



APHSA Event Sponsorship Opportunities 2025

www.APHSA.org



updated 2/3/2025



About APHSA

Who We Are

The American Public Human Services Association (APHSA) supports leaders from state, county, and city human services agencies to advance the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, we work with our members to generate pragmatic solutions grounded in lived experience with a lens for equity and belonging.

APHSA members administer, oversee, and align programs that build resilience and bolster family well-being through access to food, health care, housing, employment, child care, and many other key building blocks necessary for thriving communities. Our members also work to modernize and align human services Information Technology (IT) systems, performance measurement and data analysis, workforce development and training, and the legal dimensions of the sector.

[Learn More About APHSA](#) 

Our Vision

A nation of thriving communities built on human potential.

Dedicated to public service and the common good, our members build well-being from the ground up so that everyone can thrive.

Our Mission

Influence, Build, Connect


In partnership with our members, we influence modern approaches to sound policy, build the capacity of public agencies to enable healthy families and communities, and connect leaders to accelerate learning and generate practical solutions together.

APHSA Affinity Groups

Members Providing Expertise on Policy, Practice, and Operations

APHSA houses several disciplines in human services, whose members are the administrators operating agency divisions or departments in states and localities throughout the nation and, for the most part, report to a commissioner. The peer affinity groups cover a range of program specializations that also support APHSA functions. Affinity group members support the Association's policy work by providing critical insight and expertise in their subject area to develop and share detailed policy and practice recommendations.




[Association of Administration of the Interstate Compact on the Placement of Children \(AAICPC\)](#) 
Establishing uniform legal and administrative procedures governing the interstate placement of children.




[American Association of SNAP Directors \(AASD\)](#) 
Providing expert leadership and consultation on Supplemental Nutrition Assistance Program (SNAP) and income assistance issues.




[IT Solutions Management for Human Services \(ISM\)](#) 
Promoting collaboration and innovation in Human Services Information Technology (IT) systems.




[National Association of Public Child Welfare Administrators \(NAPCWA\)](#) 
Developing and influencing national policy, strengthening leaders of public child welfare agencies, advancing innovative practices on improving resilience and protective factors, promoting healthy child development, and strengthening communities.




[National Association for Program Information and Performance Measurement \(NAPIPM\)](#) 
Achieving better outcomes for children, families, and communities by strengthening program integrity, accountability, data analysis, and measurement.




[National Association of State Child Care Administrators \(NASCCA\)](#) 
Advancing federal, state, and local policies and programs that improve access to and quality of child care and support families in today's rapidly changing environment.




[National Association of State Temporary Assistance for Needy Families \(TANF\) Administrators \(NASTA\)](#) 
Helping families obtain temporary cash assistance and skills for gainful employment leading to self-sufficiency.



[National Staff Development and Training Association \(NSDTA\)](#) 
Improving the well-being of children, families, and communities through staff and organizational development innovations.



[Public Human Services Attorneys \(PHSA\)](#) 
Facilitating the exchange of information between government attorneys to promote collaboration and innovation in representing agencies administering legal human services.

