

**EXHIBITOR & SPONSORSHIP
PROSPECTUS 2024**

ISM+PHSA Education Conference & Expo

*Beyond the Horizon: The Future of Innovation
and Compliance in Human Services*

October 6–9, 2024

Gaylord Rockies Resort & Convention Center | Aurora, CO

www.ISMconference.com | #ISMPHSA24

updated 07/25/24



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,

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

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

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

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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ISM+PHSA Education Conference & Expo
**EXHIBITOR & SPONSORSHIP
PROSPECTUS 2024**



The 2024 Expo Hall floor plan will be available on the [conference website](#).
Coming Soon!

2024 Sponsorships & Opportunities

These opportunities are subject to change based on the potential impact of the State of Colorado and CDC guidelines.

Please Note: To secure sponsorship, a fifty percent (50%) deposit is due at the time of reservation. The balance is due August 30, 2024. After August 30, 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 \$21,600	GOLD \$16,000	SILVER \$11,500	EXHIBIT \$6,000
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 <i>Select one (1); Platinum Sponsors may choose a sponsorship opportunity listed under Gold.</i>	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, <i>limited availability</i> Fidget/Spinner Snacks, two (2) available	---
START UP PAVLIVION \$3,500	We are excited to unveil this unique opportunity soon. Learn how you can be considered for participation in the Start Up Pavilion. Details on Page 11. Application here . Sponsorship Information on Page 13.			
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.			

2024 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.

The items listed are subject to change based on guidelines relating to COVID-19 and/or the ability to offer items in the Gaylord Rockies Resort & Convention Center.

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 to before approval. The ISM+PHSA Education Conference & Expo Planning Committee reviews and approves all submissions. The sponsored sessions are 60-75 minutes in duration and are scheduled for Monday, October 7, Tuesday, October 8, or Wednesday, October 9. 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 30, 2024. 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.

SOLD
OUT

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.

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 (#ISMPSA24).

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 – Your brand will be located on all conference signage throughout the venue.

SOLD
OUT

RELAXATION LOUNGE – 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.

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

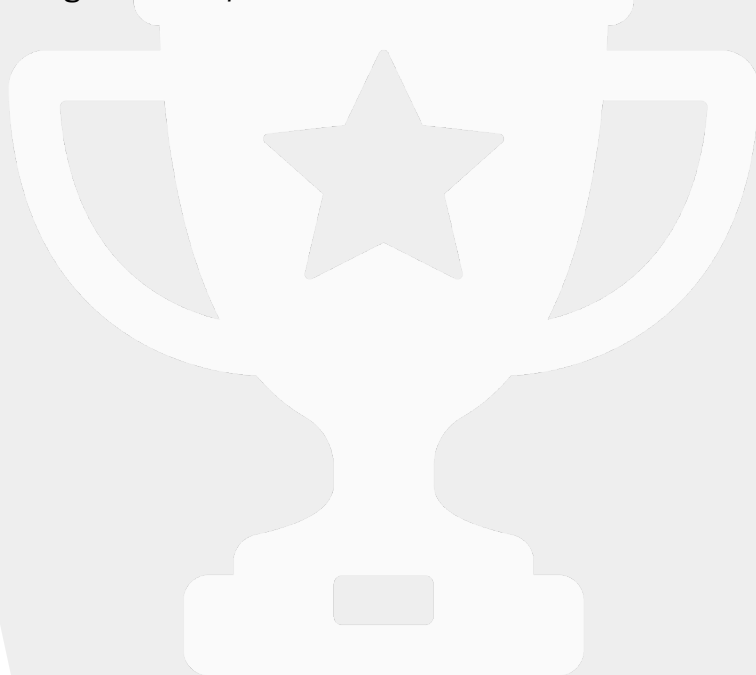
AISLE SIGN – *Limited opportunities are available.* Remind attendees of your location on the expo floor as part of the directional signage that guides attendees through the Expo Hall. Your company will own 10% of a single aisle sign with your brand. Signs may be flags on aisles or hanging signs, whichever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

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



Additional Sponsor & Engagement Opportunities

ENGAGEMENT

CONFERENCE BAG INSERT/MARKETING COLLATERAL – 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:

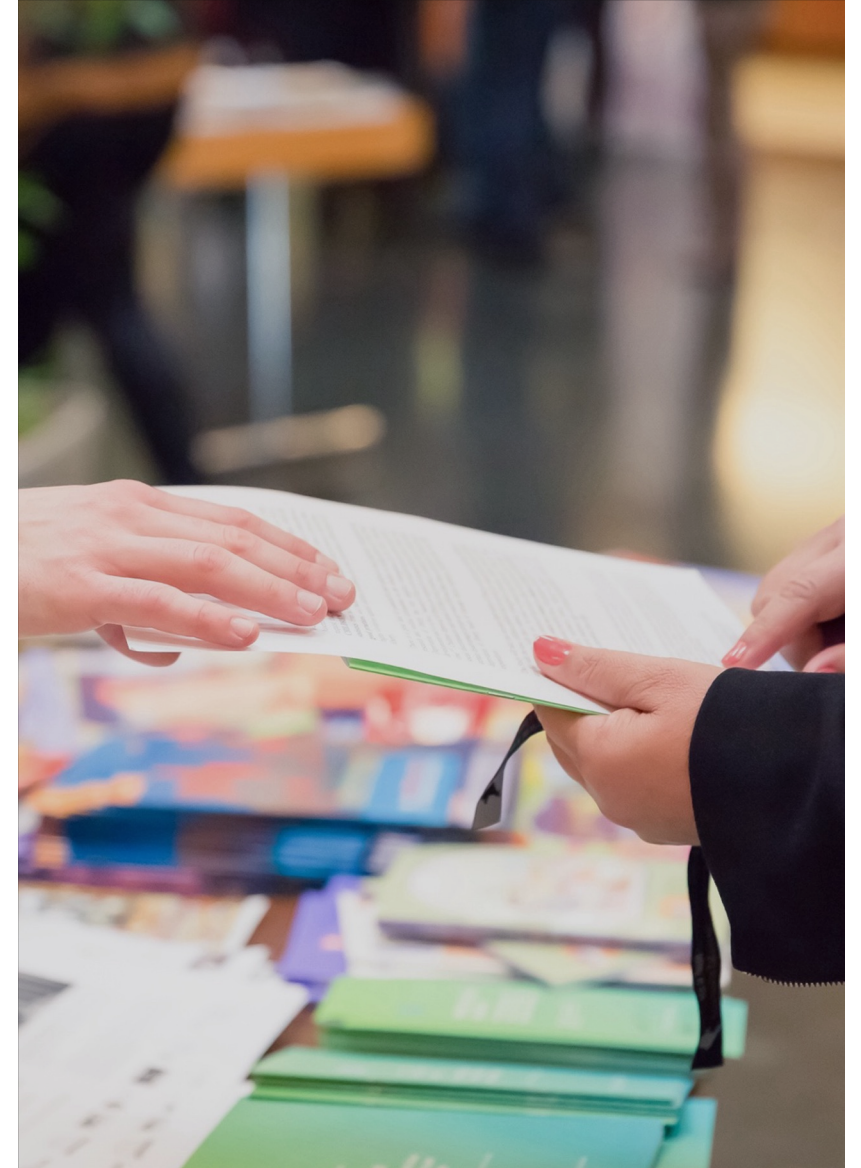
- 8.5” x 11” or smaller
- Weigh five ounces (5 oz.) or less
- Item can be non-sponsored (i.e., postcards, flyers, etc.)
- 1,200 pieces are recommended
- The sponsored item's size, shape, and weight are limited and cannot be an item already sponsored or offered by Show Management.

