SPONSOR PROSPECTUS

SEATTLE • 9-14 OCTOBER 2023

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/\PT
INTERNATIONAL

APT ANNUAL CONFERENCE
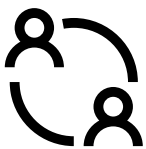SEATTLE, WA
OCTOBER 9-14, 2023
WWW.APTSEATTLE23.ORG

WHAT IS APT?

The Association for Preservation Technology International (APT) is a multi-disciplinary, membership organization dedicated to promoting the best technology for protecting historic structures and their settings. For over 50 years APT has been a leader in providing expert technical content, training, and a forum for the diverse range of professionals who care for historic places throughout the world. With members in over 30 countries, 21 independent chapters across the globe, and partnerships with many national and international organizations, APT International leads the field.
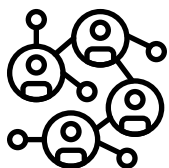
SUPPORT OUR MISSION

APT relies on your support to meet our mission and run programs to support preservation practitioners, enhance the intellectual capacity of the field, and grow the community of people knowledgeable in the proper care of historic resources. The survival of historic places as they face challenges of natural deterioration, environment, disasters, and uninformed modifications depends on the expertise developed and curated by APT. The many social, educational, and economic benefits people and communities receive from engaging with their heritage are made possible by APT.

CONNECT WITH INDUSTRY LEADERS

The annual APT conference brings together leaders in the preservation field to share and discuss the most up-to-date information on the care, preservation, and adaptive use of historic properties of all types.
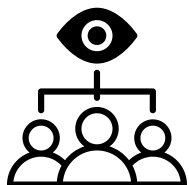
NETWORK WITH PEERS

APT Seattle provides countless chances to network with peers, clients, suppliers, and historic building specialists. This is the largest annual gathering of preservation practitioners coming together to learn from each other, from people like you, and to support APT's mission.

GENERATE LEADS

We design our conference to assure great visibility to sponsors and exhibitors with access to key decision-makers working with restoration, renovation, and adaptive reuse of existing buildings throughout the word, in particular the United States and Canada.

INCREASE BRAND VISIBILITY

Experienced senior-level professionals in the design, engineering, construction, and skilled crafts make up a majority of APT members and conference attendees, with support of APT Seattle providing highly effective exposure to you and your products and services.

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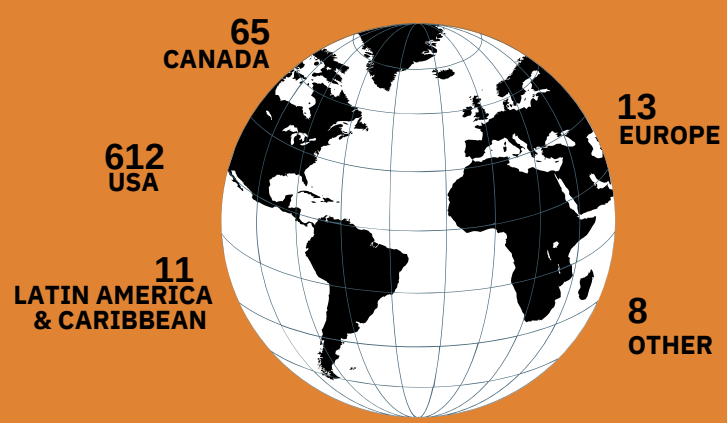
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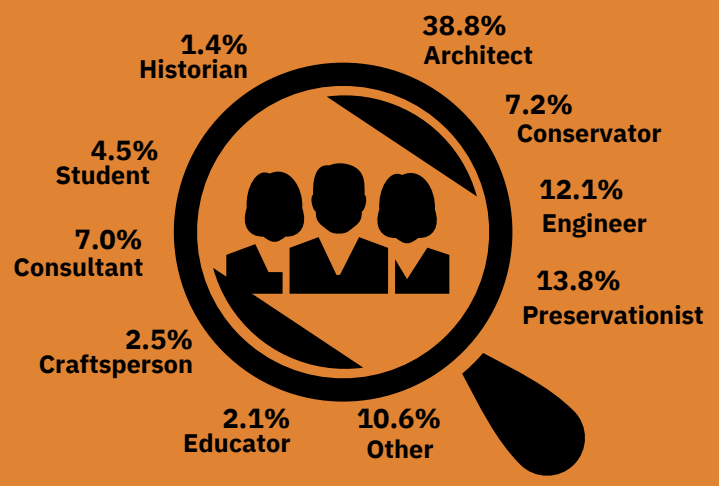
APT INTERNATIONAL