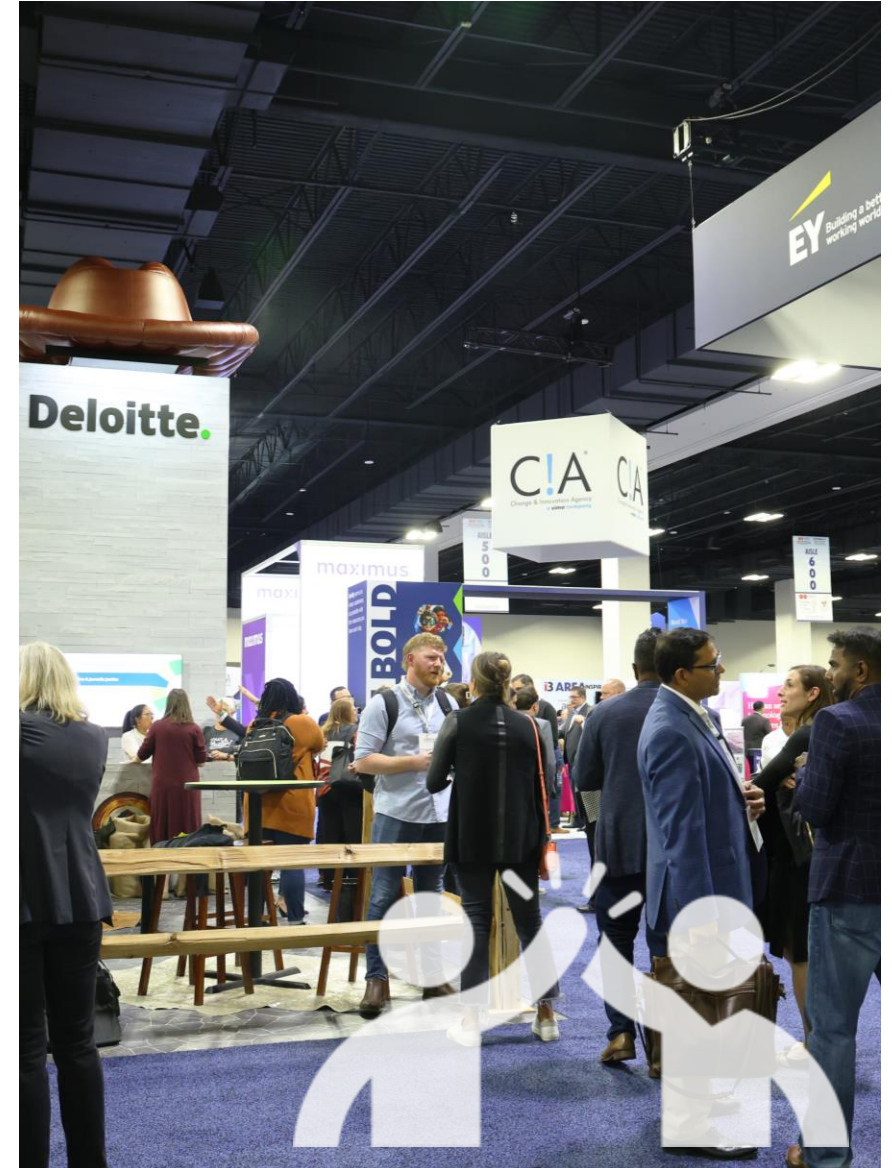
Welcome, Partners!

Sponsoring the American Public Human Services Association (APHSA) educational conferences allows you to position your company as a leader in the human services field, establish relationships with policymakers, deepen current customer relationships, educate state and local human services leaders about your solutions, and learn about challenges and priorities from APHSA member organizations.

These conferences are specifically designed to provide strategic thinking, real-world examples of innovation, best practices, and emerging technologies to help attendees learn more about improved service delivery, state, local and federal policy, and innovative and transformational trends in human services.

Don't wait—secure an opportunity today to reach the top human service leaders. From the agency executives and deputies to program directors/analysts and beyond, your sponsorship will give you exposure to these valuable in-person events throughout the year!

Meeting Safely: APHSA remains committed to the safety and well-being of attendees at our in-person events as our top priority. We strongly encourage all who attend APHSA events to be up to date on their COVID-19 vaccinations, as defined by the CDC, and monitor their well-being at the time of the meeting. Masks are welcome but not required. This policy can change based on local jurisdiction protocols.