ADDITIONAL

ONE (1) PRE-CONFERENCE LIST – *This is not available to Silver or Exhibit Level sponsors.*

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 \$4,250 per exhibitor contribution. *Multiple opportunities are available.* **Buy out the opportunity for \$50,000.** 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. Yoga classes will be offered in the conference's expo hall, and your company will be highly visible on branded takeaway items for the sessions. If you supply, instructors will wear your branded shirts.

INNOVATION, IDEATION & INSPIRATION (I3 AREA) –

Investment \$12,500 – 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. **New this year,** we will feature e-posters of projects and other resources that are of interest to our attendees. See [page 20](#) for further information on the e-poster opportunities.

START UP PAVILION–

Investment \$15,000 – One (1) opportunity is available, or Two (2) opportunities can be shared for \$18,000 (\$9,000 each) This is your chance to be the exclusive sponsor of the **NEW Start UP Pavilion** (a shared exhibit space, see next page for full details) with prominent placement on the Expo Hall floor. Your brand will be associated with encouraging young trailblazers and dreamers who have big ideas and ambitions to serve human services professionals. The Pavilion will showcase innovative newcomers poised to revolutionize human services for state and local government programs, connecting visionary entrepreneurs with forward-thinking professionals.

NEW! Start UP Pavilion Opportunity



Calling all trailblazers and dreamers! APHSA is thrilled to introduce this exclusive feature to the 2024 schedule—the *Start UP Pavilion*, a pavilion or shared exhibit space in the expo hall.

This space will exclusively feature new and upcoming business entities of human services professionals serving state and local government programs. The pavilion will showcase all verticals of business operations within and across agencies and departments (e.g., call center solutions, technology, business/program, legal), ensuring that the company is serving the human services sector.

Rules of Engagement to be Selected:

- All companies must [complete a questionnaire](#), which will be reviewed and approved by the newly formed APHSA Exhibitor Advisory Committee.
- Agree to be present at the ISM+PHSA Education Conference & Expo for all open hours of the Expo Hall.
- Agree to all Exhibitor Rules & Regulations set forth by the APHSA Show Management team.
- Only **ten (10) companies** will be selected to participate in the Start UP Pavilion.



START UP PAVILION – Investment: \$3,500 – The "Start UP Pavilion" is the hottest ticket in town, where small but mighty businesses are stealing the spotlight. This pint-sized powerhouse of a pavilion showcases the next generation of game-changers—companies with big ideas, even bigger ambitions, and the chutzpah to make it all happen. Get ready to be dazzled by these fresh-faced innovators who are rewriting the rules of success, one brilliant mind at a time. Don't miss your chance to meet the future movers and shakers! This is your opportunity to be part of a community that fosters growth and success. [Apply here](#) for consideration of this new opportunity.

The companies who are selected to participate will receive the following:

- Prominent location within the Pavilion.
- Fully branded kiosk with small workspace and an attached monitor (cables are included). See the visuals to the right for reference. Images are for representation only.
- Access to one (1) electrical outlet.
- Two (2) stools.
- Use of Conference WiFi.
If you stream demos, you are required to install a hardline at your cost, as the conference WiFi is not designed for streaming video. Should Show Management need to step in during the show to have a hardline installed because your streaming is taking down the Conference WiFi, the cost will be billed to your company.
- One (1) complimentary conference registration.
(Additional passes are available for purchase. Badge sharing is not permitted and Show Management can remove you for doing so.)

NEW! Main Stage Sponsorship Opportunities

MAIN STAGE SPONSORSHIP – Investment: \$20,000 – Two (2) 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 on Tuesday and Wednesday. 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 aligning 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
- As an additional benefit for Tuesday sponsorship, host a meet-and-greet at your booth with Chef Jeff in the Expo Hall immediately following the session.

OPPORTUNITY 1: TUESDAY, OCTOBER 8

Experience the Transformative Power of Culinary Training with Chef Jeff Henderson

Join renowned chef and author Chef Jeff Henderson and students from his Las Vegas-based program, [The Chef Jeff Project](#), as they demonstrate how culinary instruction is changing lives. Witness firsthand the impact of their work with the juvenile justice system, mental health areas, and underserved communities. Prepare to be inspired by this passionate advocate's mission to shape the workforce of the future and break the cycle of incarceration.



OPPORTUNITY 2: WEDNESDAY, OCTOBER 9

AI Horizons: Navigating the Impacts and Ethics of AI in Human Services

Join us for the closing session, where we will celebrate excellence with the ISM+PHSA Awards and explore the transformative potential of AI in human services in a facilitated conversation. Gain insights from a dynamic panel discussion on AI advancements, legal and ethics considerations, and practical applications for government agencies. This session provides a comprehensive understanding of AI's impacts, challenges, and opportunities for the human services sector.

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. Five (5) opportunities are available. APHSA will allow confirmed 2024 Platinum and Gold sponsors to send an approved email to ISM+PHSA Conference registrants in the weeks leading up to the conference. The sponsor will send the requested email message to ISM+PHSA 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 2024. It's a great way to develop a campaign leading to this year's conference and expo!*

WELLNESS WALKING CHALLENGE – Investment \$12,000 – *One (1) opportunity is available. This unique sponsorship allows you to engage directly with conference participants who are walking throughout the event. By sponsoring a wellness walking challenge, you 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: \$18,000 – *One (1) opportunity is available. Help move attendees between the Gaylord and overflow hotels. 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.*

Clings, Wraps & Digital Branding Opportunities

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

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

Images are for representation only.



Clings & Banners Opportunities

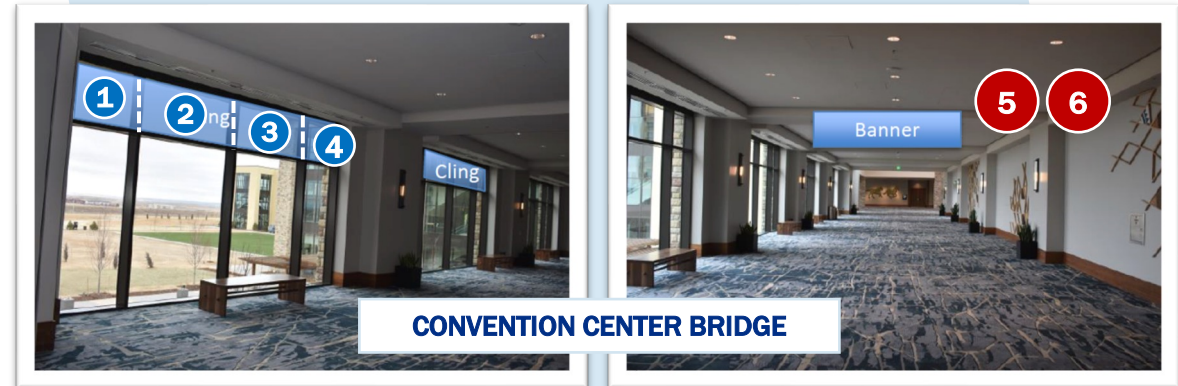
CONVENTION CENTER BRIDGE WINDOW CLINGS – Investment \$4,000 per window – Multiple opportunities are available; deadlines do apply. The Gaylord Rockies Resort & Convention Center has ample windows to promote your brand with custom window clings strategically. Choose your selection of windows and prominently display your brand. The sponsor will provide the print-ready artwork. See the visuals (NO. 1-4) to the right for reference.