APT welcomes you to Seattle to join over 600 conference participants in networking, connecting with new clients, and profiling your company's brand to a large, expert, and influential audience.

2022 Conference Demographics

GEOGRAPHIC DISTRIBUTION

65 CANADA

612 USA

11 LATIN AMERICA & CARIBBEAN

13 EUROPE

8 OTHER

EXPERTISE*

- 1.4% Historian
- 38.8% Architect
- 4.5% Student
- 7.2% Conservator
- 7.0% Consultant
- 12.1% Engineer
- 2.5% Craftsperson
- 13.8% Preservationist
- 2.1% Educator
- 10.6% Other

*Based on attendees who indicated expertise.

Our Virtual Reach

2300+ Followers

3000+ Monthly Visitors

700+ Followers

3000+ Followers

5000+ Followers

APT Bulletin 1 Million Articles Read

"I feel as though we had the opportunity to meet and speak with every attendee. The format of this conference provides great opportunity for both improved named recognition and in-depth conversations with attendees. We'll be back!"

-2023 Exhibitor

"APT is the best event for us, every year. There is no other venue where we have such a large group of our target audience all in one place. Plus it's a lot of fun!"

-Michael Schuller, President, Atkinson-Noland & Associates, Inc.

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SPONSORSHIPS AT-A-GLANCE

	Title $25,000 US	Premium $20,000 US	Platinum $15,000 US	Diamond $10,000 US	Gold $5,000 US	Silver $2,500 US	Bronze $1,500 US
Visibility: On Site							
Conference main signage	Most prominent	Logo	Logo	Logo	Logo	Logo	Name
Sponsor recognition slide shown at key events	Largest Logo	Logo	Logo	Logo	Logo	Logo	Name
Verbal recognition during key events	All key events	Opening Keynote	Opening Keynote	Opening Keynote	Opening Keynote		
Brief two-minute remarks at Opening Keynote	✓						
Option to provide one (1) item for conference tote bag	✓	✓	✓	✓			
Visibility: Program Guide							
Color artwork	Full page, inside cover	Full Page	Full page	Full page	Half page		
Program Guide sponsor section	Largest Sponsor Logo	Logo	Logo	Logo	Logo	Logo	Name
Visibility: Website and Mobile App							
Conference home page	Logo on top banner						
Conference sponsor page	Logo with link	Logo with Link	Logo with link	Logo with link	Logo with link	Logo with link	Logo with link
Vertical banner on conference home page showcasing sponsors	Logo	Logo	Logo	Logo			
Dedicated artwork on vertical banner of homepage	Two (2) banner ads	One (1) banner ad	One (1) banner ad				
Conference mobile app	Logo with link	Logo with link	Logo with link	Logo with link	Logo with link	Logo with link	Logo with link
Networking							
APT 1-year membership	Corporate Membership	Corporate Membership	Corporate Membership	Corporate Membership	Individual Membership	Individual Membership	Individual Membership
Conference Registration	Eight (8)	Eight (8)	Five (5)	Three (3)	Two (2)	One (1)	One (1)
Ticket for Awards Banquet	Four (4)	Four (4)	Three (3)	Two (2)	$	$	$
Marketing							
Conference E-blast	Logo and link on all	Logo and link on all	Logo and link on all	Logo and link on all	Name with link on all	Name	Name
APT pre-conference and/or post *Communiqué*	Logo with link	Logo with link	Logo with link	Logo with link	Name with link	Name	Name
Horizontal banner artwork with link on Conference E-blast	Two (2) banner ads	One (1) banner ad					
Exhibit booth	20x20	10x20	10x20	10x10	$	$	$
Send push notification via mobile app to attendees	One (1) per day	One (1) per day	One (1) per day				
Booth lead retrieval license	Four (4) devices	Three (3) devices	Two (2) devices	Two (2) devices	$	$	$

✓ - Included $ - Available for purchase

Don't miss unique event and branding opportunities on page 10!
Want to support APT, but a sponsorship isn't in the budget? See p.13 for other ways to support APT.