Who Attends & Why Support

Typical Attendees at APHSA Events

- Senior Staff
- Deputy or Deputy Director, Associate Commissioner, Chief of Staff, Chief Executive Officers, Chief Technology Officers, and Other C-Suite Positions
- Managerial or Supervisory Staff
- Program Administrators or Managers
- Project Managers, Performance Management/Quality Control
- Consultants and Non-Profit Executives

Reasons to Become a Sponsor in 2025

According to the Center for Exhibition Industry Research, there are several benefits to company sponsorship and exhibitions at aligned events:

1. Introduce, demonstrate, or sell products and services, new or existing.
2. Gather qualified leads for post-exhibition company follow-up.
3. Give your customers an opportunity to meet the experts.
4. Solicit feedback from customers.
5. Connect senior management with customers.



We continue to provide attendees with the Conference App to access the schedule, speaker information, sponsor materials, and attendees, plus so much more. We will also have our “Ask Abby” chatbot to provide quick answers on the website that can help with registration, agenda, and sponsorship information.

Engagement Throughout The Year

More than 3,500 human services executives, thought leaders, visionaries, and allied organizations joined APHSA at our face-to-face conferences in 2024. This year, we will host five in-person events. Some content from these events will be offered on-demand on Thrive, APHSA Learning Management System (LMS), for the professional development of your middle to frontline teams.

Taking advantage of the 2025 sponsorship opportunities will translate to substantial exposure and brand awareness throughout the conference season—from the initial marketing phase to the event itself to after the event.

Sponsorship opportunities can be customized to fit a wide range of goals and budgets. Our sponsorship team will work with you to meet your specific goals.

Why meetings play such an integral role in business...

93% of communication effectiveness is determined by non-verbal cues.

7% of what others perceive are the words you say.

38% is the way you see it.

55% is facial expression and posture *when* you say it.

Source: The Balance Careers

...and why they're integral to a post-pandemic rebound.

Companies earn **\$12.50 for every \$1 invested** in face-to-face meetings.

Source: Oxford Economic Study

The close rate for face-to-face sales meetings is **40%**.

Source: ZoomInfo

2025 Events

APHSA offers a diverse slate of conferences, events, meetings, podcasts, webinars, and on-demand webinars designed to educate and inform our members and other individuals in the human services sector. Our events showcase innovations in human services to keep you informed on what is happening in Congress and the Administration and to foster peer-to-peer engagement.



Association of Administrators of the Interstate Compact on the Placement of Children (AAICPC) Annual Business Meeting, Training Workshop and Child Welfare Conference

**May 6-7 Training
May 7-9 Business
Meeting & Conference**
Sheraton Denver Downtown
Denver, CO



APHSA
National Human Services
Summit (Summit)

June 1-4
Marriott Philadelphia
Downtown
Philadelphia, PA



Economic Mobility & Well-Being (EMWB) Conference

August 24-27
Hilton Minneapolis
Minneapolis, MN



IT Solutions Management for Human Services (ISM) Education Conference & Expo **

September 14-17
RenoSparks Convention Center
Atlantis Resort
Peppermill Resort
Reno, NV



ENVISION, ELEVATE, ENGAGE

National Staff Development and Training Association (NSDTA) Education Conference

October 5-8
Sheraton Norfolk Waterside
Hotel
Norfolk, VA



Public Human Services Attorneys (PHSA) Education Conference

October 19-22
Peppermill Resort
Reno, NV

For assistance with APHSA events and conferences, please email aphsaconferences@aphsa.org.

**The sponsorship offerings in this prospectus exclude benefits for and sponsorship of the 2025 ISM Education Conference & Expo. To learn more about the ISM 2025 sponsorship opportunities, please visit <https://aphsa.org/events/ism-conference/>.