CONVENTION BRIDGE BANNERS – Investment \$4,000 – Two (2) opportunities are available. Placed in high-traffic areas, attendees will view these double-sided banners to and from the conference area every day. The sponsor will provide the print-ready artwork. See the visuals (NO. 5 & 6) to the right for reference.

CONVENTION CENTER LOBBY LEVEL: SOUTH WINDOWS & WALL PANELS –

- **SOUTH WINDOWS** – Investment \$3,550 per window. Eight (8) windows are available. Buy out the opportunity for \$24,000. This bank of windows is a great way to put a large message in front of attendees as they traverse the foyers of the conference. See the visuals (NO. 1-8) to the right for reference.
- **WALL PANELS** – Investment \$5,000 per panel. Two (2) opportunities are available. Buy out the opportunity for \$8,000. 138 SF will showcase your brand right outside the expo hall. See the visuals (NO. 1 & 2) to the right for reference.
- **SOUTH WINDOWS & WALL PANELS** – Buy out the entire wall for \$35,550. See the visuals (NO. 1-8) and (NO. 1 & 2) to the right for reference.

Items shown here are subject to availability and at the discretion of the property. Images are for representation only.



Clings & Banners, Continued

AURORA PRE-FUNCTION WINDOW CLINGS – Investment \$4,350 per cling –
Twelve (12) opportunities are available: four (4) per bank of windows. The window bank faces the Aurora exhibit's main entrance. Branding will be placed on the bottom center window and mid-row center windows only. APHSA management will determine the location of the cling based on availability. The sponsor will provide the print-ready artwork. See the visuals (NO. 1-4) to the right for reference.



AURORA PRE-FUNCTION WINDOW CLINGS



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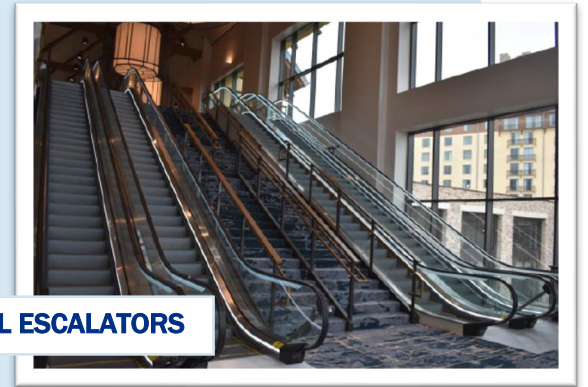
Escalator Clings & Railing Panels Opportunities

ESCALATOR CLINGS – Attendees traverse these from breakouts to expo halls and vendor meeting rooms. What better way to put your brand front and center?

- **ESCALATOR GLASS ON “AURORA TO ADAMS LEVEL”** – Investment \$40,000 – Two (2) glass railings on each escalator. Four (4) escalators total. Eight (8) glass railings. This opportunity includes full branding on the inside glass and outside far left glass; visible to attendees on level 1.
- **ESCALATOR GLASS ON “AURORA LEVEL BREAKOUTS TO ADAMS LEVEL”** – Investment \$20,000 – Two (2) glass railings on each escalator. Two (2) escalators total. Four (4) glass railings. This opportunity includes full branding on the inside glass and outside far left glass; visible to attendees on level 1.



AURORA LEVEL ESCALATORS



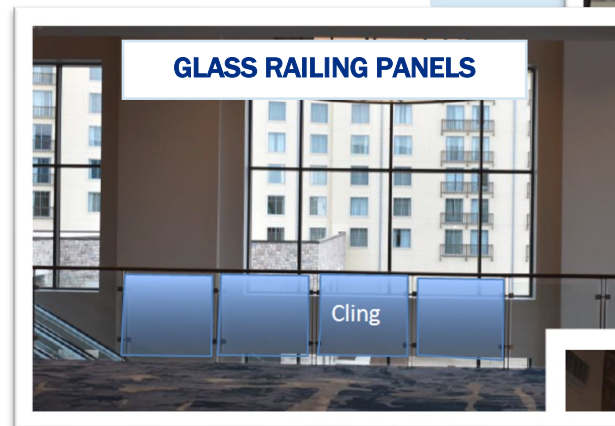
SOLD OUT

ADAMS LEVEL: MAIN ESCALATOR LANDING – Investment \$7,000 –

~~One (1) opportunity is available.~~ This opportunity includes the main escalator landing wall on level 1. See the visuals to the right for reference.

GLASS RAILING PANELS – Investment \$3,000 per panel – Four (4) Opportunities Available. Overlooking the Adams pre-function, attendees will gather in various networking seating areas on the first level near the wide windows showcasing the mountains. Place your branding near these areas while they connect with each other over coffee. See the visuals to the right for reference.

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GLASS RAILING PANELS



ADAMS LEVEL: MAIN ESCALATOR LANDING

Elevator Door Wraps Opportunities

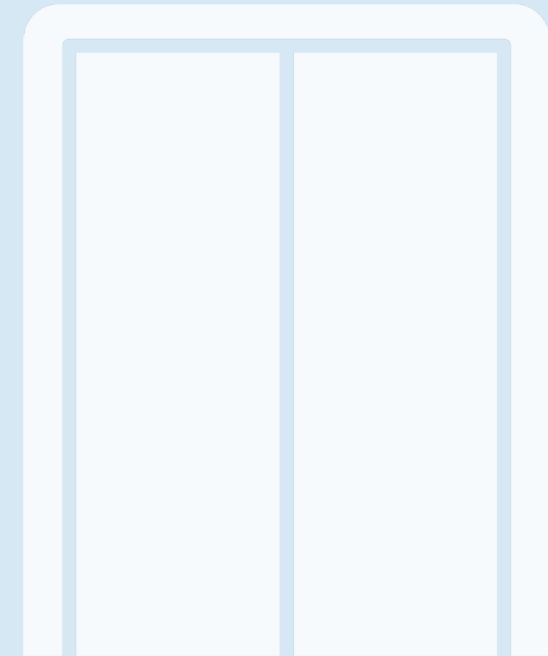
CONVENTION CENTER ELEVATOR DOOR WRAPS – Investment \$7,500 per elevator. Five (5) opportunities are available. Buy out the opportunity for \$33,750. The sponsor’s message can be prominently displayed on the elevator wraps in the convention center area, which will be heavily used by the attendees moving between floors.



CONVENTION CENTER ELEVATOR DOOR WRAPS



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Digital Branding Opportunities

ELECTRONIC POSTERS (E-POSTERS) – Investment \$4,250 – *Up to nine (9) opportunities are available.* Sponsor an electronic poster of a state session prominently featured in the Innovation, Inspiration, Ideation Area (I3 Area). The sponsor brand will be present on the electronic display along with a QR code sign.

LED WALL (NEAR AURORA EXHIBIT HALL) – Investment: \$3,800 per position – *Four (4) opportunities are available.* Put your message front and center every time attendees traverse the Aurora Foyer between the Expo Hall, General Session, and Breakout Sessions with a digital message. Your unique message will be one of four messages, along with a message from Show Management that will rotate from Sunday to Wednesday.



VISUAL REPRESENTATION OF E-POSTER EXAMPLE.



LED WALL (NEAR AURORA EXHIBIT HALL)

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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!