OPPORTUNITY

The most prominent sponsor visibility on conference main signage

- Logo featured on sponsor recognition slides shown during key events
- Verbal recognition at all key events including the Opening Keynote
- Option to give two-minute remarks during welcome at Opening Keynote
- Sponsor can provide one (1) item for conference tote bag*
- Option to submit a full page color artwork for the inside front cover of the Program Guide
- Logo featured in sponsor section of the Program Guide
- Sponsor logo on conference website top banner
- Logo with link on conference website sponsor page
- Logo featured on sponsor vertical banner (conference home page with other sponsors)
- Two (2) vertical banner ads with link (conference home page, will rotate with other sponsor artwork)
- Logo with link featured on conference mobile app
- One (1) year APT corporate membership
- Eight (8) full conference registrations
- Four (4) tickets to APT Awards Banquet

VISIBILITY

- Logo with link featured in:
    - All conference E-blasts
    - APT pre- and/or post-conference *Communiqué*
- Horizontal banner artwork with link featured on two (2) conference E-blasts
- Exhibit Hall Showcase Booth
    - 20'x 20' booth
    - Two (2) 6' draped tables, four (4) chairs, waste basket
    - 7"x 44" sign with company name
    - Up to eight (8) reps at booth
- Send out one (1) push notification each day of conference via mobile app
- Booth lead retrieval through exhibitor's mobile device - up to four (4) devices**

*Sponsor responsible for cost and shipping of item

** Licenses for additional devices may be purchased

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OPPORTUNITY

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events
- Verbal recognition during Opening Keynote
- Sponsor can provide and ship one (1) item for conference tote bag*
- Option to submit a full page color artwork for the Program Guide
- Logo featured in sponsor section of the Program Guide
- Logo with link featured on conference website sponsor page
- Logo featured on sponsor vertical banner (conference home page with other sponsors)
- One (1) vertical banner ad with link (conference home page, will rotate with other sponsor artwork)
- Logo with link featured on conference mobile app
- One (1) year APT corporate membership
- Eight (8) full conference registrations
- Four (4) tickets to APT Awards Banquet

VISIBILITY

- Logo with link featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*
- Horizontal banner ad with link featured on one (1) conference E-blast
- Exhibit Hall Showcase Booth
  - 10'x 20' booth
  - Two (2) 6' draped tables, four (4) chairs, waste basket
  - 7"x 44" sign with company name
  - Up to eight (8) reps at booth
- Send out one (1) push notification each day of conference via mobile app
- Booth lead retrieval through exhibitor's mobile device - up to three (3) devices**

*Sponsor responsible for cost and shipping of item

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OPPORTUNITY

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events
- Verbal recognition during Opening Keynote
- Sponsor can provide and ship one (1) item for conference tote bag*
- Option to submit a full page color artwork for the Program Guide
- Logo featured in sponsor section of the Program Guide
- Logo with link featured on conference website sponsor page
- Logo featured on sponsor vertical banner (conference home page with other sponsors)
- One (1) vertical banner ad with link (conference home page, will rotate with other sponsor artwork)
- Logo with link featured on conference mobile app
- One (1) year APT corporate membership
- Five (5) full conference registrations
- Three (3) tickets to APT Awards Banquet

VISIBILITY

- Logo with link featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*
- Exhibit Hall Showcase Booth
  - 10'x 20' booth
  - Two (2) 6' draped tables, four (4) chairs, waste basket
  - 7"x 44" sign with company name
  - Up to five (5) reps at booth
- Send out one (1) push notification each day of conference via mobile app
- Booth lead retrieval through exhibitor's mobile device - up to two (2) devices**