2025 Sponsorship Opportunities

The sponsorship offerings included underwriting experiences for four of our five educational events in 2025:

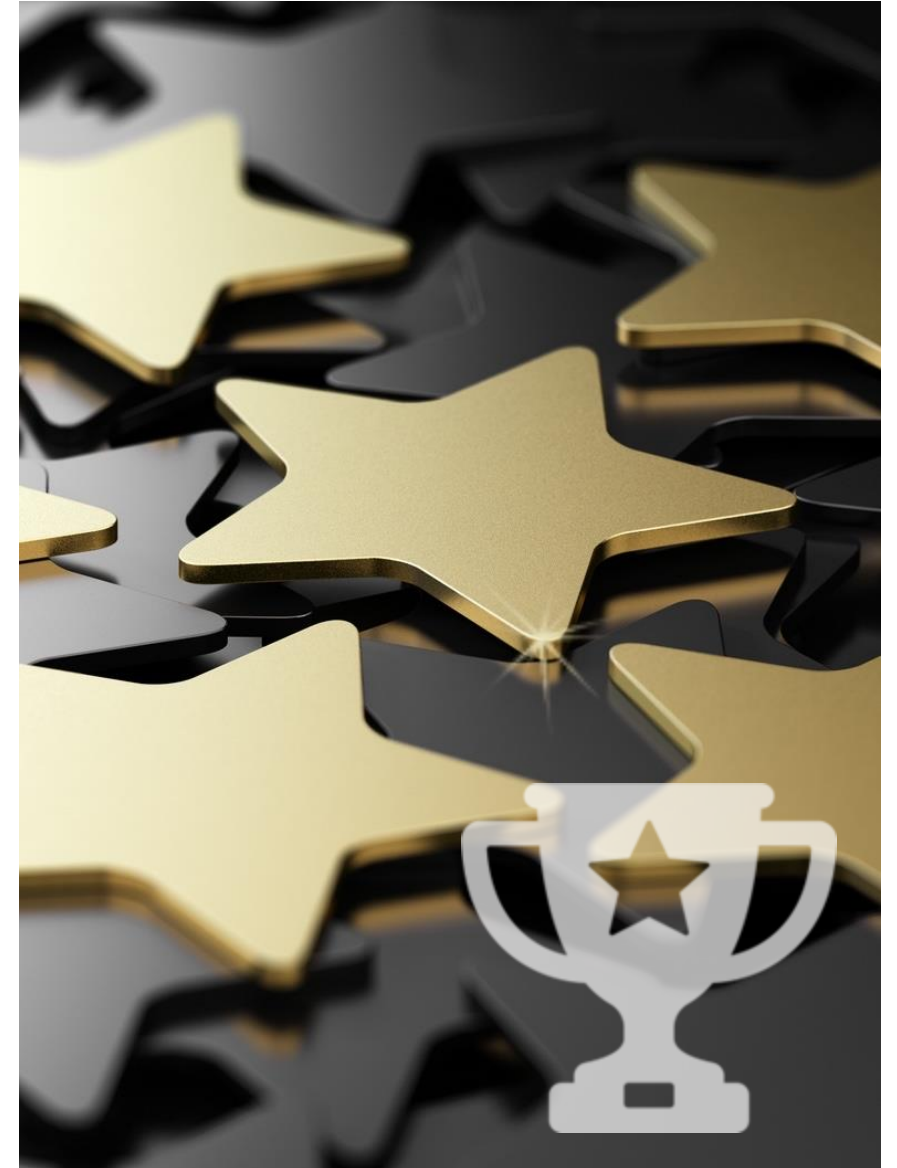
- [APHSA National Human Services Summit \(Summit\)](#)
- [Economic Mobility & Well-Being Conference \(EMWB\)](#)
- [National Staff Development and Training Association \(NSDTA\) Education Conference](#)
- [Public Human Services Attorneys \(PHSA\) Education Conference](#)

These events reach members who are in top leadership and are charged with staff training and development of the state and/or local human services agencies. Your underwriting allows the association to keep professional development reasonably priced while bringing together the top thought leaders in the sector for learning and creating memorable engagement opportunities for our members.

