



ISM Education Conference & Expo

September 14-17, 2025

Reno-Sparks Convention Center | Reno, NV
aphsa.org/events/ism-conference | #ISMARN02025

updated 07/15/25

EXHIBITOR & SPONSORSHIP PROSPECTUS 2025



A Letter from the Conference & Show Director

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.

Welcome Underwriters and Partners,

Capitalize on a powerful opportunity to shape the human services landscape and empower the sector by underwriting APHSA's educational conferences. As a leading solutions provider, this allows you to elevate your brand and solidify your position as an industry leader, while forging meaningful connections with key decision-makers. Directly engage with influential leaders, showcase your innovative solutions, and drive meaningful change, all while gaining unique access to those shaping the future of the sector.

APHSA's conferences are meticulously crafted to equip attendees with the knowledge and tools to drive positive change. Our events feature:

- **Strategic Insights:** Gain fresh perspectives on the evolving landscape of human services.
- **Real-World Solutions:** Learn from successful implementations and innovative approaches.
- **Best Practices:** Discover proven methods to enhance service delivery and outcomes.
- **Emerging Technologies:** Explore cutting-edge tools that can revolutionize your operations.

By sponsoring the ISM Education & Expo Conference, you will have the privilege of:

- **Elevating Your Brand:** Reach a highly targeted audience of influential leaders.
- **Building Relationships:** Network with policymakers, agency executives, program directors, and more.
- **Deepening Customer Connections:** Strengthen existing relationships and identify new opportunities.
- **Educating the Market:** Showcase your solutions and address the challenges facing human services organizations.
- **Gaining Insights:** Learn directly from APHSA members about their priorities and pain points.

Don't miss this chance to connect with the future of human services. Secure your sponsorship today and make a lasting impression on the industry.

Be Well,



Donna Jarvis-Miller, CMP, CEM

Director, Membership and Events; Show Director

djarvis-miller@aphsa.org | (202) 866-0569 | (614) 352-9050

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.

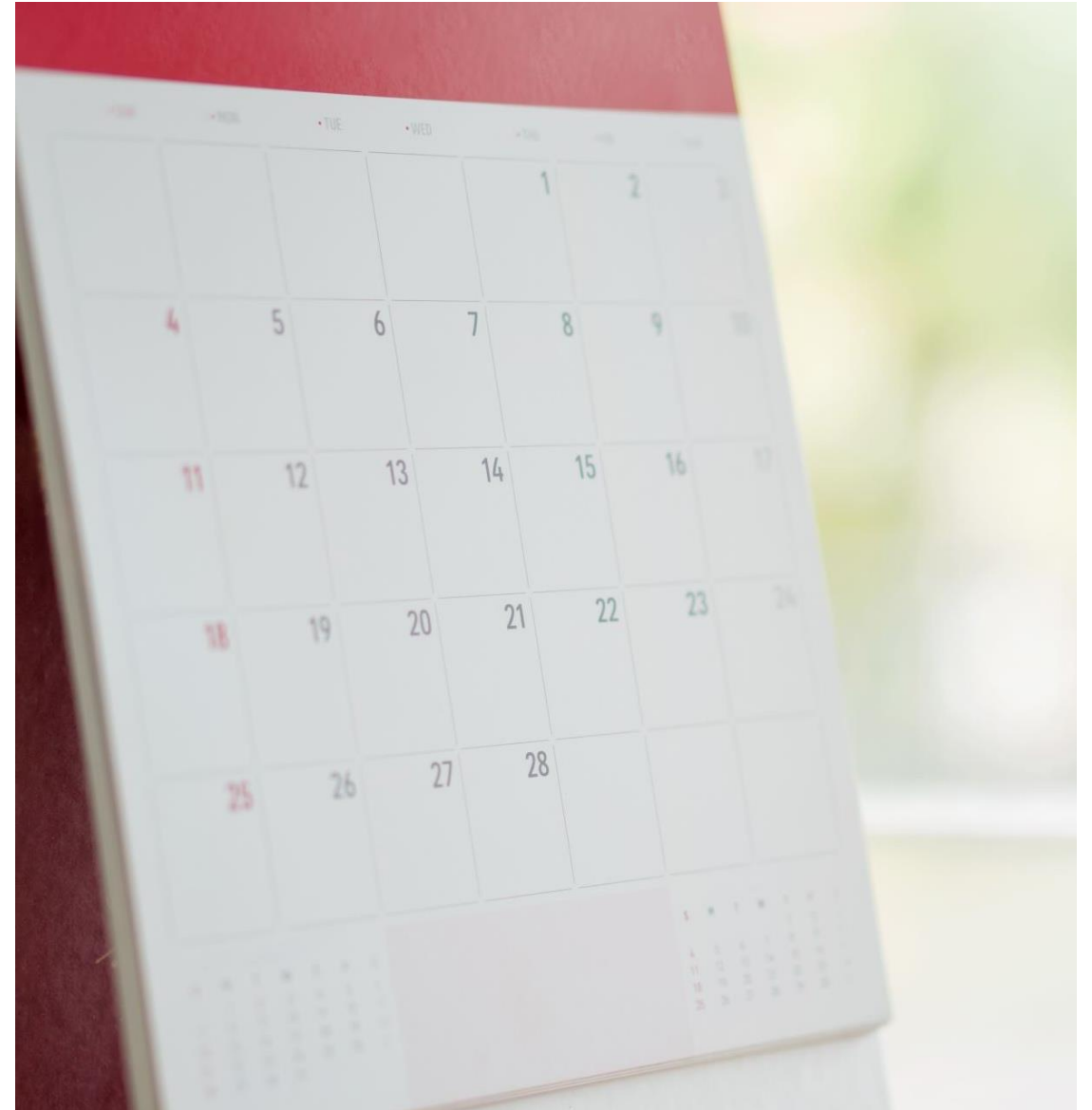
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2025 Sponsorships & Opportunities

Please Note: A fifty percent (50%) deposit is due at the time of reservation to secure sponsorship. The balance is due August 1, 2025. After August 1, the full balance is due at the time of booth reservation. All balances must be paid in full prior to the move-in date.



BENEFITS	PLATINUM \$22,500	GOLD \$17,500	SILVER \$12,000	EXHIBIT \$6,575
EXHIBIT SPACE				
Exhibit Size, Square Feet (SF)	20 ft. x 20 ft. (400 SF) or 20 ft. x 30 ft. (600 SF) + \$4,500 additional	Up to 10 ft. x 20 ft. (200 SF)	10 ft. x 10 ft. (100 SF)	10 ft. x 10 ft. (100 SF)
Increase Space (per SF)	+ Increments of 200 SF at \$2,250 per 100 SF	+ Increments of 100 SF at \$2,250 per 100 SF	+ Increments of 100 SF at \$2,250 per 100 SF	---
Pipe and Drape (7" x 44" Company Sign)	If less than 400 SF	Included	Included	Included
COMPLIMENTARY REGISTRATION				
Full Conference	5	4	3	2
Expo Hall, General Sessions, ISM+PHSA Meals/Receptions	5	4	3	2
LOGO LISTINGS				
ISM+PHSA Website with Hyperlink	Included	Included	Included	Company Name
Conference App	Included	Included	Included	Included
Electronic Agenda-At-A-Glance/Expo Hall Map	Included	---	---	---
Conference Signage Recognition	Included	Included	Included	Included
ENGAGEMENT OPPORTUNITIES				
Conference Bag Insert/Marketing Collateral	Included	+ \$800	+ \$1,000	+ \$1,000
SPONSORED ITEM				
Pre- and Post-Conference Attendee List	Included	Included	Post-Conference Only	Post-Conference Only
One Meeting Room (Sun.-Wed.)	+ Additional	+ Additional	+ Additional	+ Additional
Policy & Practice-Fall Issue Additional Cost at Rate Card	See Advertising Section for Pricing	See Advertising Section for Pricing	See Advertising Section for Pricing	See Advertising Section for Pricing
Choice of a Sponsored Opportunity Select one (1); Platinum Sponsors may choose a sponsorship opportunity listed under Gold.	Sponsored Sessions (set number available) Conference App Conference Chatbot Charging Stations Hotel Keycards Meeting Space Wi-Fi Social Media Center Wayfinding Signage	Water Bottle Conference Signage Relaxation Lounge Pens Conference Bag Hand Sanitizer Journal Wine Cup Charging Cable Email or Social Marketing	Floor Stickers Aisle Sign, Limited availability Fidget/Spinner Snacks, Two (2) available	---
GOVERNMENT OR NON-PROFIT EXHIBIT RATE \$3,250	Includes a 10 ft. x 10 ft. inline exhibit space with carpet, one (1) six-foot skirted table, two (2) chairs, a wastebasket, and a 7" x 44" sign with the organization name. The organization is responsible for electricity and any AV needed for its exhibit space. The reserving organization must provide documentation of non-profit or government agency status. For-profit firms are not eligible to reserve this rate.			

2025 Explanation of Benefits

Sponsors can brand items that are highly sought-after by conference attendees. All production costs are included in the sponsorship fee unless otherwise noted.

Items marked "Sold" are no longer available and will be confirmed before issuing a contract.

Images are for representation only.



Platinum Sponsor Opportunities

SOLD
OUT

SPONSORED SESSION – This opportunity is open to a defined number of Platinum Level sponsors and comes with strict guidelines to which the sponsor must agree before approval. The ISM Education Conference & Expo Planning Committee reviews and approves all submissions. The sponsored sessions are 60 minutes in duration and are scheduled for Monday, September 15, Tuesday, September 16, or Wednesday, September 17. The sponsored session room includes a conversation-style podium set with four (4) chairs, a lectern, and a microphone. Rooms will also have a projector and screen, microphones, and a dedicated AV technician. **The sponsor is responsible for additional audiovisual needs and must secure them by August 1, 2025.** Other room setup arrangements may result in additional costs to the sponsor. A 350-word description of your session will be in the online agenda.

SOLD
OUT

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

SOLD
OUT

CONFERENCE CHATBOT – “Ask Abby,” the APHSA Chatbot, will be used by conference attendees to inquire about important logistical information concerning the conference (e.g., hotel, registration rates, etc.) in advance. This puts your brand in front of prospective attendees well before they register.

CHARGING STATIONS – Phones, tablets, and laptops, oh my! Attendees need to charge their devices, and that gives you the opportunity to familiarize them with your company through branding on our state-of-the-art charging stations. The charging stations and portable charging banks will be strategically located throughout the conference area. Included with the sponsorship is a minimum of five (5) charging stations and three (3) portable charging banks.

HOTEL KEYCARDS – A sponsorship becomes a billboard in attendees’ hands every time they go to their hotel room. With this four-color keycard, your brand is at their fingertips.

SOLD
OUT

MEETING SPACE WI-FI – Your logo will be front and center every time attendees log into the complimentary Wi-Fi. A unique SSID will be created with your company name (e.g., ISMPHSA_COMPANYNAME).

SOCIAL MEDIA CENTER – The scrolling Social Media Center will feature your branding in an area with high foot traffic. Your hashtag will be promoted during the conference along with the conference hashtag (#ISMARN02025).

WAYFINDING SIGNAGE – Place your brand and booth number on directional signage throughout the resort and convention center to direct attendees to sessions and activities.

Gold Sponsor Opportunities

SOLD
OUT

CONFERENCE SIGNAGE – One (1) opportunity is available. Your brand will be located on all conference signage throughout the venue.

SOLD
OUT

RELAXATION LOUNGE – One (1) opportunity is available. Attendees connect and recharge in this popular lounge located in the Expo Hall, near your exhibit, where they can enjoy a foot massage using state-of-the-art equipment or an upper body massage on professional massage chairs. Provide branded shirts for therapists to wear throughout the conference. The Relaxation Lounge includes massage therapists, a network area, and an opportunity for additional branding. All proper safety protocols are followed to allow for a safe environment.

SOLD
OUT

WATER BOTTLE – One (1) opportunity is available. Brand the BPA-free water bottles that will be included in the conference bags.

SOLD
OUT

TRAVEL-SIZE HAND SANITIZERS – One (1) opportunity is available. Help promote a clean and safe environment by providing branded travel-sized hand sanitizers to all attendees.

SOLD
OUT

CHARGING CABLE – One (1) opportunity is available. This classic conference giveaway includes your logo and charging attachments for multiple devices.

SOLD
OUT

JOURNAL – One (1) opportunity is available. Everyone needs to take notes, doodle, or create a task list. What better way to put your message in the hands of attendees than with a trendy conference journal?