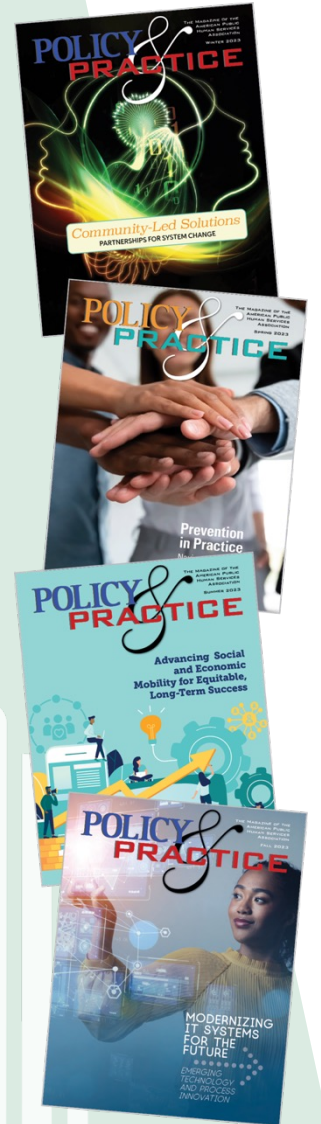
Learn More About *Policy & Practice*

Find all APHSA's resources offered to our members, including *P&P*, at https://aphsa.org/APHSA/Policy_and_Resources/resources.aspx.¹³

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 2023, 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.



2024 P&P Editorial Schedule & Issue Themes


The 2024 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 — Moving Human Services Upstream to Proactively Promote Well-Being

This issue is focused on prevention and early intervention as ways to improve overall health and well-being. Articles focused on promoting child and family well-being and preventing child maltreatment through effective prevention and early intervention will be particularly important to include in this issue. We are also seeking articles showcasing the effective application of a prevention framework, yielding meaningful and equitable outcomes for families and shifting the orientation of programs and systems upstream. Other topics will explore the integration of large systems with human services (e.g., housing, employment, justice, health, etc.), learning from other sectors such as public health and education in working upstream to address root causes, how human services can wrap around and positively impact the social determinants of health, and build more resilient communities by utilizing the whole system to serve families. This issue will be aligned with our [National Human Services Summit](#). 

March 2024 Release
Submission Deadline: February 21

SUMMER — Advancing Social and Economic Mobility for Equitable, Long-Term Success

This issue is focused on human-centered design and whole-family approaches that support long-term social and economic mobility. Centered in evidence of what works for families and informed by the perspectives, goals, and needs of individuals served, potential article topics could include how to define, quantify, and measure social and economic mobility; addressing structural racism and inequities; aligning employment and training with meaningful, supportive services; mitigating the benefits cliff; engagement with employers, workforce partners, and the community; and root cause level supports including the role of non-economic social supports. This issue will be aligned with our [Economic Mobility and Well-Being \(EMWB\) Conference](#). 

June 2024 Release
Submission Deadline: May 1

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

This issue is focused on emerging technology and process innovation that advance the next generation of human services by equipping staff and customers with modern tools and practices. Examples of how state and local agencies engage customers and leverage data insights to modernize systems and advance person-centered service delivery are encouraged. We also wish to showcase what agencies require to modernize their business model for the future, such as deploying digital tools and applications, performing advanced analytics to track impact, and/or employing technology to inform ethical, equity-driven decision-making. This issue will be aligned with our [IT Solutions Management for Human Services \(ISM\) + Public Human Services Attorneys \(PHSA\) Education Conference and Expo](#). 

September 2024 Release
Submission Deadline: August 7

WINTER — Community-Led Solutions: Partnerships for System Change

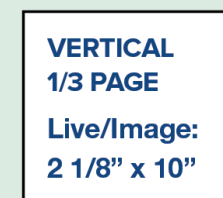
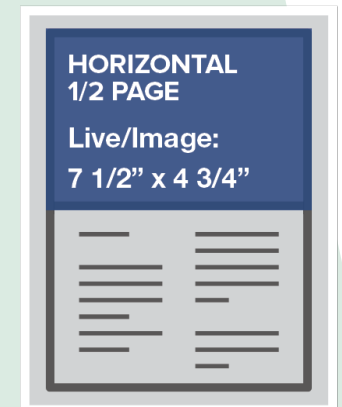
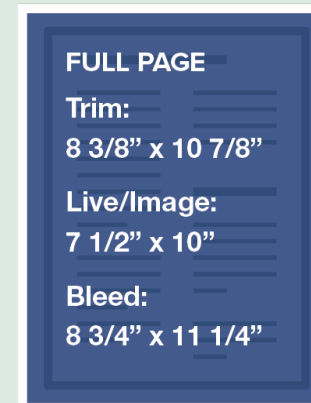
This issue is focused on shifting power dynamics from institutions to the community to drive system-level change through authentic and continuous engagement with people who have experienced or are currently involved with human services and other support systems. Specific examples of partnerships with community-based organizations and adjacent sectors such as education, housing, employment, environmental justice, and criminal justice working to align systems to achieve greater impact are of interest. We also wish to showcase partnerships working towards service delivery systems that are truly equitable, human-centered, and community-driven.

December 2024 Release
Submission Deadline: October 9

2024 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%.

2024 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

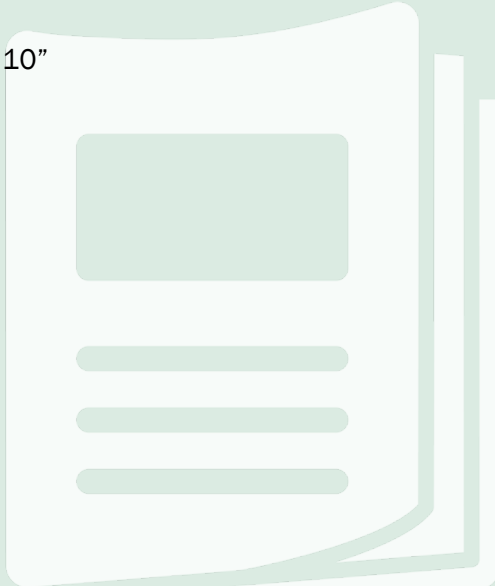
Trim: 8.375" x 10.875"
Live/Image: 7.5" x 10"

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 in the Expo Hall, 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 onto the sponsor.

*Limited Availability. Show management has a limited number of meeting rooms in the convention center available for sponsor. 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 10/6/24 Monday 10/7/24 Tuesday 10/8/24 Wednesday 10/9/24

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.)*

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

CONVENTION CENTER MEETING ROOM SETUP REQUESTED

- Conference/Boardroom U-Shape
- Theatre Seating Hollow Square
- Banquet Style Schoolroom Seating
- 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+PHSA events or activities. For space contracted with the Gaylord Rockies Resort & 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 at Gaylord Rockies Resort & 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+PHSA Education Conference & Expo for any audiovisual needs in your meeting rooms. No functions may conflict with any official ISM+PHSA 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+PHSA 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: _____

2024 Rules & Regulations

The 2024 conference and expo will be held October 6-9, 2024, at the Gaylord Rockies Resort & Convention Center in Aurora, CO.

These Rules and Regulations governing the ISM+PHSA 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.



2024 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 30, 2024. 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, 2024, 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 30, 2024. *NOTE: All balances must be paid in full prior to the start of the move-in of the event.*

PLATINUM: \$21,600 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: \$16,000 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: \$11,500 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: \$6,000 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. Platinum may only expand by 200 SF. All expansions are subject to approval and space availability.