CHAMPION

COLLABORATOR

BENEFACTOR



Sponsorship Levels that Suit You

Benefits	CHAMPION \$18,750	COLLABORATOR \$11,500	BENEFACTOR \$5,000
Tabletop Exhibit ¹	Included	Included	Included
Acknowledgment – Throughout the Conference	Included	Included	Included
Recognized as a Sponsor on the Conference App	Included	Included	Included
Marketing Insert per Conference ² (<i>optional</i>)	Included	N/A	N/A
Receipt of Attendee Lists with Contact Information	Pre- and Post-Conference	Pre- and Post-Conference	Post-Conference Only
Complimentary In-Person Registration ³	6	4	3
Recognition on the APHSA Conference Websites	Logo with URL	Logo with URL	Company Name with Hyperlink
Choice of One (1) of the Following Additional Benefits for the Year ⁴	Meeting Room Wi-Fi Hotel Room Keycards Conference App Conference Chatbot Charging Station Journal Swag Bag	Conference Signage or Select One (1) Item for the Swag Bag: • Water Bottle • Hand Sanitizer • 3-in-1 Charging Cable	Coffee Breaks (2 Opps) or Select One (1) Item for the Swag Bag: • Snack Item (2 Opps) • Scrambler/Mind Puzzle (2 Opps)

¹ Tabletop is defined as one (1) skirted six-foot table or equivalent space, two (2) chairs, and access to one (1) 110 outlet. AV is additional and may be ordered directly from the AV provider.

² Marketing insert, per conference and provided by the sponsor, should be no larger than 8.5" x 11" and weigh no more than five (5) ounces. Inserts may be non-sponsored items (postcard, flyer, etc.).

³ Complimentary registrations may be used amongst the three (3) conferences. Additional registrations will be made available at a discounted rate.

⁴ APHSA will assist with the customization of any co-branded items that are sponsored in a package.

Explanation of Benefits – Full Year Sponsors

Year-round sponsors enjoy benefits of the specific level plus additional exposure as defined as follows:

EXHIBIT SPACE (TABLETOP) –

Benefit from traffic throughout the foyer of the meeting space with a tabletop display during every conference. The exhibit includes the following:

- One (1) 6 ft. table or equivalent space with two (2) chairs
- One (1) 110 outlet access
- One (1) tabletop sign with logo

SWAG BAG – *One (1) opportunity for the year*

Put your brand on the Swag Bag, an environmentally friendly reusable tote that will be filled with co-branded items and given to attendees, providing brand exposure to all who attend the event. As the sponsor of this hot item, you will receive these benefits:

- Logo on the Swag Bag

MEETING ROOM WI-FI – *One (1) opportunity for the year*

Attendees carry an average of 2.5 electronic devices to stay connected. Sponsoring this key item, your benefits include:

- Logo recognition at the conference as Wi-Fi sponsor
- Your company name (or acronym) used as the login password
- When possible, a custom splash page will be provided

HOTEL ROOM KEYCARDS – *One (1) opportunity for the year*

This opportunity reaches all conference attendees with your brand at their fingertips every time they go to their hotel room. Keys will be distributed to all registered attendees staying at the conference hotel.

CONFERENCE SIGNAGE – *One (1) opportunity for the year*

Attendees check out the conference signage to know where to be at any given time during the conference. Your company logo will be on all general conference signage and displayed throughout the venue.

ITEMS FOR SWAG BAG – *One (1) sponsor per item; some have multiple opportunities*

The Swag Bag will be provided to in-person attendees with cool swag and snacks. Production is included in the cost of the sponsorship. Based on your level of sponsorship, you may select one (1) of the following items for the swag bag:

- Journal
- Water Bottle
- Hand Sanitizer
- Snack Item, two (2) opportunities
- Scrambler/Mind Puzzle, two (2) opportunities
- 3-in-1 Charging Cable

CHARGING STATION – *One (1) opportunity for the year*

This co-branded opportunity allows you to put your brand on the charging station for each conference.

Note: Sponsor provides the artwork.