SOLD
OUT

STYLUS PENS – One (1) opportunity is available. Put your brand on the conference pen, which is paired with the conference journal.

SOLD
OUT

WINE CUP – One (1) opportunity is available. Attendees will love these reusable wine cups to enjoy everything from that first cup of the morning to an end-of-the-day cup of wine.

SOLD
OUT

EMAIL OR SOCIAL MARKETING – Take your marketing efforts to the next level with a sponsored email/social marketing opportunity. Gain direct access to our event attendees through targeted email or social media promotions. Showcase your brand, products, and exclusive offers to our engaged audience, amplifying your reach and driving conversions. Leverage the power of email and social media to increase brand visibility, generate leads, and foster meaningful connections.

Silver Sponsor Opportunities

AISE SIGN – *Limited opportunities are available.* Remind attendees of your location on the expo floor as part of the directional signage that guides attendees through the Expo Hall. Your company will own 10% of a single aisle sign with your brand. Signs may be flags on aisles or hanging signs, whichever works best with current protocols.

FLOOR STICKERS – *Ten (10) opportunities are available.* To stop attendees in their tracks, put a 12 SF (3 ft. by 4 ft.) custom floor sticker on the aisle carpet in front of your exhibit. *The sponsor provides print-ready artwork. Show management will produce the sticker and install it.*



SNACKS – ~~Two (2)~~ *one (1) opportunity is available.* These custom treats are a sure way to make attendees remember your company. *Show management will make the selection.*

FIDGET/SPINNER – *Two (2) opportunities are available.* Everyone needs something to keep them engaged. Encourage attendees to interact with this engaging gadget and your brand.

Additional Sponsor & Engagement Opportunities

ENGAGEMENT

CONFERENCE BAG INSERT/MARKETING COLLATERAL

Included in Platinum package; Additional \$800 for Gold; Additional \$1,000 for Silver & Exhibit Only

Do you want to provide printed marketing collateral for the conference bag as a brand reminder for attendees?

Below are the guidelines for supplying the branded insert:

- 8.5" x 11" or smaller
- Weigh five ounces (5 oz.) or less
- Item can be non-sponsored (i.e., postcards, flyers, etc.)
- 1,200 pieces are recommended
- The sponsored item's size, shape, and weight are limited and cannot be an item already sponsored or offered by Show Management.

ADDITIONAL

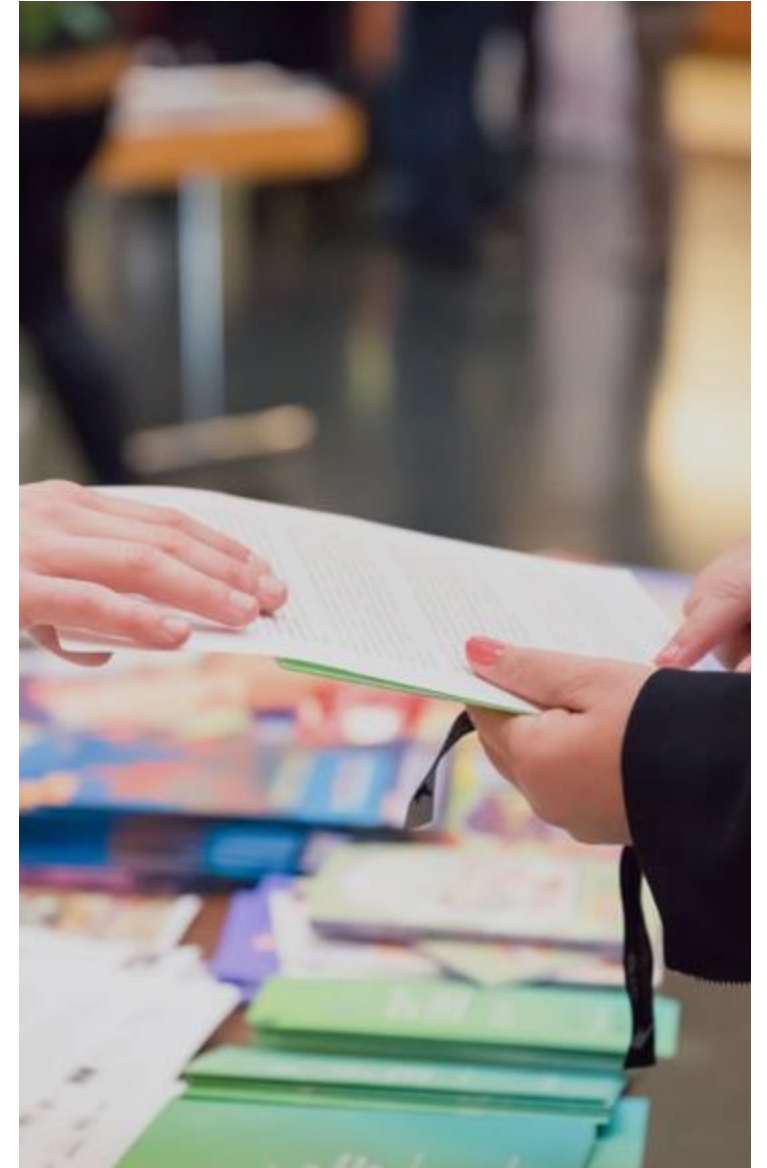
ONE (1) PRE-CONFERENCE LIST –

This is not available to Silver or Exhibit Level sponsors. For more information, please contact Sales at anogueira@aphsa.org.

This list is provided one week after early registration closes and includes the contact information of opted-in attendees. All lists comply with GDPR guidelines. Attendees have the option to opt out of sharing this information.

ONE (1) POST-CONFERENCE LIST –

This audited list is provided two weeks after the last day of the conference and includes full attendee contact information. All lists comply with GDPR guidelines. Attendees have the option to opt out of sharing this information.



Engagement Opportunities in the Expo Hall

SOCIAL NETWORKING EVENT(S) AND HOST BAR(S) –

Investment is \$5,000 per exhibitor contribution. *Multiple opportunities are available.* **Buy out the opportunity for \$35,000.** Help underwrite two networking events and hosted bars held within the event hours, which are open to all conference attendees. Your contribution(s) will help eliminate the need for tickets. All exhibitors can participate in underwriting the appetizers, libations/mocktails, and entertainment during the Sunday evening and Tuesday afternoon receptions. All who donate will be recognized with signage. The signage carries an ethics disclaimer for the value of food and drinks, complying with any ethics rules for attendees.

DEMO THEATRE IN EXPO HALL – Investment \$4,250 – One (1) opportunity is available per company. *Total number of opportunities available is limited.* Demo and present your product/solution in front of a dedicated audience. Demo times are twenty minutes in duration. The area includes theatre seating, a monitor with cable connections, internet access, and session scanning.

WELLNESS SESSIONS – Investment \$4,000 – One (1) opportunity is available per company. *Total number of opportunities available is limited.* Yoga classes, well-being and mental health sessions on well-being and mental health and other like sessions will be offered in the conference's expo hall at the Innovation, Inspiration, & Ideation Stage (I3 Stage). For yoga, the instructors will wear your branded shirts.

INNOVATION, IDEATION & INSPIRATION (I3 AREA) –

Investment \$14,500 – One (1) opportunity is available. This is your chance to be the exclusive sponsor of the I3 area at this year's conference and expo! The I3 area is not just another event space; it's a dynamic hub of interactive, engaging, and inspiring activities designed to captivate our attendees. Again, this year, we will feature e-posters of projects and other resources that interest our attendees. See [page 20](#) for further information on the e-poster opportunities.



Main Stage Sponsorship Opportunities

MAIN STAGE SPONSORSHIP – Investment: \$20,000 - \$32,500

Up to three (3) opportunities available.

Gain unparalleled exposure by associating your brand with top-tier keynote speakers. With hundreds of attendees, your brand will be front and center in the minds of decision-makers and influencers by sponsoring our Main Stage Sessions. Rub elbows with the crème de la crème of the tech and legal sectors. Sponsoring a keynote speaker opens doors to private meet-and-greets and aligns your brand with innovation and thought leadership. By sponsoring renowned keynote speakers, you enhance your company's reputation and credibility in the market. Enjoy extensive marketing benefits, including your logo on all conference materials, social media shout-outs, and mentions in press releases. Get ready to amplify your brand's reach!

Benefits include:

- Premium logo placement on Main Stage signage and during the session
- Opportunity for a 2-minute video to be played
- Private meet-and-greet with a speaker with up to invited guests
- Mention in press releases and social media posts
- Acknowledgment on the conference website as the sponsor of the session
- Additional benefits added per session (see following slides)



Opening Keynote – Monday, September 15

Investment: \$30,000 (*includes securing books*)

KEYNOTE SPEAKER:

[Steve Pemberton](#) shares his personal journey from a challenging childhood in the foster care system to becoming a successful executive and author. He emphasizes the importance of resilience, hope, and the transformative power of kindness and mentorship.

Pemberton introduces the concept of "The Lighthouse Effect," which highlights how ordinary individuals can have an extraordinary impact by guiding others through difficult times. This idea stems from his own experience with his high school counselor, John Sykes, who provided him with stability and encouragement during a turbulent period in his life. Through his speeches, Pemberton inspires audiences to recognize their potential to be "human lighthouses"—beacons of hope and guidance for those navigating adversity.

Sponsorship of this session includes:

- Premium logo placement on Main Stage signage and during the session
- Opportunity for a 2-minute video to be played
- Private meet-and-greet with a speaker with up to 25 invited guests (Monday breakfast)
- Mention in press releases and social media posts
- Acknowledgment on the conference website as the sponsor of the session
- Opportunity to introduce the speaker
- Host a book signing in your exhibit space



Tuesday Keynote – Tuesday, September 16

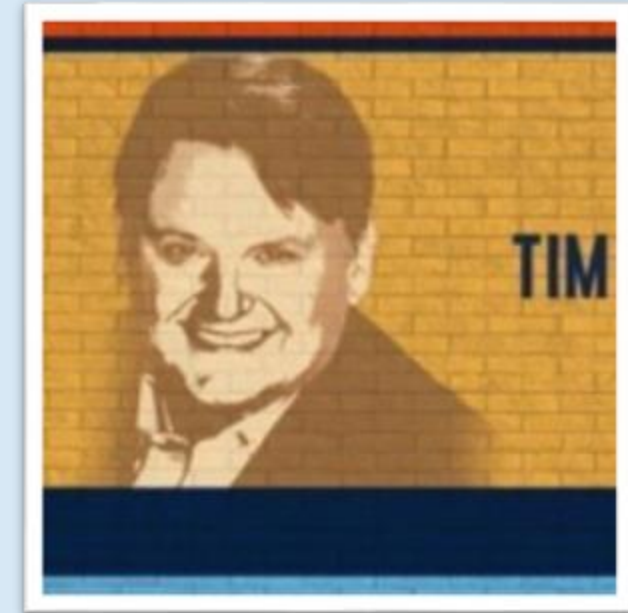
Investment: \$25,000

KEYNOTE SPEAKER:

[Tim Gard](#) emphasizes the transformative power of humor as a practical tool for reducing stress, building resilience, and enhancing workplace morale. He introduces his "Comic Vision®" approach, encouraging audiences to shift their perspectives and find humor in everyday challenges, thereby improving productivity and enthusiasm. Gard also addresses the importance of using humor appropriately in professional settings, highlighting how positive humor can foster communication and team cohesion, while cautioning against humor that may be detrimental or offensive. Through engaging stories, visual props, and interactive elements, he delivers memorable experiences that equip individuals with strategies to navigate adversity and cultivate a more positive work environment.

Sponsorship of this session includes:

- Premium logo placement on Main Stage signage and during the session
- Opportunity for a 2-minute video to be played
- Private meet-and-greet with a speaker with up to 25 invited guests (Monday lunch)
- Mention in press releases and social media posts
- Opportunity to introduce the speaker
- Acknowledgment on the conference website as the sponsor of the session



Professional Development – Wed., September 17

Investment: \$20,000

Interactive Procurement Presentation with U.S. Digital Response – Part 1

Join our engaging presentation led by U.S. Digital Response to explore cuttingedge agile procurement practices and user-centered design strategies. We'll dive into real-world challenges and uncover actionable insights to transform your approach to IT procurement. *This section is open to all attendees.*

Procurement Workshop with U.S. Digital Response – Part 2

Join our engaging presentation led by U.S. Digital Response to explore cuttingedge agile procurement practices and user-centered design strategies. We'll dive into real-world challenges and uncover actionable insights to transform your approach to IT procurement. *This section is open to government attendees only. Lunch is included.*

Sponsorship of this session includes:

- Premium logo placement on Main Stage signage and during the session
- Opportunity for a 2-minute video to be played
- Mention in press releases and social media posts
- Private meet-and-greet with a speaker with up to 25 invited guests (Tuesday lunch)
- Acknowledgment on the conference website as the sponsor of the session
- Opportunity to introduce the speaker for Part 1



Additional Sponsor Opportunities

DIGITAL RETARGETING PACKAGES – Investment \$4,500 to \$6,500 – *Limited packages are available.* Work directly with a top retargeting firm on digital retargeting campaigns that will give you an avenue to promote your brand. Reach attendees around the Internet to remind them about your industry solutions.