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 \$3,500** 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 July 21, 2024, the exhibitor will receive a fifty percent (50%) refund on contracted exhibit space.
- If the exhibitor cancels on or after July 21, 2024, the exhibitor will pay one hundred percent (100%) of the total contracted booth space fee.
- If the exhibitor cancels due to COVID-19 travel restrictions imposed by their employer, Show Management will require the documentation showing the travel restriction. The exhibitor will have the option to move their sponsorship to the next year or receive a refund. Should a sponsor cancel under these circumstances, they will forfeit all benefits of the current year's sponsorship.
- 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 \$625/person until September 16 or \$675 after September 16. The Expo Hall Only Personnel badges may be purchased for \$525/person until September 16 or \$575 after September 16 and give access to the Expo Hall, General Sessions, Meals, and ISM+PHSA 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, October 6, 2024. 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 30, 2024. 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+PHSA 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 Gaylord Rockies Resort & 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, October 9, 2024. 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 Gaylord Rockies Resort & 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 Gaylord Rockies Resort & 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 Gaylord Rockies Resort & Convention Center or its employees. Neither the APHSA nor the Gaylord Rockies Resort & 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 30, 2024.

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 Gaylord Rockies Resort & 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.com¹² or www.bmi.com¹²

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 Gaylord Rockies Resort & Convention Center prohibits any food or beverage from outside sources from being brought into the exhibit booths unless contracted with the Gaylord Rockies Resort & 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 Gaylord Rockies Resort & 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, October 5, 2024, until 3:00 PM, Wednesday, October 9, 2024. Neither APHSA, the Gaylord Rockies Resort & 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 Gaylord Rockies Resort & 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/dragage, 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 30, 2024, 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 30, 2024, and furnish an insurance certificate to APHSA in the amount of \$1,000,000 US by Friday, August 30, 2024 (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 Gaylord Rockies Resort & Convention Center.

SALES ACTIVITY

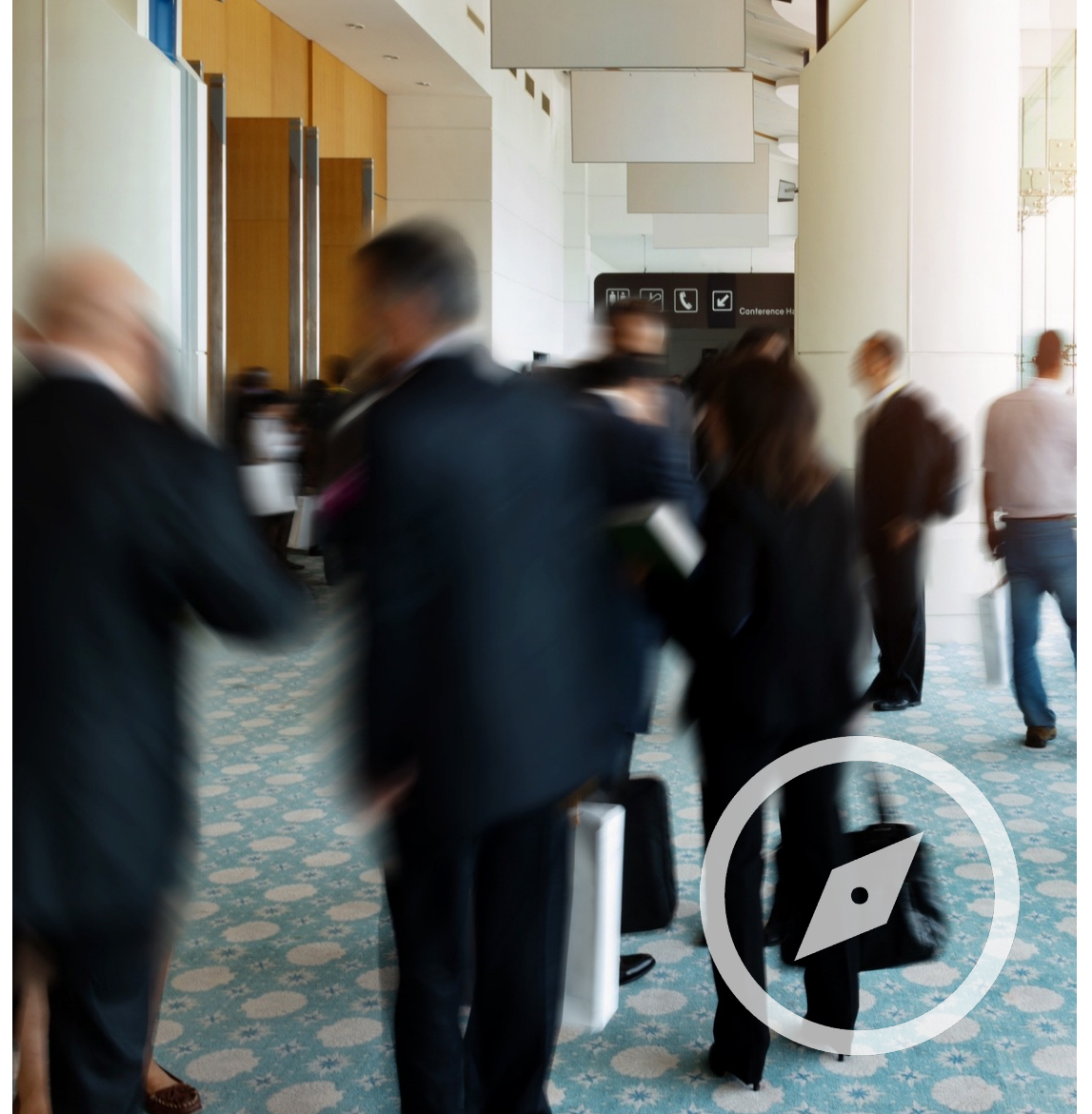
Exhibitors are prohibited from direct cash sales of their products or services from their booths unless Show Management has granted prior approval. Exhibitors who conduct sales in their booth are responsible for obtaining the appropriate business license(s) and paying all applicable state and local taxes. 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 Colorado 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.

■

2024 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.