COFFEE BREAKS – *Two (2) opportunities per conference, one (1) per company*

Coffee and snack breaks are very popular amongst attendees as they move from one session to another. Napkins with your logo and signage will be provided for the breaks.

CONFERENCE APP – *One (1) opportunity for the year*

The Conference App will provide the attendees with access to the schedule, speaker information, venue maps, exhibit hall information, who is attending, and other information on the event. The sponsor will receive two (2) push notifications during each conference as well as branding within the app.

CONFERENCE CHATBOT – *One (1) opportunity for the year*

"Ask Abby," the APhSA Chatbot, will be used by conference attendees to inquire about important logistical information about the conference (e.g., hotel, registration rates, etc.) in advance, which puts your brand in front of prospective attendees well before they are registered.

À La Carte Sponsorship Opportunities

Choose from the à la carte offerings to build a custom package to meet your marketing goals. These opportunities are in addition to the annual sponsorship fee.

ENGAGEMENT OPPORTUNITY –

One (1) opportunity per conference

Investment: \$14,550 per reception

The Networking Receptions are premier social events at every conference. Sponsorship ensures exposure to all attendees at these networking events, and you will receive the following benefits:

- “Sponsored by” signage placed at the event
- Cocktail napkins with company logo
- Additional branding is provided when possible

GENERAL SESSION –

One (1) opportunity per conference

Investment: \$13,750 per conference

Keynote speakers set the tone or bring it all to a close for conference attendees. Underwriting the keynote speaker provides you with an opportunity to invest in the development of our members and attendees. You will also enjoy these additional benefits:

- “Underwritten by” signage placed at the session
- Opportunity to introduce the keynote speaker and provide a two-minute highlight of your organization
- Opportunity for a personal meet and greet for you and up to 25 invited guests

CONTINENTAL BREAKFASTS –

One (1) opportunity per conference

Investment: \$12,250 per conference

Kick-start the day! Breakfast is a great way to jump-start the day and open ongoing conversations with conference attendees. As a

breakfast sponsor, your company will meet, greet, and network with attendees while receiving the following additional benefits:

- Logo recognition at each breakfast with appropriate signage near the serving area
- Logo cocktail napkins placed at the continental breakfast

HEADSHOT LOUNGE –

Up to four (4) opportunities for the year

\$8,000 per conference

Interested in buying out this opportunity for 2025?

Contact Sales at anogueira@aphsa.org

Polish your professional image! We offer a professional photography studio where you can get your headshot updated and show the best possible you. You can immediately upload and send your photos to yourself via email, text, or social media. *Available at National Human Services Summit Only. If a sponsor is acquired for EMWB and/or NSDTA, a headshot lounge will be provided.*

MEDITATION/QUIET ROOM SPONSORSHIP –

Investment: \$10,000 per conference

Sponsor our serene meditation/quiet room and offer individuals a peaceful sanctuary to relax, unwind, and find inner peace. This dedicated space will provide a tranquil escape from the fast-paced world and promote mental and emotional well-being. Join us in supporting this initiative, fostering a harmonious environment for individuals to rejuvenate their minds and improve their overall wellness.

WELLNESS CHALLENGE –

Investment: \$18,000 buyout only

Conference attendees are constantly on the move, making this the perfect opportunity for your brand to stand out! Sponsor our Wellness Challenge and connect with participants as they track their activity. We will tailor the challenge to align with your marketing objectives. Your company will be featured in push notifications, encouraging attendees to join the challenge, and branded signage will be displayed throughout the event. A leaderboard highlighting the top 25 walkers will also showcase your logo. This sponsorship is a dynamic way to increase brand exposure while supporting active attendees.

MESSAGE RETREAT –

Up to Four Opportunities for the year

\$8,000 per conference

Interested in buying out this opportunity for 2025?