EMAIL MARKETING – Investment \$3,000 – *One (1) package per sponsor. Only six (6) opportunities are available.* APHSA will allow confirmed 2025 Platinum and Gold sponsors to send an approved email to ISM Conference registrants in the weeks leading up to the conference. The sponsor will send the requested email message to ISM show management in advance for approval. APHSA will send your email to registered attendees upon receipt of the completed Contract and Payment. Limited email dates will be available in August and September 2025. It's a great way to develop a campaign leading to this year's conference and expo!



HEADSHOT LOUNGE – Investment: \$16,500 – *One (1) opportunity available.* Attendees look for an opportunity to have their professional headshots updated. Providing this engagement experience will elevate our attendees' professional look on their LinkedIn page and other locations where they post their headshots. The sponsor will receive leads from the lounge of all who have their photo taken.

WELLNESS WALKING CHALLENGE – Investment \$12,000 – *One (1) opportunity is available.* This unique sponsorship allows you to engage directly with conference participants walking throughout the event. Sponsoring a wellness walking challenge can reward participants while promoting your brand. The sponsorship includes push notifications with your company name promoting the challenge, signage with your logo, and a leaderboard with your brand showing the top twenty-five (25) walkers throughout the conference.

TRANSPORTATION UNDERWRITING – Investment: \$10,000 – *One (1) opportunity is available.* Help move attendees between the Peppermill Resort and Reno Sparks Convention Center. Shuttles will pick up attendees for morning sessions and run through the end of the hosted sponsor events. The underwriting company will have its logo on the inside of the charter buses and will receive recognition at the Transportation Center.

HOTEL MARKETING – Show management will connect you with the hotel's point of contact. *The sponsor is responsible for all fees associated with any door or in-room drops. The sponsor will pay the Fees directly to the hotel.*

NEW! Sponsorship Opportunities

PLAY & NETWORK LOUNGE SPONSORSHIP –

Investment \$12,500 – Limited packages are available. Sponsor our immersive gaming networking lounge to take your networking experience to the next level. This exclusive space provides a dynamic environment for forging connections, exchanging ideas, and having fun! Your brand will be prominently featured as the sponsor of the play and network lounge, providing excellent brand exposure to attendees.

BREW SUCCESS WITH ALL DAY COFFEE BREAK SPONSORSHIP –

Investment \$12,500 (3 opportunities available, 1 sponsor per day)
– *Interested in buying this out? Contact Sponsorship Sales* Fuel Up Your Brand with a Coffee Break Sponsorship! We invite you to energize event attendees by sponsoring the Coffee Break for a day. As a coffee break sponsor, your brand will take center stage while attendees recharge with a cup of freshly brewed coffee. Maximize exposure, engage with participants, and leave a lasting impression on the event's captive audience. Includes either branded coffee cups or sleeves, napkins and signage recognition.

MEDITATION/QUIET ROOM SPONSORSHIP –

Investment: \$10,000 – 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, promoting 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 RETREAT LOUNGE SPONSORSHIP –

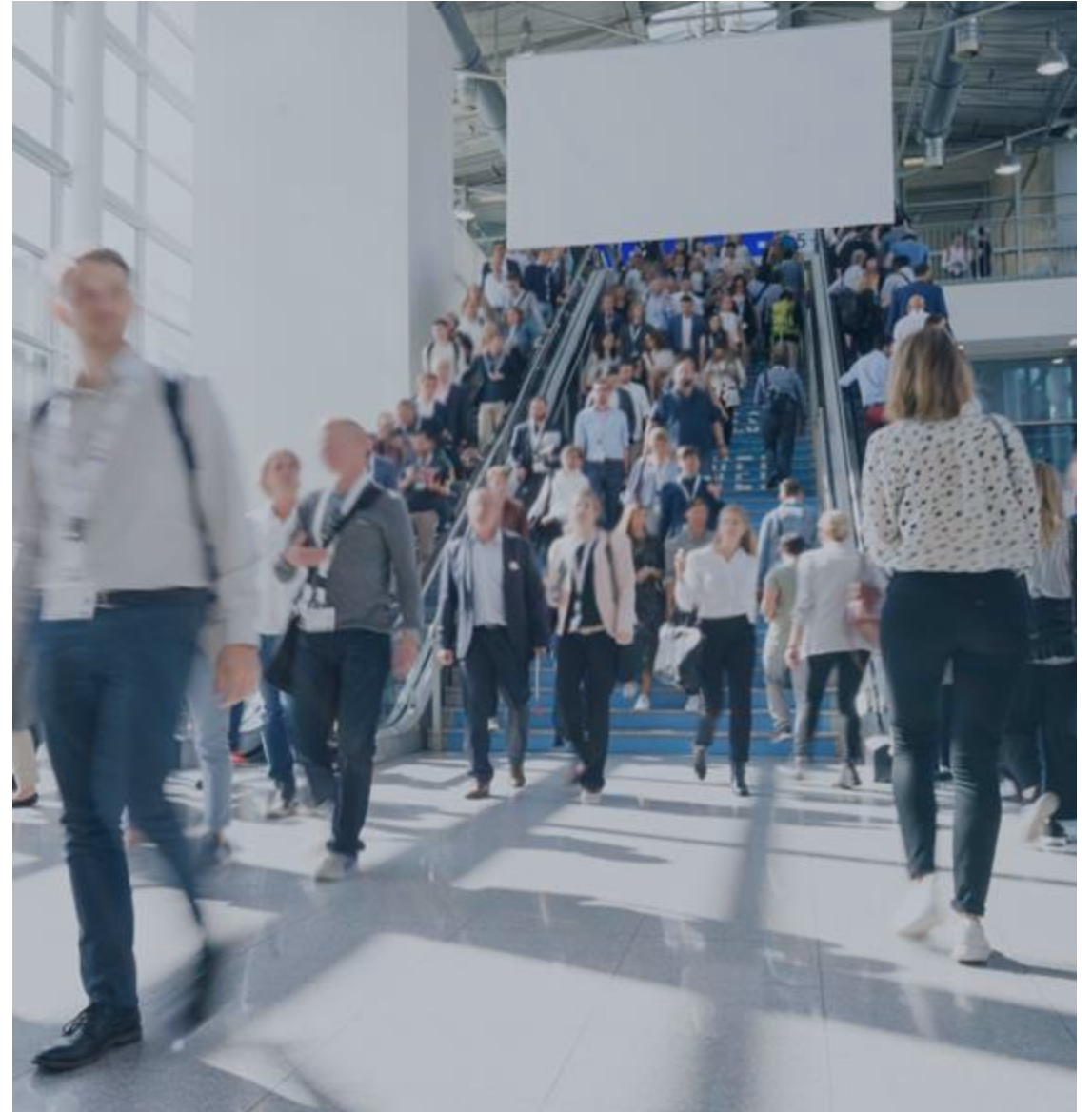
Investment \$10,000 – *One (1) opportunity is available.*
Escape the conference hustle and bustle and unwind in our serene wellness retreat lounge. This oasis is designed to provide a moment of respite for busy professionals, featuring comfortable seating, calming lighting, and soothing sounds. Attendees can engage in mindfulness activities, participate in meditation sessions, or relax and recharge. This lounge aims to promote well-being, stress reduction, and holistic networking.

Clings, Wraps & Digital Branding Opportunities

Items in this section are subject to availability and at the discretion of the property.

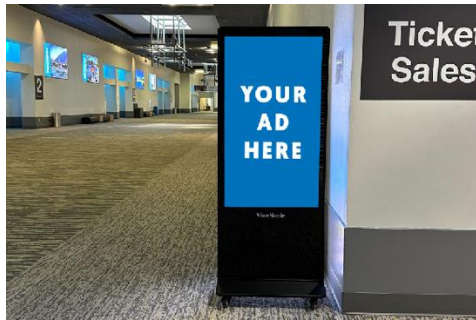
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RenoSparks Convention Center Branding Opportunities

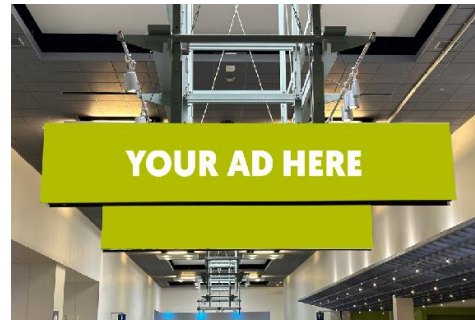
1 DIGITAL POSTER SCREENS/ePOSTERS



Sponsor Fee: \$2,500

Size: 1080 (W) X 1920 (H) px (jpg, png, mp4, mov)
300MB max size limit. :10 static, Up to: 15 video

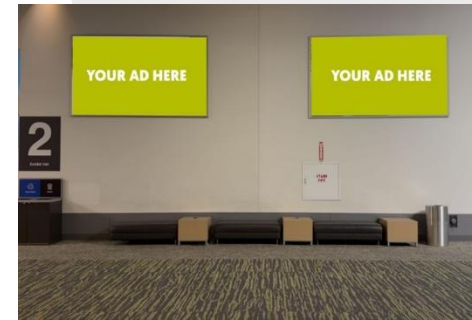
2 SKYLIGHT BANNERS



Sponsor Fee: \$3,500
(Two banners included)

Size: 60"x120", ½ inch foam (double-sided)

3 EDGELIT BACKLIT SIGNS



Sponsor Fee: \$2,250 each

Size: 119.5" (W) x 71.5" (H)

4 DOOR CLINGS



Sponsor Fee: \$1,350 per cling

Size: 27" (W) x 71.5" (H)
Clings are to be no larger than 26" H by 26" W and installed
on the bottom half of the doors to maintain visibility.

5 GLASS DOOR VINYL



Sponsor Fee: \$3,000 per window

Top Windows Size: 72" (W) x 32" (H)

6 WINDOW CLINGS

Sponsor Fee: \$2,500 each

72" x 21.5" ONLY

7 WATER FOUNTAIN CLINGS

Sponsor Fee: \$1,500 per cling

Size: TBA, Up to (6) Six clings available



Policy & Practice Magazine


What Makes This Publication Unique?

Policy & Practice (P&P) is APHSA's longstanding magazine highlighting the latest insights and innovations in human services. In each issue, we feature stories from our members, which include human services leaders across the country, as well as other leaders throughout the public sector, our strategic industry partners, APHSA staff, key partner organizations, individuals with lived experience, and subject matter experts from different sectors who are committed to advancing the well-being of individuals, children, families, and communities.

Readers consistently rank *P&P* as a critical source of their industry news, research, technological innovations, and future trends. In addition, the publication has become the choice of many executives who influence purchasing decisions for many human services agency operations.

To expand our reach, *P&P* is no longer a subscription-based publication. We encourage everyone, everywhere, to read, share, learn, and be inspired!

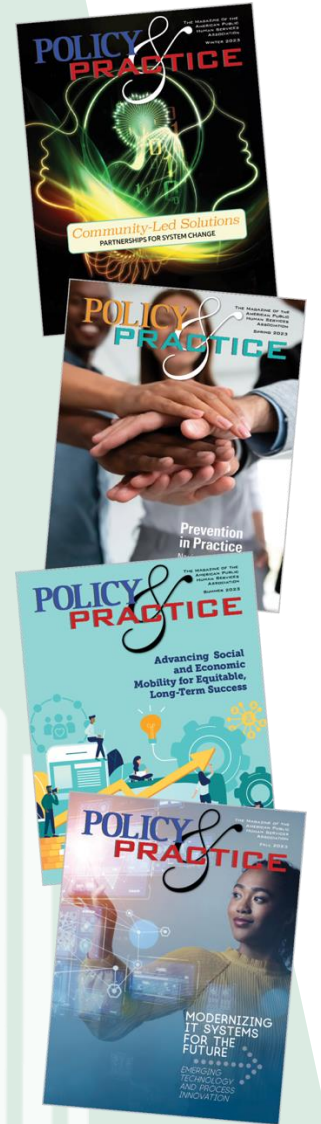
Learn More About *Policy & Practice*

Find all APHSA's resources offered to our members, including *P&P*, at https://aphsa.org/APHSA/Policy_and_Resources/resources.aspx. 