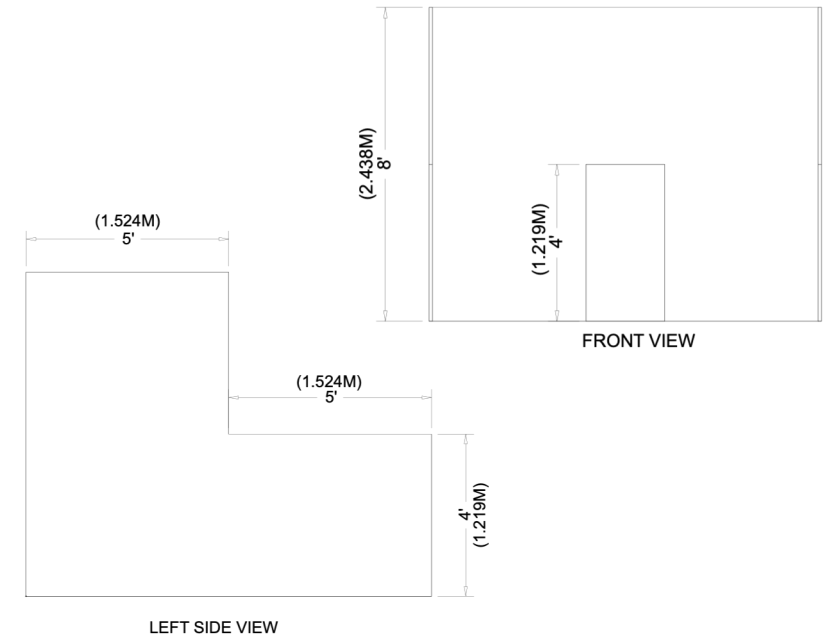
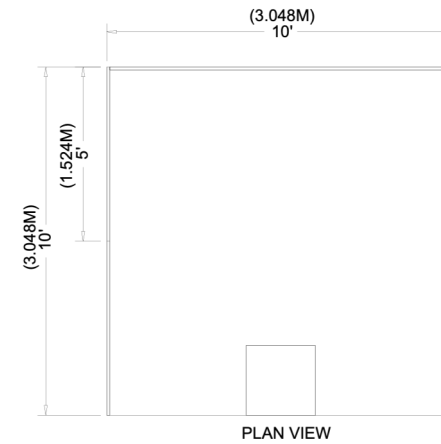
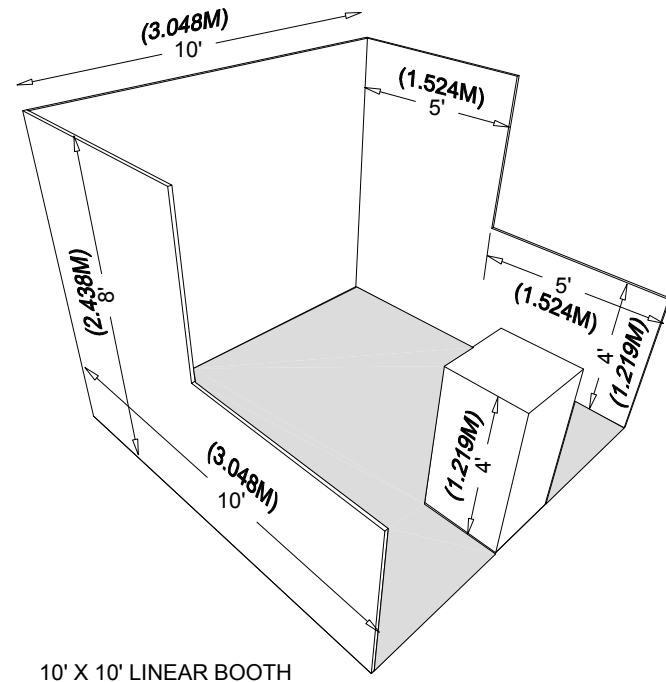
USE OF SPACE

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.

