the APA Annual Conference & Expo as an Exhibitor, you get face-to-face time with Accessibility Professionals – those who regularly consult and collaborate with Owners, Architects, Contractors 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 marketing profile.

**See FAQs at the end of this document.**

#### **EXHIBITOR, \$450**

**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. **You will benefit from early sign-up.**
- 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 also register as an attendee.)
- Free parking
- Free Wi-Fi (internet)
- Complimentary meals package valued at \$175.00, 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 at your booth to collect attendee contact information.
- We welcome Silent Auction item donations for our scholarship fund. You will be recognized for your donation.



## **Choose to be a SPONSOR**

Sponsorship benefits include raised awareness of your company via Annual Conference & Expo publicity. Your company name and description is prominently placed in 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, contractors, developers and others who directly are involved in the built environment. **There are FOUR LEVELS of Sponsorship.**

**If being an Exhibitor isn't right for you, or you cannot attend, you may still take advantage of sponsorship. Deciding to be a Gold, Platinum or Special Event Level Sponsor has the added benefits that allow you to be both an Exhibitor and a Sponsor.**

### **Bronze, \$250:** Benefits include:

- 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. You will benefit from early sign-up.
- Recognition at the conference via signage, slides and announcements
- 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, and we will recognize you at an event during the conference.
- We welcome Silent Auction item donations for our scholarship fund. You will be recognized for your donation.

### **Gold, \$575:**

#### **Bronze Sponsor benefits noted above PLUS:**

- **One Exhibitor Space (value \$450) and all described Exhibitor benefits**
- Gold Sponsor recognition at the Annual Conference & Expo and at any special events
- If you choose to send a representative, we would be happy to recognize him/her at the meeting.
- Opportunity to provide lanyards for name badges, for all attendees, at your cost, with your Company Logo printed on lanyard (This is a first come first choice opportunity and you will need to tell us you are providing these by December 10)

### **Platinum, \$ 775:**

#### **Gold Sponsor benefits noted above PLUS:**

- Your choice of Premium Exhibitor location
- Platinum Sponsor recognition at the Annual Conference & Expo and 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 15 minutes.* This could be done during a breakfast or a Happy Hour. We will discuss the special event, and work with you to customize this for you.

**NOTE: The deadline for arranging a speaking time in our agenda is November 1.**



#### Frequently Asked Questions (FAQ):

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 attendee contact information or 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 10. *See Gold, Platinum or Special Event Sponsor above.*
3. **May 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 15 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 emails will be sent out. 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](mailto:ninapaquette@gmail.com).
7. **How many staff should I bring to the Conference?** There is no requirement, the decision is yours. We have found that one or two people can handle the event. **NOTE:** Each additional staff person will need to purchase a food package.
8. **What time is set up on Wednesday?** You may set up as early as 8am.
9. **Do I need to stay for the Friday AM?** There is no requirement, so the decision is yours.
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).  
**NOTE: Reserve room early as they do sell out.**
11. **If I have special dietary needs and get a food package can you accommodate me?** Yes, if you need gluten, 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?** If you are an accredited current course provider, you may be eligible to present an accredited ACTCP, TDLR (CEU), ICC (CE), AIA (LU), and/or CASp class. To be considered for this, please contact the Conference committee through Shirley Knox at [executivedirector@accessibilityprofessionals.org](mailto:executivedirector@accessibilityprofessionals.org)

# Accessibility Professionals Association (APA) 2020 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 20.** Discounted hotel deadline is January 2, however, hotel rooms sell out so don't delay. If you have questions, please contact Nina Paquette at [ninapaquette@gmail.com](mailto:ninapaquette@gmail.com) or 989-513-1413.

**(Please type, if possible, or print clearly)**

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>
<b>Exhibitor Fee = \$450</b>  I will need <input type="text"/> electrical outlets. Each electrical outlet = \$25  I will need <input type="text"/> meals packages (beyond the ONE provided). A meals package for additional staff = \$175 per person.	TOTAL = <input type="text"/>	Please list names of any attendees:
<b>Additional Exhibitor table space = \$350 per extra table</b>  <input type="text"/> x \$350  I will need <input type="text"/> electrical outlets. Each electrical outlet = \$25		
<b>Sponsor, Bronze = \$250*</b>  This does not include a booth but you may bring/send materials for distribution? Will you? YES/NO  I plan to attend and will need <input type="text"/> meals packages. A meals package = \$175 per person.	TOTAL = <input type="text"/>  <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>	Please list names of any attendees:
<b>Sponsor, Gold = \$575</b>  Table and space is included. Will you attend and need a table?	TOTAL = <input type="text"/>	Please list names of any attendees:

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

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**