Why Advertise with Us?

Advertising in this industry-leading magazine puts you in the hands of thousands of top-ranking human services decision-makers. In 2024, each *P&P* issue was accessed online by over 15,000 readers. They are also shared in print at all APHSA's conferences, which continue to have record-breaking attendance year after year.

Secure your share of the multi-billion-dollar human services market – promote new products or services, motivate prospective clientele to act, drive additional traffic to your website, and showcase your brand! Whatever your message, *P&P* provides unique marketing opportunities that deliver directly to our valuable niche audience.



2025 P&P Editorial Schedule & Issue Themes

The 2025 P&P editorial schedule and issue themes are rooted in our mission to advance the well-being of all people by influencing modern approaches to sound policy, building the capacity of public agencies to enable healthy families and communities, and connecting leaders to accelerate learning and generate practical solutions together. To continue the shared learning of APHSA members and partners in our collective journey to build well-being from the ground up, the themes focus on the following:

SPRING — Stronger Families, Better Futures: Pathways and Solutions to Support Thriving Communities

Stronger Families, Better Futures: Pathways and Solutions to Support Thriving Communities. This issue is aligned with our [APHSA National Human Services Summit](#).

Submission Deadline: March 7

SUMMER — Career and Family Supports: Advancing Social and Economic Mobility for Long- Term Success

Career and Family Supports: Advancing Social and Economic Mobility for Long-Term Success. This issue is aligned with our [Economic Mobility and Well-Being \(EMWB\) Conference](#).

Submission Deadline: May 9

FALL — Emerging Technology and Process Innovation: Modernizing for the Future of Human Services

Emerging Technology and Process Innovation: Modernizing for the Future of Human Services. This issue is aligned with our IT Solutions Management for Human Services (ISM) Education Conference and Expo.

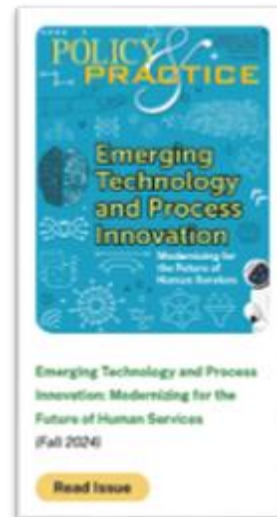
Submission Deadline: July 1

WINTER — Community-Led Solutions: Partnerships for System Change

Community-Led Solutions: Partnerships for System Change.

Submission Deadline: October 1

**Find out more
by catching up
on 2024
issues!**

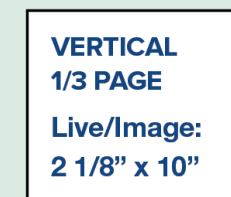
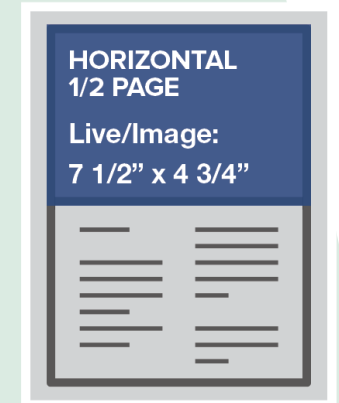
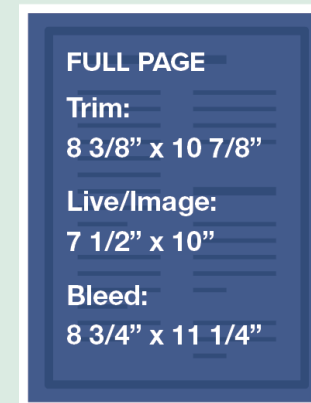


2025 P&P Advertising Opportunities

We have advertorial opportunities available to promote products or services. These are paid advertisements that are displayed like editorial content within the publication. All advertorial content is subject to APHSA approval and is labeled as an advertorial. One or two-page formats are available. For further details on advertorial opportunities, [download the PDF here.](#)

	1X	2X	4X
4-COLOR*			
Full Page	\$3,000	\$2,850	\$2,700
Horizontal 1/2 Page	\$1,200	\$1,140	\$1,080
Vertical 1/3 Page	\$1,050	\$998	\$945
PREMIUM POSITIONS*			
Two-Page Center Spread	\$8,000	\$7,600	\$7,200
Inside Front Cover	\$5,400	\$5,130	\$4,860
Inside Back Cover	\$5,400	\$5,130	\$4,860
Back Cover	\$6,000	\$5,700	\$5,400
ADVERTORIAL*			
Full Page	\$4,000	\$3,850	\$3,700
Two-Page	\$5,000	\$4,850	\$4,700

* Strategic Industry Partners Discounts – Diamond 25%, Platinum 15% and Silver 10%.



2025 P&P Advertising Opportunities

ADVERTISING SPECIFICATIONS

Please submit a completed advertisement contract and submit all artwork by the specified dates ([see page 22](#)) to reserve the chosen ad space in the *Policy & Practice* Magazine.

Include the following when labeling your submissions:

Publication/Issue Date, Contact Person Name, Phone Number, and Email Address

SIZE & DIMENSIONS (width by height)

Full Page

Trim: 8.375" x 10.875"

Live/Image: 7.5" x 10"

Horizontal Half-Page

Live/Image: 7.5" x 4.75"

Bleed: 8.75" x 11.25"

Vertical Third-Page

Live/Image: 2.125" x 10"



FILE REQUIREMENTS

Image Types

TIFF or EPS files are preferred, but most file formats are accepted. For EPS files, change all fonts to outlines or include all font files in packaged files.

Image Profile and Resolution

All files should be CMYK or grayscale and 600 dpi or higher. 72 dpi files are not acceptable; ads or placed artwork supplied as such will be returned.

Materials

PDF files delivered electronically via email are the preferred format for all advertising materials. PDF files should be high resolution (Press Optimized), 300 dpi, fonts embedded, CMYK.

Additional Instructions

Materials supplied to APHSA that require additional typesetting, edits, layout, color separation, or film work are subject to additional charges. APHSA reserves the right to decline, withdraw, or edit advertisements not in keeping with APHSA's guidelines on advertisement submission. Advertisers will be notified of additional incurred costs for any necessary production service.

Printing Specifications

4-color process (CMYK) offset

Halftones: 133-line screen maximum.

The binding is saddle-stitch.

Meeting Rooms



Images are for representation only.

EXPO HALL MEETING ROOMS

COST FOR THE DURATION OF THE CONFERENCE

- 20 ft. x 20 ft. carpeted, hard wall unit – \$5,000
- 20 ft. x 30 ft. carpeted, hard wall unit – \$5,500

LIMITED AVAILABILITY, BY REQUEST ONLY

- Additional rooms, based on availability – \$4,750

*Limited Availability. Maximum of two (2) meeting rooms in the Expo Hall per sponsor. No more than twelve (12) rooms will be available. A limited number of hard-wall meeting spaces will be available on the Expo Hall floor for sponsors to utilize for private meetings. Priority will be given to Platinum and Gold Sponsors. These rooms are on a first-come, first-reserved basis. Only companies exhibiting at the conference may secure a private meeting room or a hospitality suite in the hotel. All Expo Hall Meeting Rooms are large enough to accommodate seating for six people in conference style. Additional meeting rooms will be offered on availability at a fixed rate per room. A sponsor may only reserve one (1) additional meeting room. Requests for additional meeting rooms will be reviewed by Show Management for approval. Requests will be assigned based on availability. **Each Expo Hall Meeting Room will have the following provided in the rental fee:** a hard wall unit with a locking door, carpet, one (1) basic electrical outlet, wastebasket, and a full-color logo sign on the outside. All other items including, but not limited to, furniture, AV equipment, internet, food and beverages, additional electric, room set changes, etc. are at the expense of the company.*

CONVENTION CENTER MEETING ROOMS

COST FOR THE DURATION OF THE CONFERENCE

- First meeting room – \$4,750
- Additional meeting rooms per room – \$4,250
- If a sponsor wants to access their room prior to the start of the Show Management contract and the room is available, the rental fee for the additional day(s) will be passed on to the sponsor.

*Limited Availability. Show management has a limited number of meeting rooms in the convention center available for sponsors. Meeting rooms are on a first-come, first-reserved basis, and availability with priority is given to Platinum and Gold Sponsors. Only companies exhibiting at the conference may secure a private meeting room or a hospitality suite in the hotel. Additional meeting rooms will be offered based on availability at a fixed rate. A sponsor may only reserve one (1) additional meeting room. Requests for additional meeting rooms will be reviewed by Show Management for consideration. Those requests will be assigned based on availability. **These meeting rooms are carpeted and come with the initial room set, access to one (1) basic electric outlet, and the first re-key charge. The company is responsible for all AV, internet, food and beverage, room re-key charges, additional electrical or furniture needs, or any additional room set fees.***

Meeting Room Reservation Form

FUNCTION DETAILS *(Please complete to assist us in assigning spaces appropriately.)*

Function Name: _____

Date(s): ☐ Sunday 09/14/25 ☐ Monday 09/15/25 ☐ Tuesday 09/16/25 ☐ Wednesday 09/17/25

This is a(n): ☐ Open Invite ☐ Staff Meeting ☐ By Invite Only ☐ Do Not Post

Time(s): _____

Number of Expected Attendees: _____

MEETING ROOMS *(Select the meeting room you want.)*

- | | |
|---|--------------------------------|
| <input type="checkbox"/> 20 ft. x 20 ft. Expo Hall Meeting Room – Carpeted, hard wall meeting space | \$5,000 (first room) |
| <input type="checkbox"/> 20 ft. x 20 ft. Expo Hall Meeting Room – Additional Room | \$4,750 (limit one additional) |
| <input type="checkbox"/> 20 ft. x 30 ft. Expo Hall Meeting Room – Carpeted, hard wall meeting space | \$5,500, per request |
| <input type="checkbox"/> Meeting Room in Convention Center | \$4,750 (first room) |
| <input type="checkbox"/> Meeting Room in Convention Center – Additional Room | \$4,250 (limit one additional) |

CONVENTION CENTER MEETING ROOM SETUP REQUESTED

- | | |
|---|---|
| <input type="checkbox"/> Conference/Boardroom | <input type="checkbox"/> U-Shape |
| <input type="checkbox"/> Theatre Seating | <input type="checkbox"/> Hollow Square |
| <input type="checkbox"/> Banquet Style | <input type="checkbox"/> Schoolroom Seating |
| <input type="checkbox"/> Reception | |

ADDITIONAL REQUIREMENTS

- ☐ Catering (F&B)
☐ Internet
☐ Audio-Visual
☐ Electric*

*Note: One (1) 20-amp outlet is included for all meeting spaces.

RESERVATION AGREEMENT

I understand the room rental charged by APHSA does not include AV, internet, food & beverage, additional electrical or furniture needs, additional room set changes, and/or re-keying of the room. I understand I am responsible for any charges associated with the room beyond the rental fee. The rental includes the first room set. Signage for meeting rooms is restricted to one sign outside the meeting space. Only Show Management directional signage can be placed in common areas of the convention center.

Please note the following: Space for corporate functions and sales meetings can only be secured by completing this form. If the proposed function is a social event of any kind, the function must be approved and not conflict with any official ISM events or activities. For space contracted with the Reno-Sparks Convention Center, a contact person will be assigned by the property to handle your arrangements for your requested date and time. APHSA will assign the meeting rooms Reno-Sparks Convention Center. Any firm requesting a meeting room must also be a sponsor of the conference. No exceptions will be made to this policy. Once confirmed, the company listed here will be solely responsible for all charges related to the function space and the functions held within it. It is recommended to use the official audiovisual provider for the ISM Annual Education Conference & Expo for any audiovisual needs in your meeting rooms. No functions may conflict with any official ISM Annual Educational Sessions or Events, including the Expo Hall breaks. Show Management reviews and approves any exception requests. The undersigned represents that they are an authorized official of the firm agreeing to the terms of function space rental at the ISM Annual Education Conference & Expo and further understand that the firm is responsible for all fees associated with the function space.

FOR QUESTIONS AND TO SUBMIT COMPLETED FORMS, PLEASE CONTACT

Exhibit and Advertising Sales Team

Anna Nogueira or Phil Galanty

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

Current safety and well-being guidelines will be followed at the time of the event. Masks, currently, are not required. However, attendees who wish to wear a mask for their own safety and well-being are encouraged to do so.