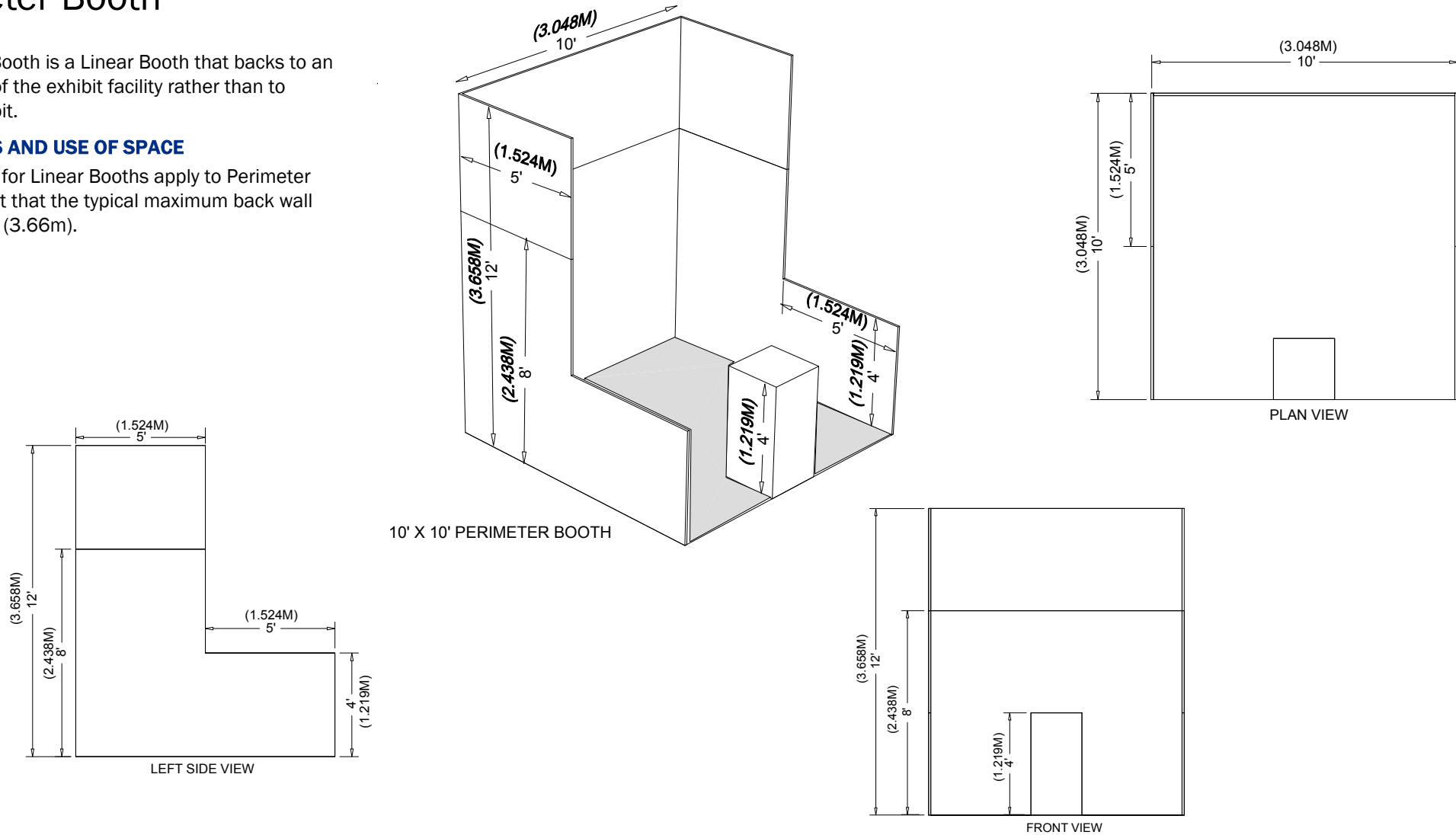


Perimeter Booth

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

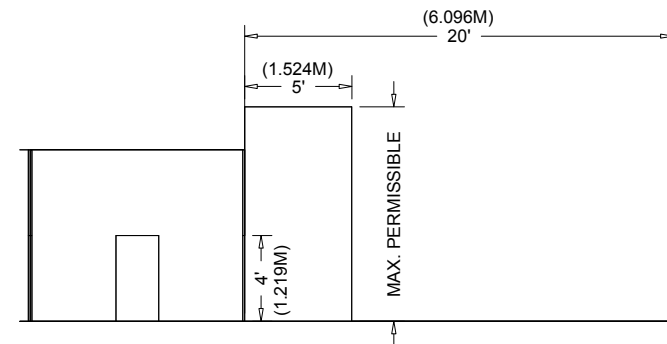
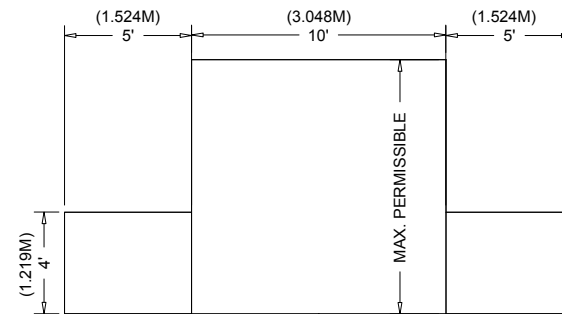
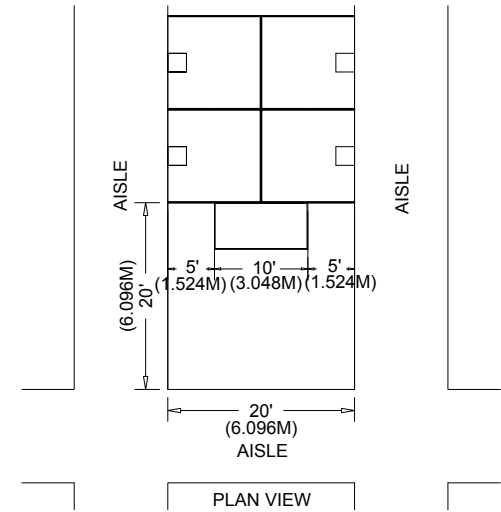
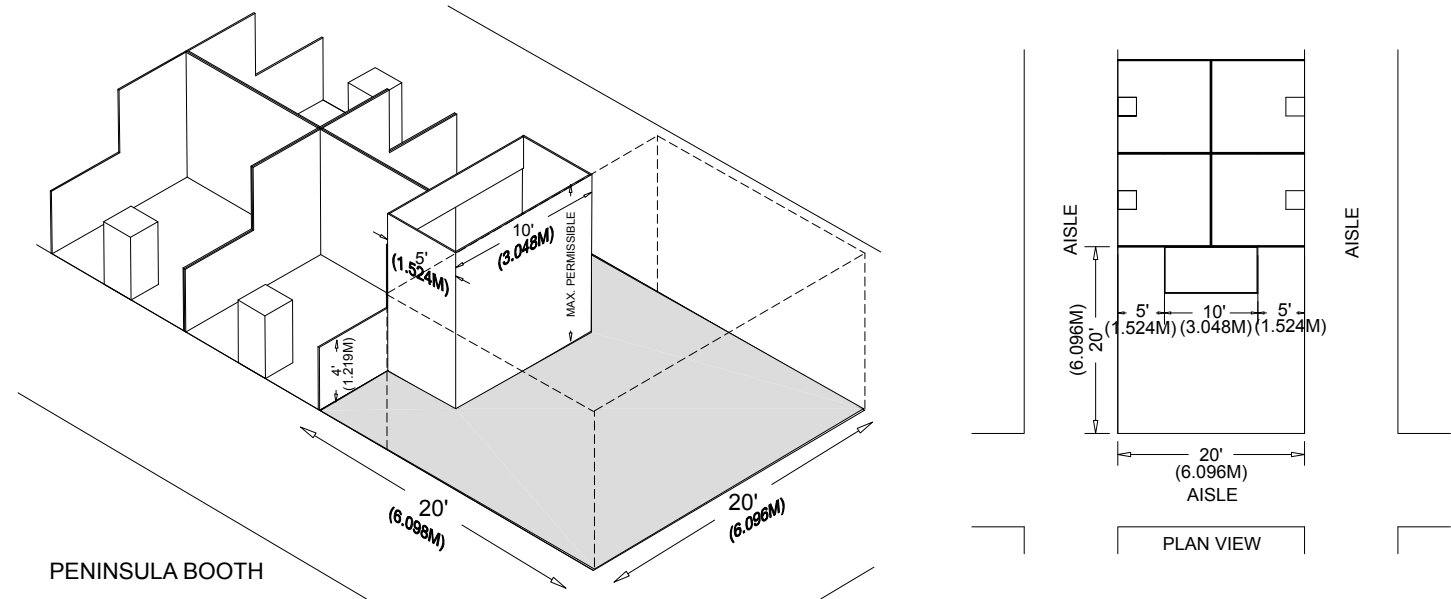
Peninsula Booth

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.

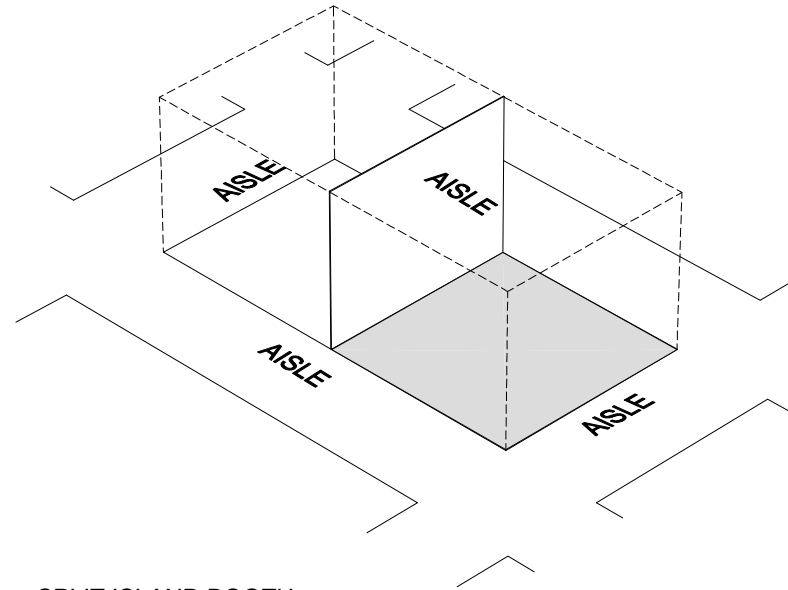
The max. height for signage at ISM+PHSA is 20 ft.



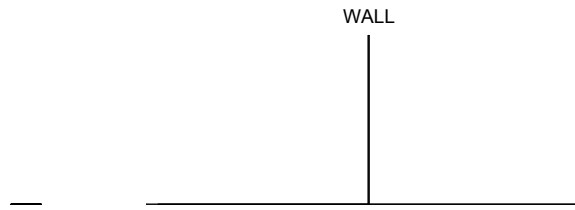
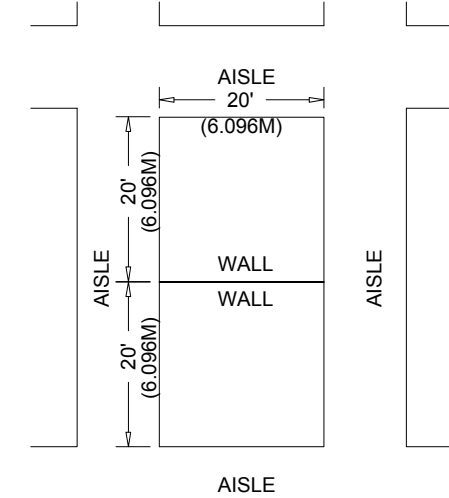
Split Island Booth

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.

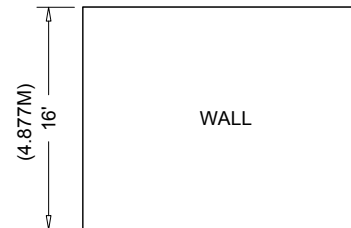
The max. height for signage at ISM+PHSA is 20 ft.