*Sponsor responsible for cost and shipping of item

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OPPORTUNITY

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events
- Verbal recognition during Opening Keynote
- Sponsor can provide and ship one (1) item for conference tote bag*
- Option to submit a full page color artwork for the Program Guide
- Logo featured in sponsor section of the Program Guide
- Logo with link featured on conference website sponsor page
- Logo featured on sponsor vertical banner (conference home page with other sponsors)
- Logo with link featured on conference mobile app
- One (1) year APT corporate membership
- Three (3) full conference registrations
- Two (2) tickets to APT Awards Banquet

VISIBILITY

- Logo with link featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*
- Exhibit Hall Preferred Booth Included (will be in high traffic area)
  - 10'x 10' booth
  - Two (2) 6' draped tables, four (4) chairs, waste basket
  - 7"x 44" sign with company name
  - Up to three (3) reps at booth
- Booth lead retrieval through exhibitor's mobile device - up to two (2) devices**

*Sponsor responsible for cost and shipping of item

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GOLD SPONSOR $5,000

OPPORTUNITY

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events
- Verbal Recognition during Opening Keynote
- Option to submit half-page color artwork
- Logo featured in sponsor section of Program Guide
- Logo with link featured on conference website sponsor page
- Logo with link featured on conference mobile app
- One (1) year APT full membership for one (1) person
- Two (2) full conference registrations
- Opportunity to purchase an exhibit hall booth space at a reduced rate

VISIBILITY

- Name featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*

SILVER SPONSOR $2,500

OPPORTUNITY

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events
- Logo featured in sponsor section of Program Guide
- Logo with link featured on conference website sponsor page
- Logo with link featured on conference mobile app
- One (1) year APT full membership for one (1) person
- One (1) full conference registration
- Opportunity to purchase an exhibit hall booth space at a reduced rate

VISIBILITY

- Name featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*

BRONZE SPONSOR $1,500

OPPORTUNITY

- Name featured on conference main signage
- Name featured on sponsor recognition slides shown during key events
- Name featured in sponsor section of Program Guide
- Logo with link featured on conference website sponsor page
- Logo with link featured on conference mobile app
- One (1) year APT full membership for one (1) person
- One (1) full conference registration
- Opportunity to purchase an exhibit hall booth space at a reduced rate

VISIBILITY

- Name featured in:
  - All conference E-blasts
  - APT pre- and/or post-conference *Communiqué*

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*Sponsor responsible for cost and shipping of item
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A LA CARTE OPPORTUNITIES

Special Events
Does not require purchase of other sponsorships. All include logo on event signage, website, conference Program Guide, and as noted.

Field Session sponsor (one per Field Session)	$ 5,000 US
Opening Keynote	$ 3,000 US
College of Fellows Keynote	$ 3,000 US
2-Day Workshop (up to three sponsors)	$ 3,000 US
Student Recognition Lunch	$ 2,000 US
Symposium (one sponsor)	$ 2,000 US
Chapters Breakfast	$ 1,000 US

Branding
Must be a conference sponsor at the Silver level or above to add on items below. Items are limited.

Lanyards	$ 8,500 US
Mobile app	$ 8,000 US
Branded hotel key cards	$ 5,000 US
Tote bags	$ 4,500 US
Logo on reusable water bottles given to field session attendees	$ 4,000 US
Hand sanitizing stations; 10 (ten) branded stations at conference center	$ 3,000 US
Conference home page left side navigation artwork (exclusive)	$ 2,000 US
Full page color artwork in Program Guide	$ 1,500 US
Digital banner at bottom of mobile app (visible throughout mobile app)	$ 1,000 US
Include one (1) item for conference tote bag	$ 500 US

EXHIBIT OPPORTUNITIES

Exhibit Booths:

Discounted Pricing for Gold and Silver sponsors, $1,000 US
Standard Pricing for those exhibiting only or as an add-on for Bronze Sponsors, $1,500 US
($750 US for non-profit organizations)

Single Booth 10 x 10	$1,500 US
8' high back and 3' side drapes - One (1) 6' draped table - Two (2) chairs and one (1) waste basket 7"x44" sign with company name	
Two (2) company representatives per booth*	
Company logo with link on conference website	
Contact information and short description (50 words) of products or services in Program Guide	
Company name and logo listed in the mobile app exhibitor list	

Exhibitors may purchase a full conference registration at the discounted rate of $575, limit four (4) at this rate. Exhibitors may also purchase additional booth representative passes, maximum five (5), at $250 per representative. *Booth representatives will only have access to the Exhibit Gala and the Exhibit Hall hours.