CONTACT INFORMATION

Exhibiting Firm/
Vendor Requesting Space: _____

Name: _____

Title: _____

Address: _____

City, State: _____

ZIP: _____ Phone: _____

Email: _____

Date: ____/____/____

Signature: _____

2025 Rules & Regulations

The 2025 conference and expo will be held September 14–17 at the Reno-Sparks Convention Center in Reno, NV.

These Rules and Regulations governing the ISM Annual Education Conference and Expo, produced by the American Public Human Services Association (APHSA), are part of the Exhibitor and Sponsorship Contract.

The interpretation and enforcement of the Rules and Regulations by Show Management are final.

All matters not explicitly covered by these Rules and Regulations are subject to the decision of Show Management.

Show Management is defined as the APHSA Conference Services Team or their designated appointee.



2025 Rules & Regulations

FOR MORE INFORMATION, PLEASE CONTACT

Exhibit and Advertising Sales Team

Anna Nogueira or Phil Galanty

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

Director, Membership and Events, Show Producer

Donna Jarvis-Miller, CMP, CEM

T: (202) 866-0569 | E: djarvis-miller@aphsa.org

ACCEPTING FOR CONTRACTING ORGANIZATION

Name: _____

Title: _____

Organization: _____

Date: ____/____/____

Signature: _____


ACCEPTING FOR APHSA

Name: Donna Jarvis Miller, CMP, CEM

Title: Director, Membership and Events

Organization: APHSA

Date: ____/____/____

Signature: 

APPLICATION TO EXHIBIT

The receipt by APHSA of an electronically submitted Application and Contract for Exhibit Space and sponsorship will constitute a binding contract. APHSA reserves the right to reject any application for any reason. If any Exhibitor changes management or is purchased by another company/organization, the contract becomes binding on such company/organization. Show Management reserves the right to decline, prohibit, deny access, or remove any exhibit which, in its sole judgment, is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, meeting safety guidelines regarding COVID-19, or these Rules and Regulations and extends to persons, things, printed matter, products, and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. The decision and interpretation of Show Management shall be accepted as final in all cases.

BOOTH AND SPONSORSHIP PAYMENT TERMS

A 50% deposit invoice will be generated at the time of booth reservation and is due within 30 days of contract submission. Booth space must be paid in full by **Friday, August 1, 2025**. If the deposit is not received net 30, the reserved space becomes available for reassignment and resale. If you reserve a booth after **August 1, 2025**, all space reservations require full payment at the time of contract. Payments must be made by check drawn on a U.S. bank or by Electronic Funds Transfer (EFT). Dishonored checks will prevent booth(s) from being assigned until rectified. There is a \$75 charge for returned checks. All exhibit, sponsorship, and registration fees must be paid in full before the start of move-in.

MAKE CHECKS PAYABLE IN U.S. FUNDS AND SEND TO:

American Public Human Services Association
PO Box 221542, Chantilly, VA 20153-1542

FOR ELECTRONIC FUNDS TRANSFER (EFT) INFORMATION, CONTACT:

Anna Nogueira at anogueira@aphsa.org

CREDIT CARD PAYMENTS: Visa, MasterCard, or American Express

APHSA FEDERAL TAX ID: #36-2166948

MEET SAFELY REQUIREMENTS

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.

BOOTH PRICING, DEPOSITS, LATE FEES

An invoice will be issued for the 50% deposit when space is reserved. Any outstanding balances for exhibit and sponsorship are due by **Friday, August 1, 2025**. *NOTE: All balances must be paid in full prior to the start of the move-in of the event.*

PLATINUM: \$22,500 Includes 20'x20' exhibit space (400 SF) (carpet or floor covering required). Platinum Sponsors have the option to expand their booth in 200 SF increments at \$4,500 each. Booth Expansion per 100 SF: \$2,250. Platinum can only expand by 200 SF.

GOLD: \$17,000 Includes 10'x20' exhibit space (200 SF) (carpet or floor covering required). Gold Sponsors have the option to upgrade their booth in 100 SF increments. Booth Expansion per 100 SF: \$2,250.

SILVER: \$12,000 Includes 10'x10' exhibit space (100 SF) (carpet or floor covering required). Silver Sponsors have the option to upgrade their booth in 100 SF increments. Booth Expansion per 100 SF: \$2,250.

EXHIBIT: \$6,575 Includes 10'x10' exhibit space (100 SF) (carpet or floor covering required).

BOOTH EXPANSION: Platinum Sponsors have the option to expand their booth in 200 SF increments for \$4,500 each. Other sponsors may expand by 100 SF increments at \$2,250 per 100 SF.

DOUBLE DECKER STRUCTURE: Exhibitors with a 20'x 20' exhibit or larger may have a second level. Such a structure must be approved by the Fire Marshal prior to the start of the show. An **additional fee of \$4,500** will be assessed for this expansion.

GOVERNMENT OR NONPROFIT AGENCY: \$3,250 Includes 10 ft. x 10 ft. carpeted exhibit space, one (1) 6 ft. skirted table with two (2) chairs, wastebasket, 7 in. x 44 in. sign with organization name only, and access to one (1) 110 outlet. The organization must provide documentation of government or nonprofit status. For-profit firms are not eligible to reserve at this rate.

BOOTH INFORMATION

The booth rental fee for 10 ft. x 10 ft. inline exhibits includes an 8 ft. draped backdrop, 3 ft. draped side rails, and a booth identification sign (company name and booth number). All exhibits are required to have carpeting or a floor covering.

SPACE ALLOCATION

Please select your first option with the online floor plan when choosing booth space. Show management will work to provide a fair assignment of all spaces. If we need to expand (increase) the space selected from 10 ft. x 10 ft. to 10 ft. x 20 ft. or larger, we will follow up with your final booth number. The invoice will include your confirmed booth number.

BOOTH SPACE ASSIGNMENT

After the initial space assignment of returning exhibitors, space will be assigned when a completed online contract and required deposit or payment in full is received. Priority is given to those companies that exhibited at the previous year's conference. Otherwise, booths are assigned on a first-come, first-served basis. Show management reserves the right to make the final determination of all space assignments in the best interests of the ISM+PHSA Education Conference & Expo. Show management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of Show management, compatible with the general character and objectives of the ISM+PHSA Education Conference & Expo. Subletting, sharing, or reassignment of space by an exhibitor is strictly prohibited. The exhibitor agrees not to assign, sublet, or apportion space or any part thereof contracted for, not to exhibit, advertise, or offer for sale merchandise or services other than those manufactured or sold by the exhibiting company in the regular course of business. Exhibitors may not use public aisles. All business must be conducted in the booth, and display materials must be arranged so that attendees are not required to stand in the aisles to examine products. No exhibit or advertising matter will be allowed to extend beyond the confines of the booth unless authorized by Show management. The default of occupancy is the responsibility of the exhibitor. Failure to

occupy the designated setup time does not excuse payment in full for the contracted booth. Management has the right to mitigate contractual obligations in case of emergency.

STANDARD BOOTHS: All booths are 10 ft. deep x 10 ft. wide except the island booths. The Expo Hall is not carpeted, and all exhibitors are required to have the floor covering installed. Standard booths may not exceed the back wall height of 8 ft., including signs or special lighting. All booths and end caps must maintain the open sight lines as outlined in the Booth Construction Guidelines. Failure to comply with regulations and/or any violation of the Booth Construction Guidelines may result in the dismantling of the booth.

NON-STANDARD BOOTHS: Show management must approve any exhibit booth exceeding the dimensions outlined under "Standard Booth." Show management will relocate non-standard booth space so as not to infringe upon the rights of other exhibitors.

ISLAND BOOTHS: Island booths allow for 360-degree traffic access. Island booths, 400 SF or larger, may rig signage at the expense of the exhibiting firm, with the top of the signage no higher than 20 ft. above the display. The cost of rigging is the responsibility of the exhibiting company. NOTE: If an exhibit is 20 ft. x 30 ft. or a double-decker (two-story) exhibit, the plans must be reviewed and approved by Show management and possibly the State Fire Marshal.

END CAP/PENINSULA: End cap or peninsula booths (two or more booths side-by-side at the end of an aisle) may not exceed the back wall height of 8 ft. in the center 10 ft. Booths may also not exceed the back wall height of 4 ft. in the outer 5 ft. Your booth neighbor also needs the same visual exposure from the aisles.

ALL BOOTHS: No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped at the exhibitor's expense to present an attractive appearance.

INSTALLATION: Exhibits should be installed according to International Association of Exhibitions and Events (IAEE) guidelines in order not to project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. Exhibits 20 ft. x 20 ft. or larger must adhere to a signage height of 20 ft. (bottom of sign); all other exhibits must conform to an 8 ft. height for all signage. Installation Guidelines are included at the end of the prospectus.

CANCELLATION BY EXHIBITOR: Cancellations are not in effect until APHSA receives the notice in writing by email or mail. The date the written cancellation is received will be the official cancellation date. The reasons for cancellation are required in the notice.

- If the exhibitor cancels before June 15, 2025, the exhibitor will receive a fifty percent (50%) refund on contracted exhibit space.
- If the exhibitor cancels on or after June 15, 2025, the exhibitor will pay one hundred percent (100%) of the total contracted booth space fee.
- If APHSA has incurred expenses towards the sponsorship portion of your exhibit/sponsorship, that amount will be due in full.

EXPO HALL ACCESS FOR BOOTH SETUP & DISMANTLE

In the interest of safety, only those individuals directly responsible for the setup and/or breakdown of booths will be permitted in the exhibit area. The security guards will issue work badges at the freight door or registration for authorized individuals. Please be prepared to provide identification and/or a business card. Work badges are good only during setup and dismantle times. Due to the presence of heavy equipment and other dangers, no children under the age of 18 will be allowed on the exhibit floor during setup or dismantle times. No open-toe shoes are allowed to be worn in the Expo Hall during the setup or dismantle times.

OFFICIAL SERVICE CONTRACTOR

A separate service kit will be sent by email from our Official Service Contractor, Shepard Exposition Services, to each contracted exhibitor. The kit will include information about furniture, labor, cleaning, drayage (shipping), electrical, union jurisdictions, and other services. It is expressly understood that the Official Service Contractor is not the agent or the employee of APHSA and that the Conference shall have no liability to the Exhibitor or any other person for the acts or omissions of Shepard Exposition Services.

OFFICIAL AV CONTRACTOR

Show management has partnered with Clarity Experiences to be the official audio-visual provider. Exhibitors are encouraged to order AV from the official AV provider for the conference. The order forms will be included in the Exhibitor Service Kit to place AV orders for the exhibit floor and contracted meeting rooms.

ADMISSION TO EXPO HALL DURING OFF HOURS ON SHOW DAYS

Exhibitors with badges will be permitted to enter the Expo Hall one hour before the opening of exhibits and will be allowed to remain in the hall one hour after the close of the show each day. In an emergency, please contact Show management for access to the Expo Hall.

REGISTRATION AND BADGES

Each sponsorship level includes registration badges for your booth representatives. Admission to the Expo Hall requires a badge. Please pre-register your booth personnel using the link in your confirmation, which is unique to your sponsorship. Online registration will only be accepted. If a substitute exhibit representative is sent in place of a pre-registered representative, he/she will be required to register onsite.

Additional Exhibit Personnel Badges may be purchased for \$895/person until August 26 or \$995 after August 26. The Expo Hall+General Session Only Personnel badges may be purchased for \$725/person until August 26 or \$825 after August 26 and give access to the Expo Hall, General Sessions, Meals, and ISM Receptions only. Exhibitors are strongly encouraged to register in advance.

PRE-SHOW INSPECTION & VIOLATION NOTICE

A walk-through will take place by Show management at 4:00 PM on Sunday, September 14, 2025. Booths that do not meet the Rules and Regulations outlined in this Exhibitor Prospectus are in violation of show standards. The violation(s), including exceeding booth height and width restrictions as specified on the Booth Construction diagram, will need to be corrected before the show opening. Shepard Exposition Services will drape any pop-up, prefabricated, or other custom-designed booths that appear unfinished from the sides or the back and bill to the contracting exhibitor. For booths dismantled due to a violation of the Booth Construction Guidelines, no refunds will be issued.

CONFERENCE CANCELLATION

It is mutually agreed that in the event of cancellation, an equal portion of the exhibit fees may be refunded after all expenditures and commitments have already been made. Such a refund, if any, will be

accepted by the exhibitor in full settlement of all loss or damage suffered by the exhibitor. If Show management cancels the event due to COVID-19 restrictions, exhibitors will be given the option to move their funds to a future year or be refunded their sponsorship fee.

