

STRATEGIC INDUSTRY PARTNER PROGRAM 2026



FOR MORE INFORMATION, CONTACT:

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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.

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 IS A NETWORK OF STATE, COUNTY, AND CITY HUMAN SERVICES LEADERS COMMITTED TO SYSTEMS-LEVEL CHANGE.

We work within and across systems and sectors, fostering partnerships and elevating innovations to effect change. APHSA connects with federal agencies, Congress, and the Administration to help policymakers understand what works at the state, county, and city levels and how to modernize national policies, through guidance, regulations, and legislation. We bring foundations, researchers, people with lived experience, community-based organizations, and other thought leaders into conversations with our connected network. Together, we facilitate information sharing and catalyze meaningful system change throughout the nation.

Partnering with APHSA, as part of our Strategic Industry Partner (SIP) program, means reaching one of your key audiences—our core members. Our SIPs play an influential role in engaging and educating APHSA members, funding initiatives that positively impact the human services community, and enhancing our policy and program positions and strategies. In short, APHSA is a network of human services leaders committed to systems-level change. Learn more below and join us!





DIAMOND SIP ANNUAL BENEFITS

BRIEFINGS	
Policy briefing with senior-level policy staff at least twice per year	☑
Quarterly Strategic Industry Partner engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	4
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHS A website, created by partner (<i>Value Per Posting: \$3,500</i>)	6
Blog posts created by partner	6
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	50% Discount
APHS A digital retargeting campaigns	10% Discount
APHS A Job Bank discount	20% Discount
Members only resource web page for Strategic Industry Partners	☑
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** (<i>Value Per Webinar: \$3,850</i>)	4
Participation in the National Human Services Summit (Summit) educational sessions (<i>Subject to availability and alignment</i>)	☑
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference (<i>Subject to availability and alignment, additional fees may apply</i>)	2x Per Year
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA (<i>ISM Education Conference & Expo is a separate investment.</i>)	☑
Underwrite a limited number of educational scholarships for members to attend APHS A conferences	☑
Complimentary registration to in-person conferences, max comps per conference is ten (10) (<i>Value: \$25,000</i>) (<i>Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo.</i>)	20 Total
Discounted registration for additional staff within the same organization	☑
Receipt of all pre-and post-conference rosters	☑
Complimentary registration for the ISM Education Conference & Expo (<i>In addition to complimentary registrations included with ISM sponsorship</i>)	1 Full-conference Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (<i>Total Value of Branding/Recognition Bundle: \$10,000</i>)	
Company logo with profile relating to human services on Strategic Industry Partner section of APHS A website	☑
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHS A Member (<i>Value: priceless</i>)	☑
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
MARKETING TO AND ENGAGEMENT WITH APHS A MEMBERS	
Participate in an APHS A-hosted VIP event with c-suite-level attendees at the Summit (<i>Value: Priceless</i>)	☑
Banner in the <i>TWIV</i> e-newsletter, duration one month (<i>Art supplied by partner</i>) (<i>Value: \$2,250</i>)	☑
Targeted email communication to APHS A membership with a partner announcement/white paper/survey (<i>APHS A sends on behalf of partner; partner creates the message and content</i>) (<i>Value: \$4,000 per email</i>)	3x Per Year
Option to host a private event at national conferences (<i>Subject to space and time availability, the underwriting organization is responsible for all additional costs</i>)	First Option
Tabletop display at conferences^^ (<i>Value: \$1,925</i>)	☑
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	☑
TOTAL DIAMOND LEVEL INVESTMENT	
	\$65,000

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

For these experiences, Diamond is given the first option, followed by Platinum, then Silver, as separate or additional sponsorship opportunities arise. Fees associated with these are different from the SIP fees above.

CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (APHS A Events Team can change or offer additional opportunities as needed):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