Contact Sales at anogueira@aphsa.org

Create a serene, spa-like experience with our Massage Retreat sponsorship. Enjoy electronic foot massage stations, complimentary device charging, soothing aromatherapy, relaxing spa music, and more—designed to help attendees unwind and recharge during the conference. As a sponsor, you'll receive prominent signage to showcase your brand in this calming environment. Additionally, you have the exclusive opportunity to provide branded shirts for the massage therapists, ensuring your company is visible to attendees as they relax and enjoy the retreat.

Single Conference Sponsorship Opportunities

APHSA recognizes reaching a niche or targeted market may be the driving force for your sponsorship. You can easily reach a single sector of the human services workforce by underwriting the conference that you're directly focused on reaching. Below are the explanation of benefits and investment levels per conference.

	INFLUENCE	BUILD	CONNECT	TABLETOP
Benefits	\$6,750	\$4,750	\$3,500	\$1,850
Complimentary Full Conference Registration	4	3	2	1
Discount Conference Registration for Additional Personnel	Included	Included	Included	Included
Tabletop Display	Included	Included	Included	Included
Swag Bag (selection of items provided)	One (1) Item	One (1) Item (+\$1,000)	N/A	N/A
Logo Representation on Conference Website(s)	Logo with URL	Logo with URL	Company Name (Text) with URL	Company Name (Text)
Receipt of Attendee List with Contact Information	Pre- and Post-Conference	Post-Conference	Post-Conference	Post-Conference

CONFERENCE REGISTRATION – Includes full conference registration to attend all sessions and official functions.

TABLETOP DISPLAY – One (1) six-foot tabletop with two (2) chairs will be provided. Company may bring their pop-up display units if they don't exceed 10'. Access to one (1) electrical outlet will be provided if required. Placement of tabletop displays will be in the foyer of the hotel and assigned on-site by staff.

SWAG BAG INSERT – A swag bag will be provided to attendees. A selection of options will be provided.

ATTENDEE LIST – The list will include the full contact information of opted-in attendees. The attendee list complies with GDPR guidelines. Attendees have the option to opt out of sharing this information.

2025 Contract & Order Form

SPONSORSHIP OPPORTUNITIES – FULL YEAR *Please indicate the additional benefit chosen:*

CHAMPION \$18,750

☐ Meeting Room Wi-Fi ☐ Hotel Room Keycards ☐ Conference App ☐ Conference Chatbot ☐ Charging Station ☐ Journal ☐ Swag Bag

COLLABORATOR \$11,500

☐ Conference Signage ☐ Water Bottle ☐ Hand Sanitizer ☐ 3-in-1 Charging Cable

BENEFACTOR \$5,000

☐ Coffee Breaks (two opportunities) ☐ Snack Items (two opportunities) ☐ Scrambler/Mind Puzzle (two opportunities)

SPONSORSHIP OPPORTUNITIES – SINGLE CONFERENCE *Please indicate level and conference(s) chosen:*

SUMMIT '25	<input type="checkbox"/> INFLUENCE \$6,750	<input type="checkbox"/> BUILD \$4,750	<input type="checkbox"/> BUILD + Swag Bag Item \$5,575	<input type="checkbox"/> CONNECT \$3,500	<input type="checkbox"/> TABLETOP \$1,850
EMWB '25	<input type="checkbox"/> INFLUENCE \$6,750	<input type="checkbox"/> BUILD \$4,750	<input type="checkbox"/> BUILD + Swag Bag Item \$5,575	<input type="checkbox"/> CONNECT \$3,500	<input type="checkbox"/> TABLETOP \$1,850
NSDTA '25	<input type="checkbox"/> INFLUENCE \$6,750	<input type="checkbox"/> BUILD \$4,750	<input type="checkbox"/> BUILD + Swag Bag Item \$5,575	<input type="checkbox"/> CONNECT \$3,500	<input type="checkbox"/> TABLETOP \$1,850
PHSA '25	<input type="checkbox"/> INFLUENCE \$6,750	<input type="checkbox"/> BUILD \$4,750	<input type="checkbox"/> BUILD + Swag Bag Item \$5,575	<input type="checkbox"/> CONNECT \$3,500	<input type="checkbox"/> TABLETOP \$1,850