FIRE REGULATIONS

Permits may be required for any heat-producing device, hazardous electrical device, or the use or storage of compressed gases or combustion engines. Helium balloons are not allowed. Certificates of flameproofing are required. Decorative materials must be flameproofed before being taken into the Expo Hall and must comply with fire regulations. Aisles and exits as designated on the approved floor plan shall be kept clean, clear, and free of obstructions always during official show hours. Questions regarding the above should be directed to the Official Service Contractor. Please refer to your service kit for complete fire regulations.

ATTENDEE CONFERENCE APP

To be included in the Conference App, show management must receive the required info (e.g., company name, address, company description, and website address) and full payment by August 1, 2025. APHSA reserves the right to accept or reject any exhibit or any promotional material or to condition acceptance upon modification for any reason that need not be disclosed.

SIGNAGE AND PUBLIC SPACE

No exhibitor or sponsor may put signage in any public space to promote special activities. All signage and business must be contained within the booth, and display materials must be arranged so that attendees are not required to stand in the aisle to examine products or services. No exhibit or advertising matter will be allowed to extend beyond the confines of the booth unless authorized by show management.

EXHIBITS IN OTHER AREAS

APHSA forbids any company from displaying or demonstrating merchandise, including signage, anywhere except in Expo Hall during the entire conference unless prior approval has been granted from APHSA.

PRINTED MATERIAL DISTRIBUTION

A primary goal of the ISM Annual Education Conference & Expo is that the Expo Hall serves to enhance the educational programs being offered and be recognized as an integral part of the entire educational

process. Exhibitors are asked to use discretion in the value of the giveaways being distributed. Distribution of printed marketing material by exhibit representatives or by their agents is limited to the exhibit space or meeting room contracted for by the exhibitor. Such restriction also applies to distribution in the remainder of the Reno-Sparks Convention Center and any contracted hotel property.

EVENTS, ACTIVITIES AND HOSPITALITY SUITES

All requests for any exhibitor events, activities, meeting rooms, and hospitality suites must first be approved by APHSA. Events include seminars, sessions, and/or receptions conducted at one of the APHSA contracted properties or off-property during any APHSA scheduled activity. Exhibitors who require meeting space must complete the Meeting Room Request Form and return it to show management. No industry-related events, entertainment, and hospitality activities may overlap or conflict with official Conference program events. Each exhibitor agrees to observe the above policy as a condition of exhibiting. Any event or other forms of planned presentation that are scheduled, other than those approved by APHSA, will be regarded as an exhibit contract violation. Non-exhibiting suppliers will not be permitted to host events or hospitality functions at any APHSA-contracted hotels or any other facility or location. If a non-exhibiting supplier violates this policy, the supplier risks being excluded from future conferences.

DISMANTLING OF EXHIBITS

The official closing time of the exposition is 11:00 AM, Wednesday, September 17, 2025. The expo hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will start after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. Early dismantling is strictly prohibited.

LABOR AND DRAYAGE/SHIPPING

The Official Service Contractor's service kit will include shipping information and rates. Material shipped directly to the Reno-Sparks Convention Center will be accepted only within the published shipping dates and must be addressed c/o Shepard Expositions. Please follow the shipping instructions in your service kit carefully.

CERTIFICATE OF INSURANCE

The exhibitor assumes all responsibility and agrees to indemnify and defend APHSA and the Reno-Sparks Convention Center and their respective officers, directors, employees, and agents against any claims, judgments, and expenses arising out of any property damage or loss, or personal injury or death caused by or arising from the use of the leased space and exposition premises, except acts or omissions by the Reno-Sparks Convention Center or its employees. Neither the APHSA nor the Reno-Sparks Convention Center maintains insurance covering the exhibitor's property or personal property belonging to exhibit personnel. Each exhibiting company is required to obtain coverage for the exhibitor's property. A certificate of insurance for general business liability listing APHSA as a Certificate Holder for a minimum of \$1,000,000 is required of all exhibitors by Friday, August 1, 2025.

PHOTOGRAPHS

The taking of photographs other than those taken by official APHSA photographers is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times. The exhibitor may grant permission to have their exhibit and/or products photographed. APHSA and/or the Reno-Sparks Convention Center assume no liability for any photographs that are taken in the expo hall at any time. The official convention photographer's order form will be included in the Exhibitor Service Kit.

MUSIC, ODORS, AND ANIMALS

Only service animals will be permitted in the expo hall. Noises or odors caused by activities in an exhibitor's booth that are found to be annoying to neighboring exhibitors or guests will cease immediately upon request of the show management. Music at any function held in conjunction with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor to pay applicable fees. For more information about licensing fees, visit www.ascap.com ¹² or www.bmi.com. ¹²

RESTRICTED BOOTH ACTIVITIES

The exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the company's equipment or services in their booth. The exhibit booth must be staffed during all hours of the Expo Hall. Packing or removal of equipment, materials, etc., will not be permitted during official show hours. Exhibitors will not be allowed to use loud noises such as video presentations with high

volume, bells, sirens and buzzers, dart games or other activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity. The use of flashing illuminated signs is not permitted so as not to interfere with neighboring booths and conference activities. Raffle drawings are acceptable within a booth, but no public address system will be available for such exhibitor activities. Music and/or entertainers must not disturb adjacent booths.

FOODSERVICE

APHSA's agreement with the Reno-Sparks Convention Center prohibits any food or beverage from outside sources from being brought into the exhibit booths unless contracted with the Reno-Sparks Convention Center's catering department. Any exhibitor who brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such a violation may result in action by APHSA to remove the entire display and booth representatives from the conference floor at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Reno-Sparks Convention Center and APHSA. See Food Service Forms in the Exhibitor Service Kit.

SECURITY

Professional uniformed security personnel will be provided on a 24-hour basis beginning at 4:00 PM, Saturday, September 13, 2025, until 3:00 PM, Wednesday, September 17, 2025. Neither APHSA, the Reno-Sparks Convention Center, nor any of their officers, directors, members, employees, or agents, including, but not necessarily limited to, Shepard Expositions, are responsible for any loss or damage to exhibitor property. We encourage exhibitors not to leave electronic equipment, jewelry, or other valuable items in their booths.

SMOKE-FREE CONFERENCE

The Reno-Sparks Convention Center has a smoke-free policy that prohibits smoking in all areas, expo halls, and session rooms. This policy includes vapor or e-cigarettes.

UNION JURISDICTION

Union labor is required per contract for certain aspects of your exhibit handling, such as display installation and dismantling, freight/drayage, and electrical and large equipment spots. Please refer to your Exhibitor Service Kit for details on Union Jurisdiction.

OUTSIDE SERVICE CONTRACTORS

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in Shepard Exposition Services Exhibitor Service Kit: (1) exhibitor shall notify Shepard Exposition Services and APHSA in writing by Friday, August 1, 2025, with the name, address, and telephone/fax numbers of outside service contractor; (2) outside service contractor must provide the names of individuals working on the exhibit to Shepard Exposition Services and APHSA in writing by Friday, August 1, 2025, and furnish an insurance certificate to APHSA in the amount of \$1,000,000 US by Friday, August 1, 2025 (liability is to include property damage including full coverage for installation and dismantling); (3) service company must check in with the general contractor service desk upon arrival at the expo hall; (4) outside service companies may not solicit business at any time while on the expo hall floor; (5) service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the APHSA deadlines; and (6) service companies must indemnify and hold harmless APHSA, Shepard Exposition Services, and Reno-Sparks Convention Center.

SALES ACTIVITY

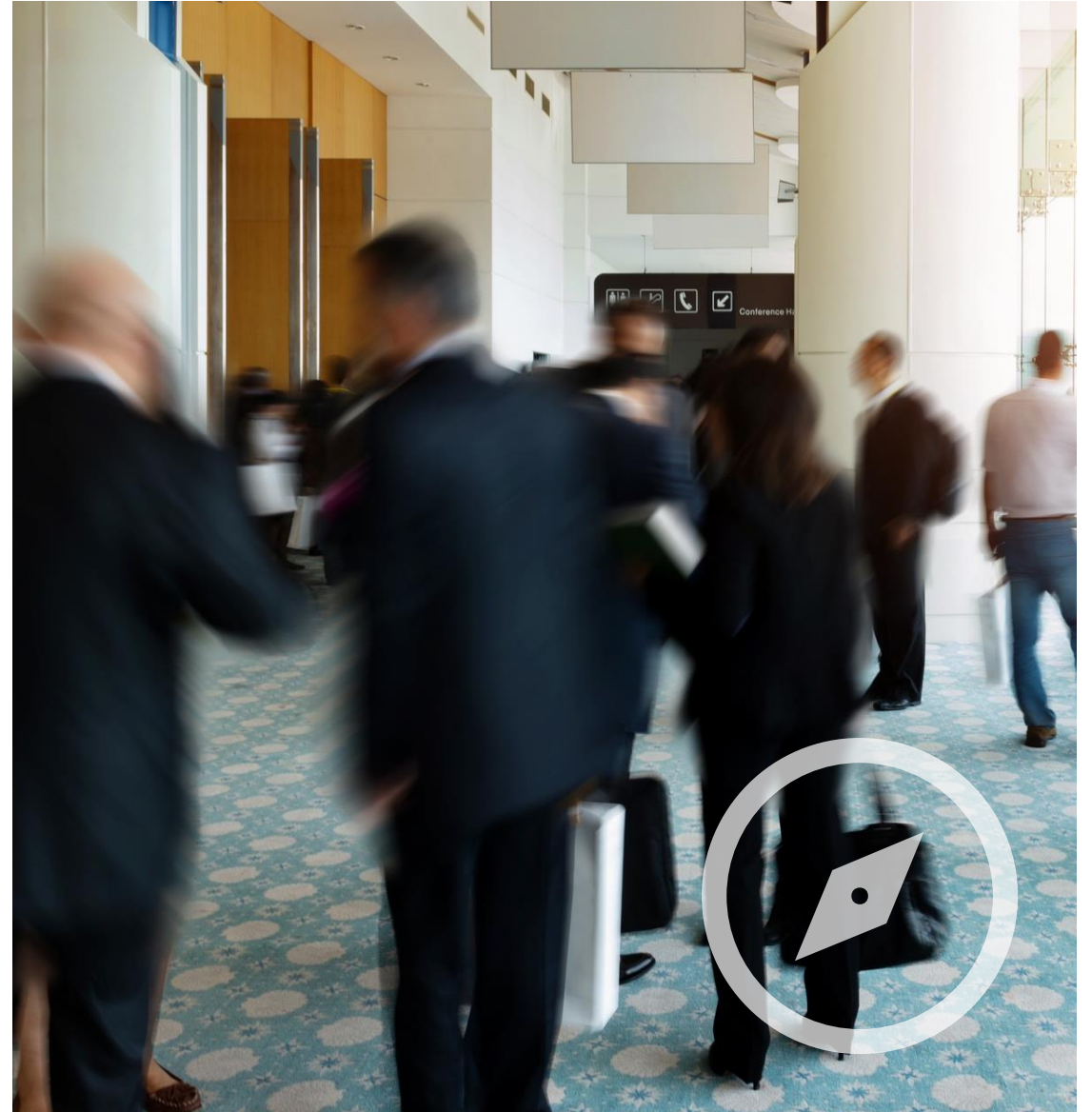
Exhibitors are prohibited from direct cash sales of their products or services from their booths unless Show Management has granted prior approval. Exhibitors who conduct sales in their booth are responsible for obtaining the appropriate business license(s) and paying all applicable state and local taxes. The licensee (and/or its exhibitors) may be subject to PLT under the tax code of the host city or state for certain taxable activities such as Commercial Rental/Leasing/Licensing, Admissions/Amusements, and Retail Sales. For complete information on licensing and applicable PLT, Licensee should contact the State of Nevada Department of Revenue.

RULES/REGULATIONS AND FLOOR PLAN CHANGES

The exhibitor agrees that show management shall have the right to make such rules and regulations or changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by APHSA regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding to the exhibitor.

■

2025 Installation Guidelines



Linear Booth

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

DIMENSIONS

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10 ft. (3.05 m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10 ft. (3.05 m) wide and 10 ft. (3.05 m) deep, i.e., 10 ft. x 10 ft. (3.05 m x 3.05 m). A maximum back wall height limitation of 8 ft. (2.44 m) is generally specified.