**ISM Education Conference & Expo requires and has separate sponsorship fees and experiences.

***Rate is available for Strategic Industry Partners only. Higher rates will prevail for others.



PLATINUM SIP ANNUAL BENEFITS

BRIEFINGS	
Policy briefing with senior-level policy staff at least twice per year	☑
Quarterly Strategic Industry Partner Engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	3
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner (<i>Value Per Posting: \$3,500</i>)	4
Blog posts created by partner	4
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	25% Discount
APHSA digital retargeting campaigns	5% Discount
APHSA Job Bank discount	10% Discount
Members only resource web page for Strategic Industry Partners	☑
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** (<i>Value Per Webinar: \$3,850</i>)	3
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference <i>(Subject to availability and alignment, additional fees may apply)</i>	1x Per Year
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA <i>(ISM Education Conference & Expo is a separate investment.)</i>	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑
Complimentary registration to in-person conferences, max comps per conference is five (5) (<i>Value: \$19,500</i>) <i>(Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo.)</i>	15 Total
Discounted registration for additional staff within the same organization	☑
Receipt of all pre-and post-conference rosters	Post-Conference Only
Complimentary registration for the ISM Education Conference & Expo <i>(In addition to complimentary registrations included with ISM sponsorship)</i>	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER (<i>Total Value of Branding/Recognition Bundle: \$10,000</i>)	
Company logo with profile relating to human services on Strategic Industry Partner section of APHSA website	☑
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHSA Member (<i>Value: Priceless</i>)	☑
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS	
Targeted email communication to APHSA membership with a partner announcement/white paper/survey <i>(APHSA sends on behalf of partner; partner creates the message and content)</i>	2x Per Year
Option to host a private event at national conferences <i>(Subject to space and time availability, the underwriting organization is responsible for all additional costs)</i>	☑
Tabletop display at conferences^^ (<i>Value: \$1,925</i>)	☑
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	Additional Cost
TOTAL PLATINUM LEVEL INVESTMENT	
\$40,000	

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

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CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

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SILVER SIP ANNUAL BENEFITS

BRIEFINGS	
Quarterly Strategic Industry Partner Engagement calls	☑
PRINT & DIGITAL OPPORTUNITIES	
Editorial opportunities in <i>Policy & Practice</i>	1
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner <i>(Value Per Posting: \$3,500)</i>	3
Blog posts created by partner	3
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	20% Discount
APHSA digital retargeting campaigns	5% Discount
APHSA Job Bank discount	10% Discount
Members only resource web page for Strategic Industry Partners	☑
EDUCATIONAL & UNDERWRITING OPPORTUNITIES	
Co-sponsor educational webinars*** <i>(Value Per Webinar: \$3,850)</i>	2
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA (<i>ISM Education Conference & Expo is a separate investment.</i>)	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑
Complimentary registration to in-person conferences, max comps per conference is three (3) <i>(Value: \$12,750)</i> (<i>Complimentary registration does not apply to ISM Education Conference & Expo.</i>)	9 Total
Discounted registration for additional staff within the same organization	☑
Complimentary registration for the ISM Education Conference & Expo (<i>In addition to complimentary registrations included with ISM sponsorship</i>)	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER <i>(Total Value of Branding/Recognition Bundle: \$7,500)</i>	
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑
MEMBERSHIP	
Recognized as an APHSA Member <i>(Value: Priceless)</i>	☑
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS	
Tabletop display at conferences^^ <i>(Value: \$1,925)</i>	Additional Cost
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	Additional Cost
TOTAL SILVER LEVEL INVESTMENT	
	\$17,500

CONFERENCE EXPERIENCES BELOW WILL BE OFFERED TO INDUSTRY PARTNERS**

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CURRENT OPPORTUNITIES (EXPERIENCES) AVAILABLE (APHSA Events Team can change or offer additional opportunities as needed):

Conference App, Chatbot, Conference Bag, Keynote/General Sessions, Hotel Key Cards, Conference Journal, Networking Breaks, Conference Signage, Charging Station, Continental Breakfasts, Meeting Room Wi-Fi, Opening Receptions, Registration

^^Tabletop displays are part of the smaller conferences. If a SIP purchases a Conference Experience, the cost of the experience is an additional fee.

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ALL LEVELS – ANNUAL BENEFITS COMPARISON