SPLIT ISLAND BOOTH



LEFT SIDE VIEW



FRONT VIEW

Island Booth

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

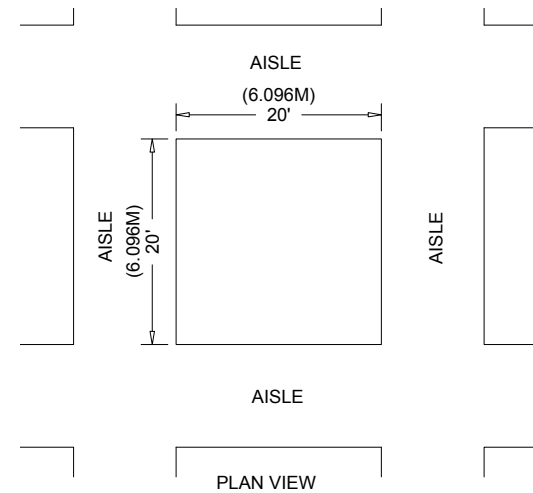
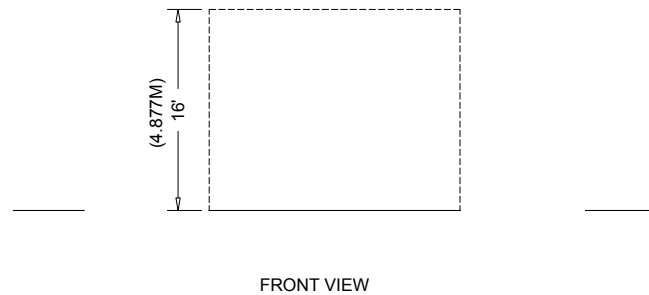
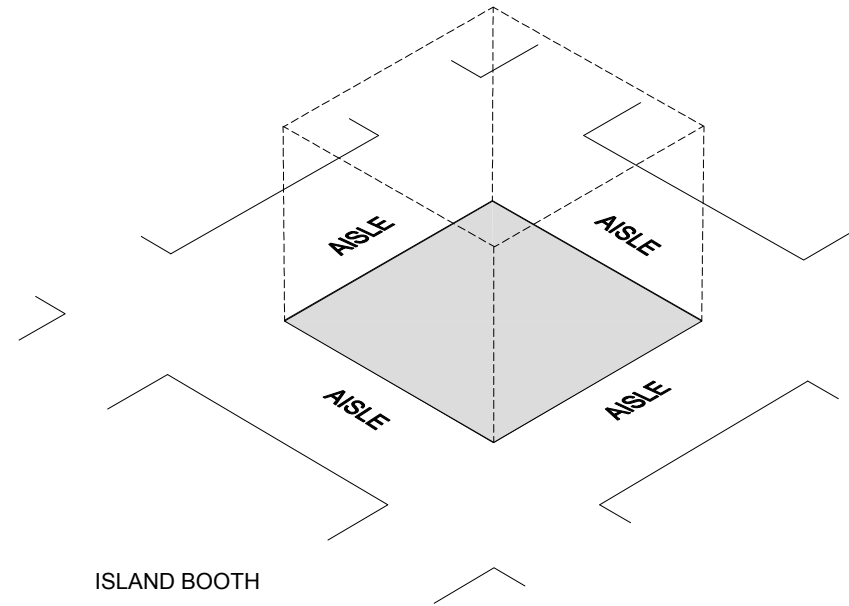
DIMENSIONS

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.

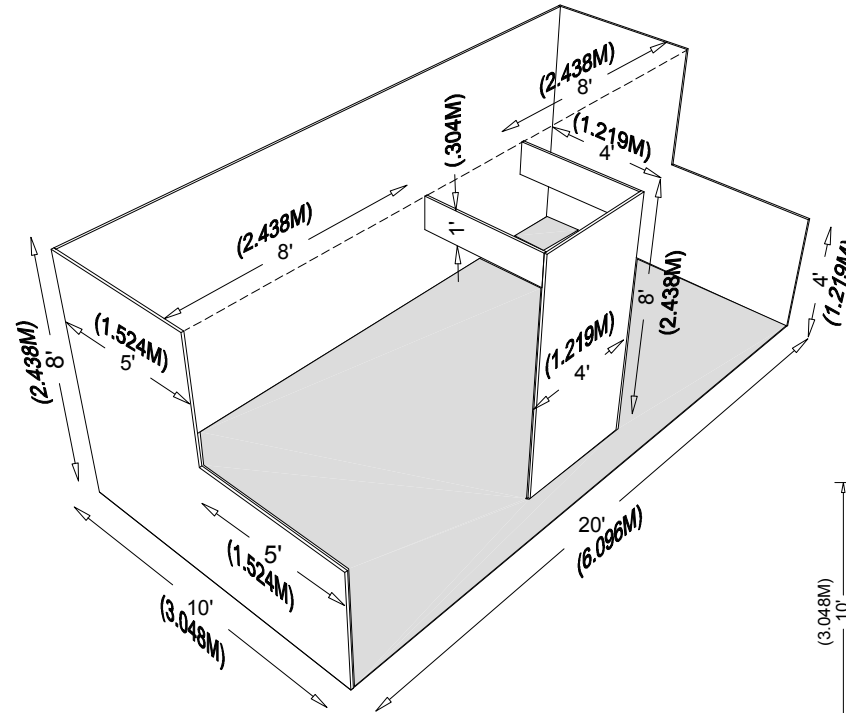


Extended Header Booth 20ft (6.10m) or Longer

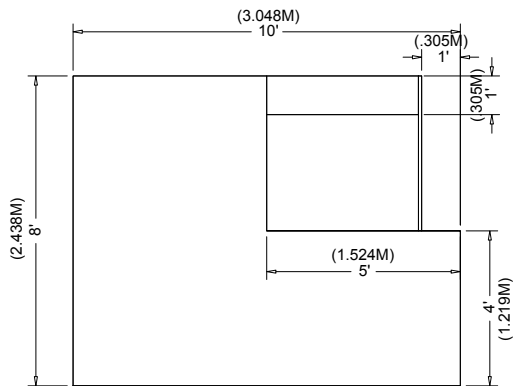
An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

DIMENSIONS AND USE OF SPACE

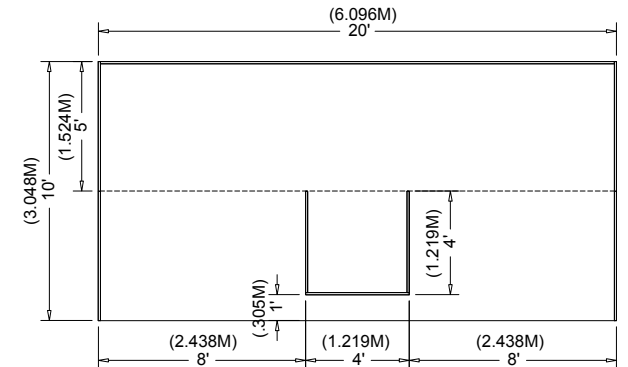
All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



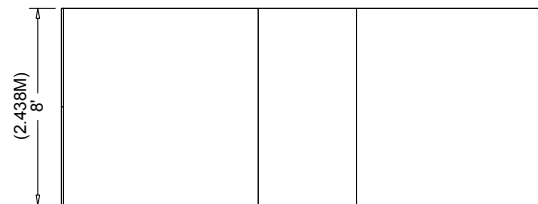
10' X 20' EXTENDED HEADER BOOTH



LEFT SIDE VIEW



PLAN VIEW



Other Important Considerations

2024 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.



ISM+PHSA Education Conference & Expo

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