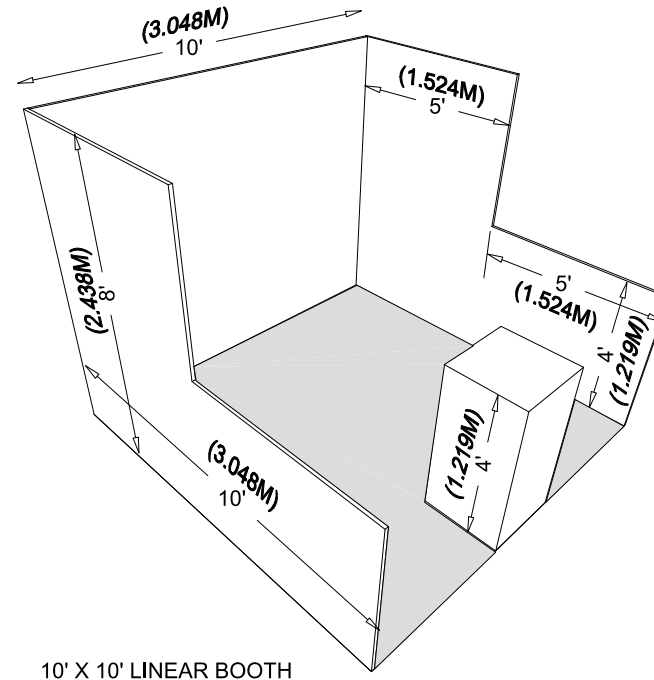
USE OF SPACE

Regardless of the number of Linear Booths utilized, e.g., 10 ft. x 20 ft. (3.05 m x 6.10 m), 10 ft. x 30 ft. (3.05 m x 9.14 m), 10 ft. x 40 ft. (3.05 m x 12.19 m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft. (2.44 m) is allowed only in the rear half of the booth space, with a 4 ft. (1.22 m) height restriction imposed on all materials in the remaining space forward to the aisle.

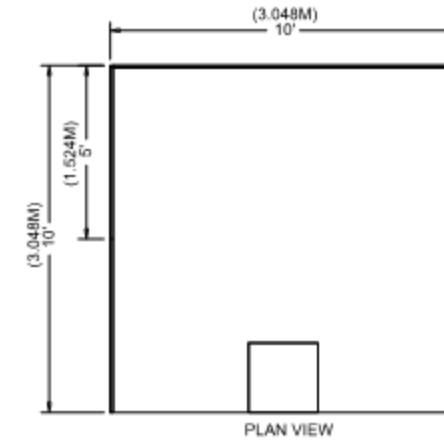
Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. (1.22 m) height limitation is applied only to that portion of exhibit space that is within 10 ft. (3.05 m) of an adjoining booth.

Corner Booth

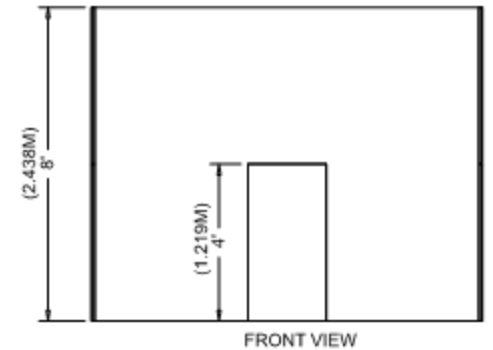
A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



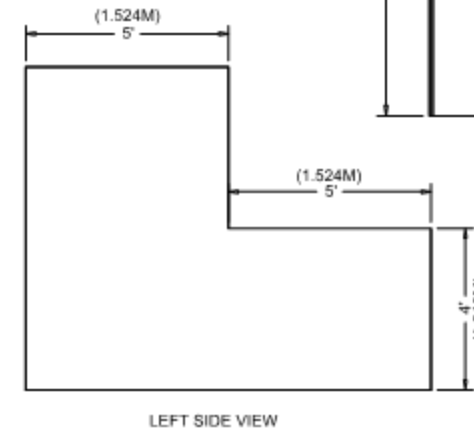
10' X 10' LINEAR BOOTH



PLAN VIEW



FRONT VIEW



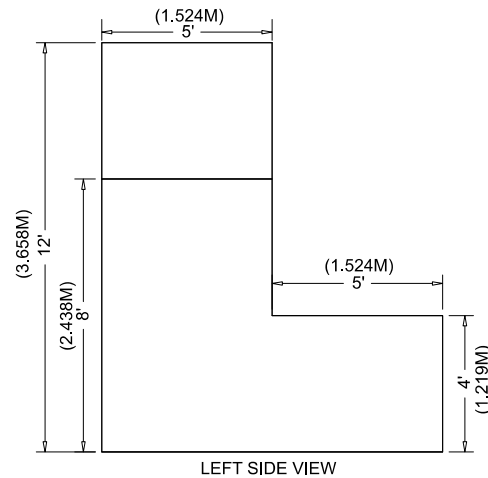
LEFT SIDE VIEW

Perimeter Booth

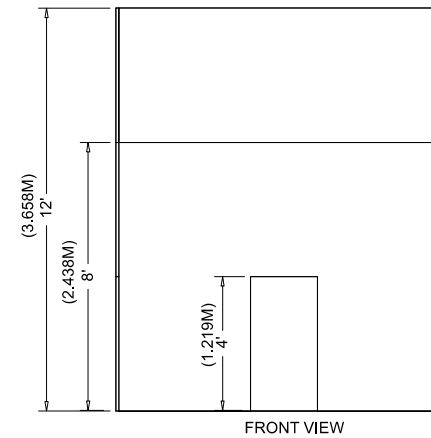
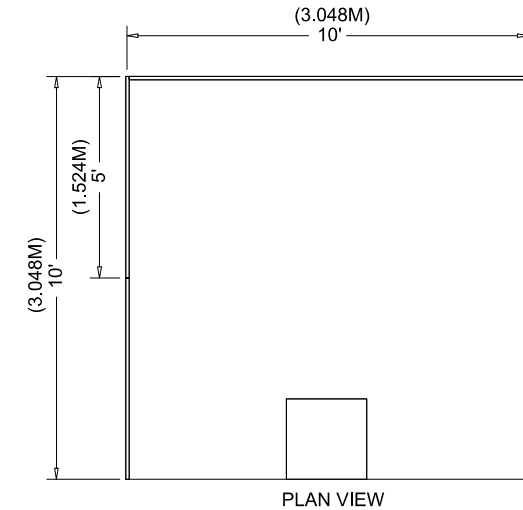
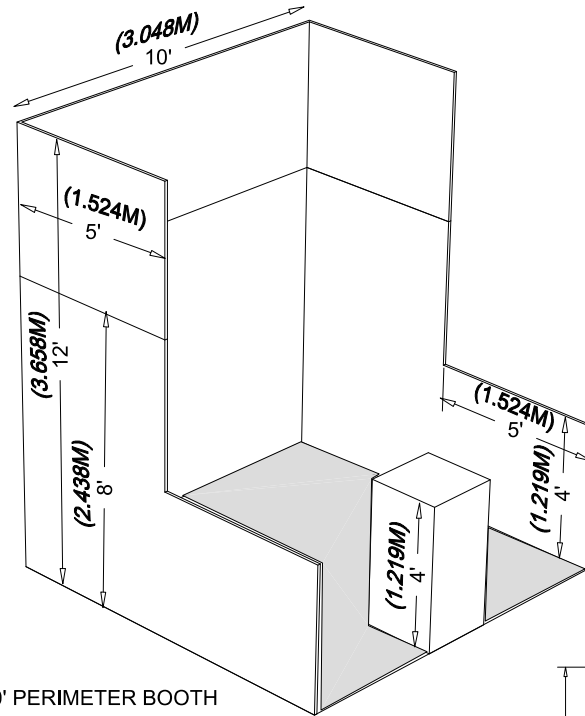
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

DIMENSIONS AND USE OF SPACE

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



10' X 10' PERIMETER BOOTH



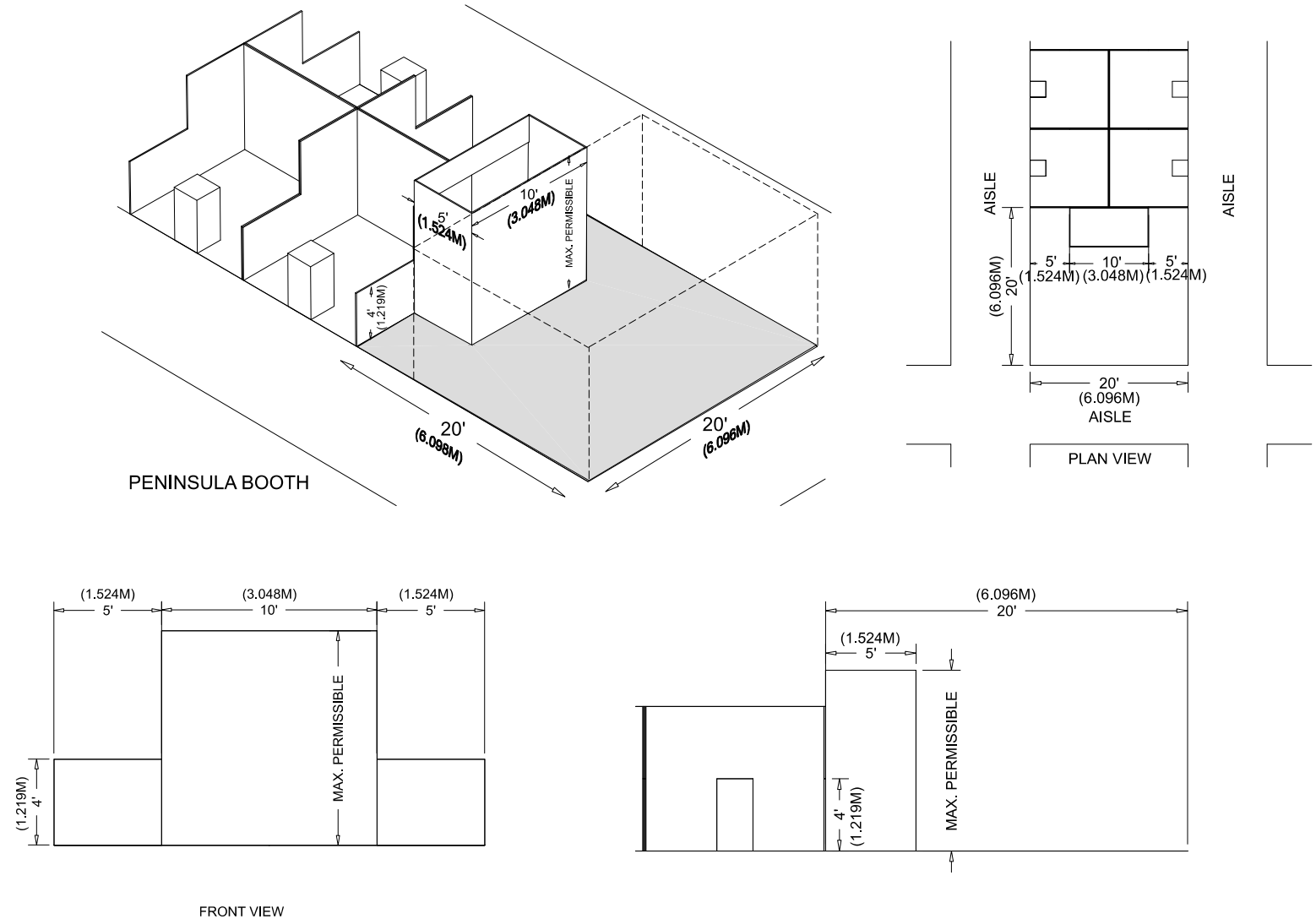
Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

DIMENSIONS

A Peninsula Booth is usually 20 ft. x 20 ft. (6.10 m x 6.10 m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4 ft. (1.22 m) high within 5 ft. (1.52 m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16 ft. to 20 ft. (4.88 m to 6.10 m), including signage for the center portion of the back wall. Double-sided signs, logos, and graphics shall be set back ten feet (10 ft.) (3.05 m) from adjacent booths.