	DIAMOND	PLATINUM	SILVER
BRIEFINGS			
Policy briefing with senior-level policy staff at least twice per year	☑	☑	N/A
Quarterly Strategic Industry Partner Engagement calls	☑	☑	☑
PRINT & DIGITAL OPPORTUNITIES			
Editorial opportunities in <i>Policy & Practice</i>	4	3	1
Opportunity to post human services-related papers, podcasts, case studies, resource links, or news on the SIP partner page of the APHSA website, created by partner <i>(Value Per Posting: \$3,500)</i>	6	4	3
Blog posts created by partner	6	4	3
<i>Policy & Practice</i> advertising (<i>artwork provided by partner</i>)	50% Discount	25% Discount	20% Discount
APHSA digital retargeting campaigns	10% Discount	5% Discount	5% Discount
APHSA Job Bank discount	20% Discount	10% Discount	10% Discount
Members only resource web page for Strategic Industry Partners	☑	☑	☑
EDUCATIONAL & UNDERWRITING OPPORTUNITIES			
Co-sponsor educational webinars*** <i>(Value Per Webinar: \$3,850)</i>	4	3	2
Participation in the National Human Services Summit (Summit) educational sessions <i>(Subject to availability and alignment)</i>	☑	N/A	N/A
Priority consideration to present/participate in educational sessions at the Economic Mobility & Well-Being Conference (EMWB), National Staff Development and Training Association Conference (NSDTA), and Public Human Services Attorneys (PHSA) Conference <i>(Subject to availability and alignment, additional fees may apply)</i>	2x Per Year	1x Per Year	N/A
Recognized as an underwriter for national conferences: Summit, EMWB, NSDTA, and PHSA <i>(ISM Education Conference & Expo is a separate investment.)</i>	☑	☑	☑
Underwrite a limited number of educational scholarships for members to attend APHSA conferences	☑	☑	☑
Complimentary registration to in-person conferences, max comps per conference <i>(Complimentary registrations for Summit, EMWB, NSDTA, or PHSA cannot be used for registration at ISM Education Conference & Expo. Included with ISM sponsorship.)</i>	10 Max. Per Conference, 20 Total <i>(Value: \$22,250)</i>	5 Max. Per Conference, 15 Total <i>(Value: \$19,400)</i>	3 Max. Per Conference, 9 Total <i>(Value: \$12,750)</i>
Discounted registration for additional staff within the same organization	☑	☑	☑
Receipt of all pre-and post-conference rosters	☑	Post-Conference Only	N/A
Complimentary registration for the ISM Education Conference & Expo <i>(in addition to complimentary registrations included with sponsorship)</i>	1 Full-conference Registration	1 Expo Hall and General Session Registration	1 Expo Hall and General Session Registration
BRANDING/RECOGNITION AS STRATEGIC INDUSTRY PARTNER			
Company logo with profile relating to human services on SIP section of APHSA website	☑	☑	N/A
Logo on website and e-publications, <i>This Week in Washington</i> and <i>The Compass</i>	☑	☑	☑
Logo recognition in the quarterly <i>Policy & Practice</i> magazine	☑	☑	☑
MEMBERSHIP			
Recognized as an APHSA Member <i>(Value: Priceless)</i>	☑	☑	☑
<i>This Week in Washington</i> and <i>The Compass</i> e-newsletter subscriptions	Unlimited	Unlimited	Unlimited
MARKETING TO AND ENGAGEMENT WITH APHSA MEMBERS			
Participate in an APHSA-hosted VIP event with c-suite-level attendees at least once a year	☑ <i>(Value: Priceless)</i>	N/A	N/A
<i>Banner in the TWIW e-newsletter, duration one month (Art supplied by partner) (Value: \$4,000)</i>	☑	N/A	N/A
Targeted email communication to APHSA membership with a partner announcement/white paper/survey <i>(APHSA sends on behalf of partner; partner creates the message and content)</i>	3x Per Year	2x Per Year	N/A
Option to host a private event at national conferences <i>(Subject to space and time availability, the underwriting organization is responsible for all additional costs)</i>	First Option	☑	☑
Tabletop display at conferences^^ <i>(Value: \$1,925)</i>	☑	☑	Additional Cost
Insert one (1) marketing piece in the event bag for the Summit, EMWB, NSDTA, and PHSA conferences; deadlines apply	☑	Additional Cost	Additional Cost
TOTAL LEVEL INVESTMENT	\$65,000	\$40,000	\$17,500

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American Public Human Services Association

2026 Calendar OF EVENTS & ENGAGEMENT OPPORTUNITIES



SAVE THE DATES

**JUNE
2-5**

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

San Diego, CA
CHILD WELFARE

**JUNE
14-17**

APHSA National Human Services Summit (Summit)

Crystal Gateway Marriott | Arlington, VA
POLICY & PRACTICE

**AUG
23-27**

Economic Mobility & Well-Being (EMWB) Conference

Marriott New Orleans | New Orleans, LA
SNAP, TANF, & PROGRAM INTEGRITY

**SEPT
27-30**

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

Spokane Convention Center | Spokane, WA
INNOVATION & TECHNOLOGY

**OCT
4-7***

National Staff Development and Training Association (NSDTA) Education Conference

**Co-located with PHSA.*

Hilton Salt Lake City Center | Salt Lake City, UT
TRAINING & ORGANIZATIONAL EFFECTIVENESS

**OCT
4-7***

Public Human Services Attorneys (PHSA) Education Conference

**Co-located with NSDTA.*

Hilton Salt Lake City Center | Salt Lake City, UT
LEGAL

FIND OUT MORE, VISIT US ONLINE
WWW.APHSA.ORG

LEARN MORE