À LA CARTE OPPORTUNITIES *Please indicate à la carte opportunity and conference(s) chosen:*

SUMMIT '25	<input type="checkbox"/> Engagement Opp.	<input type="checkbox"/> Keynote Speaker	<input type="checkbox"/> Continental Breakfasts	<input type="checkbox"/> Headshot Lounge	<input type="checkbox"/> Meditation/Quiet Room	<input type="checkbox"/> Wellness Challenge	<input type="checkbox"/> Massage Retreat
EMWB '25	<input type="checkbox"/> Engagement Opp.	<input type="checkbox"/> Keynote Speaker	<input type="checkbox"/> Continental Breakfasts	<input type="checkbox"/> Headshot Lounge	<input type="checkbox"/> Meditation/Quiet Room	<input type="checkbox"/> Wellness Challenge	<input type="checkbox"/> Massage Retreat
NSDTA '25	<input type="checkbox"/> Engagement Opp.	<input type="checkbox"/> Keynote Speaker	<input type="checkbox"/> Continental Breakfasts	<input type="checkbox"/> Headshot Lounge	<input type="checkbox"/> Meditation/Quiet Room	<input type="checkbox"/> Wellness Challenge	<input type="checkbox"/> Massage Retreat
PHSA '25	<input type="checkbox"/> Engagement Opp.	<input type="checkbox"/> Keynote Speaker	<input type="checkbox"/> Continental Breakfasts	<input type="checkbox"/> Headshot Lounge	<input type="checkbox"/> Meditation/Quiet Room	<input type="checkbox"/> Wellness Challenge	<input type="checkbox"/> Massage Retreat

SPONSOR INFORMATION

Company/Organization: _____

Website: _____

ADDITIONAL ATTENDEES

Please add the full name(s) below for allotted complimentary registration(s)

CONTACT INFORMATION

Name: _____

Title: _____

Address: _____

City, State: _____

ZIP: _____ Phone: _____

Email: _____

QUESTIONS OR TO SUBMIT COMPLETED FORMS AND PAYMENTS, PLEASE CONTACT

Exhibit and Advertising Sales Team

Anna Nogueira or Phil Galanty

American Public Human Services Association (APHSA)

1300 17th Street North, Suite 340, Arlington, VA 22209

T: (800) 856-8567 | E: anogueira@aphsa.org

All contracts must be complete, signed, and prepaid.

BILLING INFORMATION *If different than contact info*

Name: _____

Title: _____

Address: _____

City, State: _____

ZIP: _____ Phone: _____

Email: _____

ORDER TOTAL \$ _____

PAYMENT INFORMATION

Check #: _____

☐ MasterCard ☐ Visa ☐ Am. Ex. ☐ Please Invoice

Credit Card #: _____

Expiration Date: _____ / _____

By signing this form, you permit us to debit your account for the amount indicated. This authorization is permission for a single transaction only and does not provide for any additional unrelated debits or credits to your account.

Cardholder Name: _____

Cardholder Signature: _____

Authorized Name: _____

Authorized Title: _____

Authorized Signature: _____



APHSA Event Sponsorship Opportunities 2025

For more information, please contact:

Sponsorship Sales Team

Anna Nogueira or Phil Galanty
T: (800) 856-8567 | E: anogueira@aphsa.org

Director, Membership and Events

Donna Jarvis-Miller, CMP, CEM
T: (202) 866-0569 | E: djarvis-miller@aphsa.org

American Public Human Services Association

1300 17th Street North, Suite 340, Arlington, VA 22209

www.APHSA.org



updated 2/3/2025