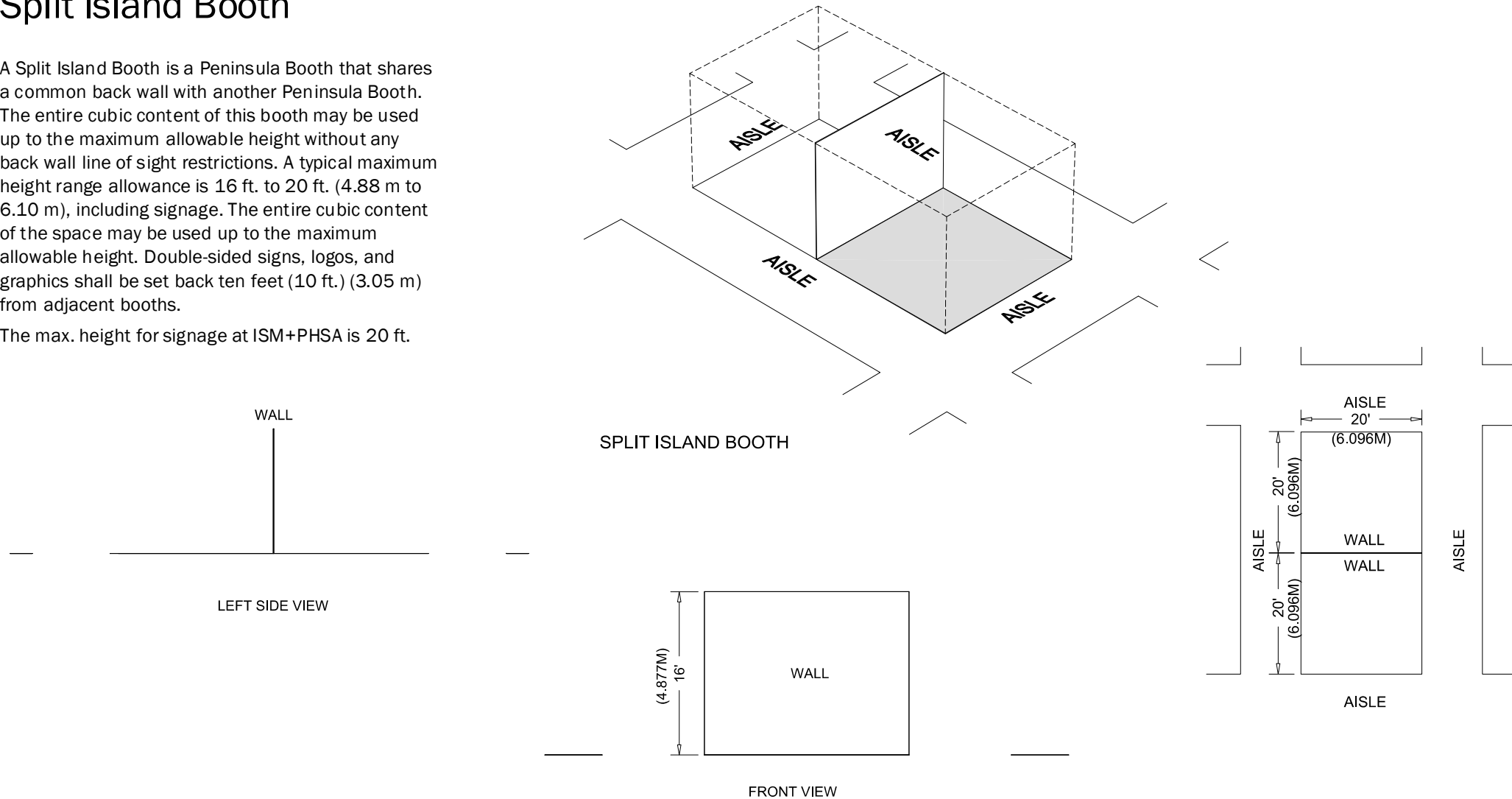
The max. height for signage at ISM+PHSA is 20 ft.



Split Island Booth

A Split Island Booth is a Peninsula Booth that shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used up to the maximum allowable height without any back wall line of sight restrictions. A typical maximum height range allowance is 16 ft. to 20 ft. (4.88 m to 6.10 m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos, and graphics shall be set back ten feet (10 ft.) (3.05 m) from adjacent booths.

The max. height for signage at ISM+PHSA is 20 ft.



Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

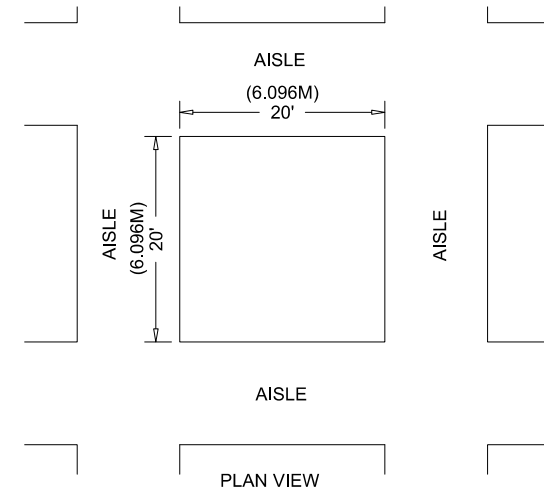
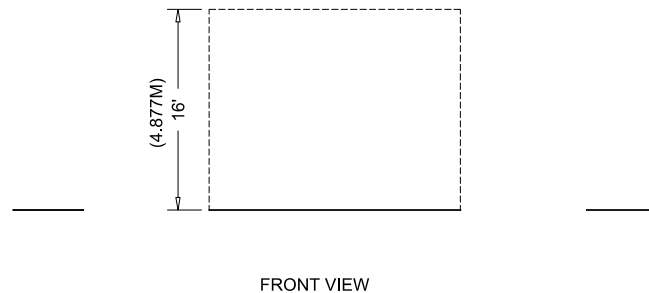
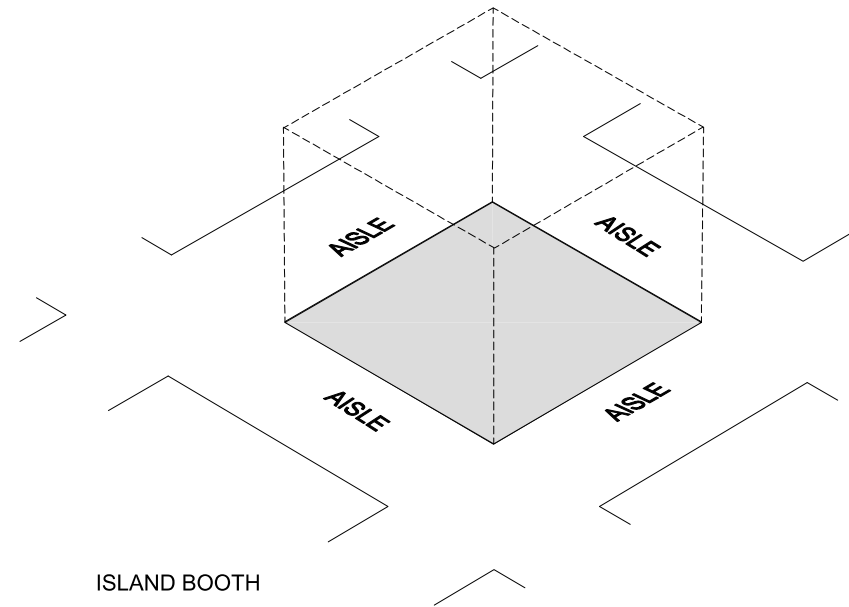
DIMENSIONS

An Island Booth is typically 20 ft. x 20 ft. (6.10 m x 6.10 m) or larger, although it may be configured differently.

USE OF SPACE

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 ft. to 20 ft. (4.88 m to 6.10 m), including signage.

The max. height for signage at ISM+PHSA is 20 ft.

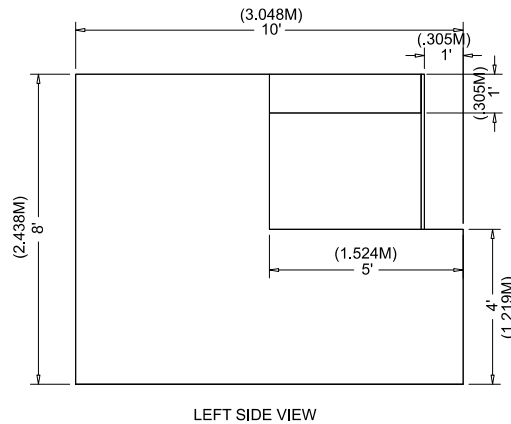


Extended Header Booth 20ft (6.10m) or Longer

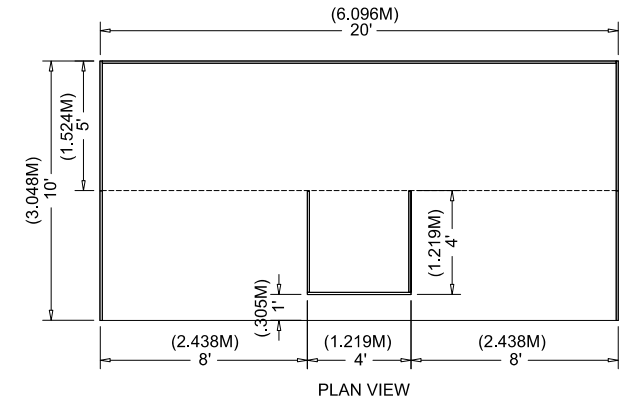
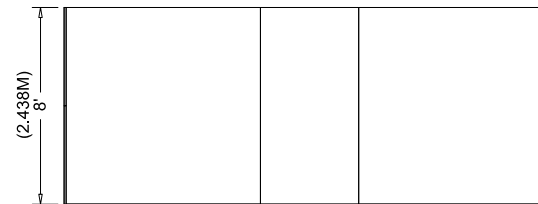
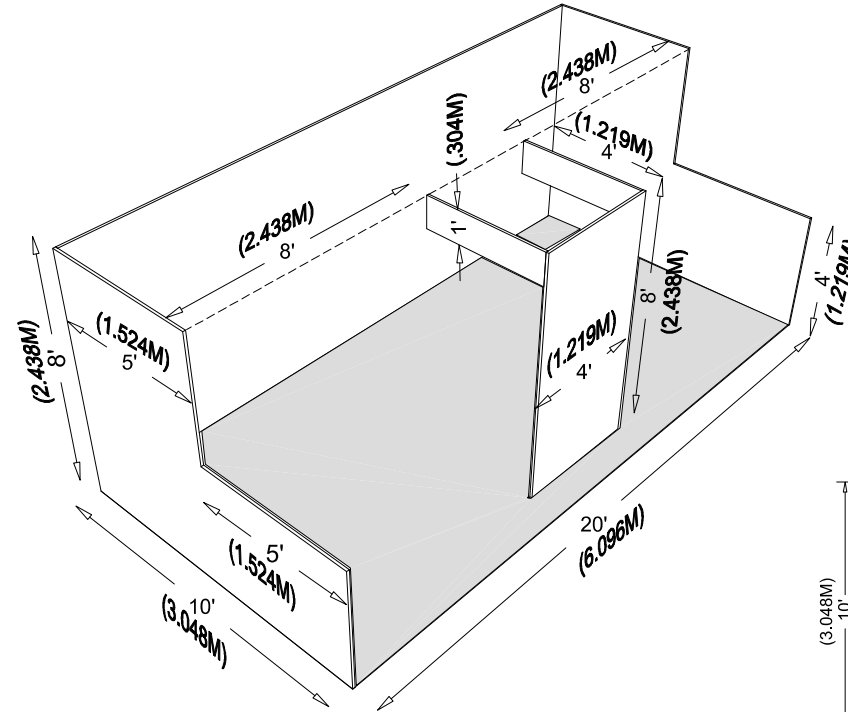
An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

DIMENSIONS AND USE OF SPACE

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH



Other Important Considerations

2025 Installation Guidelines

HANGING SIGNS & GRAPHICS – Buyout this opportunity \$32,000 – Two (2) opportunities are available. Most exhibitions and events rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16 ft. to 20 ft. (4.88 m to 6.10 m) from the top of the sign or as determined by the show organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10 ft. (3.05 m) from adjacent booths and placed directly over contracted space only. Approval of the use of Hanging Signs and Graphics at any height should be received from the exhibiting company at least ninety (90) days before installation. Variances may be issued at the exhibition or event management's discretion. Drawings should be available for inspection during move-in.

TOWERS – A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers more than 8 ft. (2.44 m) should have a drawing available for inspection. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

MULTI-STORY EXHIBIT (DOUBLE-DECKER EXHIBIT) – A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility and/or relevant local government agency, as well as show management, because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibitions and event organizers should be prepared to assist exhibitors in this application process.



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CONTACT

Exhibit and Advertising Sales Team

Anna Nogueira or Phil Galanty

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

Director, Membership and Events, Show Producer

Donna Jarvis-Miller, CMP, CEM

T: (202) 866-0569 | E: djarvis-miller@aphsa.org

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