Exhibitor kits will be sent prior to the event. This will include the General Service Contractor contact information, move in/move out times and instructions, exhibit hours, confirmation of booth package and details, and costs related to additional services (e.g., internet, power and furniture). Click to visit the Sponsor Site.

Lead Retrieval: $350 USD per device.

Lead retrieval is an additional option allowing exhibitors to quickly scan, access, and collect delegate contact information from the convenience of a mobile device/tablet. Once you receive your lead retrieval license, you will be able to start collecting leads via the lead retrieval bar on your mobile app.

If interested in purchasing lead retrieval, please e-mail events@apti.org.

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Setting up a sponsorship: All sponsorships are managed through the sponsor website. If logging in for the first time, you will be asked to create a username and unique password which will direct you to your dashboard. Here, you will find all your sponsorship and/or exhibitor information, plus a checklist of items included with your sponsorship. Returning sponsors will have their prior contact information saved on their dashboards.

Click here to visit the Sponsor Site **which includes key deadlines and requirements regarding sponsorship deliverables.**

While all sponsorship requests and their management is handled with our sponsor website, we are happy to answer questions and assist by email or phone. If you are unable to successfully navigate the site, please reach out to events@apti.org for assistance. Unique opportunities or items that have limited availability will be confirmed on a first-come, first-served basis via email, once a sponsor has completed the sign-up process with a full deposit. The sponsor website will reflect what is available.

Terms: Full payment is required to secure your sponsorship, due 60 days prior to the start of the conference. APT accepts VISA and MasterCard.

Alternatively, payments may be made via check and mailed to:

APTI (preferred address)
1 Eglinton Ave. E., Suite 705
Toronto,
ON M4P 3A1 Canada

APTI (alternate US address)
1802 Vernon St. NW #1153
Washington, DC 20009

Unfortunately, we are unable to provide refunds.

Mark your calendars to join us in Seattle, Washington on October 9-14, 2023!

Jill Gotthelf
Co-Chair, Conferences Committee

Julia Manglitz
Co-Chair, Conferences Committee

Maya M. Foty
Co-Chair, Local Conference Committee

Brian D. Rich
Co-Chair, Local Conference Committee

For sponsorship information,
contact events@apti.org

APT is a 501(c)(3) non-profit US organization in accordance with the standards and regulations of the Internal Revenue Service (IRS) EIN # 52-1514895. Consult your tax advisor for specific guidance on the tax deductibility of your support.

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In addition to sponsoring the APT Conference, individuals and companies can contribute directly to APT or to one of the scholarship programs. Recognition will be provided as Conference or Scholarship Donors on the conference website for those that contribute a minimum of $50 to APT or its scholarship programs. Your support of one of the student programs below funds scholarships to allow students and teams to attend and compete at some of the most exciting parts of the conference.

Friend of the Conference - $500 USD

Donors at the $500 level are recognized with their name or company name listed in the Program Guide and conference website.

Student Scholars

Through the Student Scholarships Program, students in the field of historic preservation/conservation are invited to submit abstracts that illustrate research or a project that they have developed to address an aspect of preservation/conservation technology. The selected student abstracts will receive a full complimentary registration and travel expenses for the APT Annual Conference as well as a one-year APT membership. Each APT Student Scholar is paired with a mentor from the APT College of Fellows to guide the development of their oral presentation, which is given during one of the Conference paper sessions.

PETC Student Design-Build Competition

The Preservation Engineering Technical Committee (PETC) Student Design-Build Competition is a hands-on challenge to students interested in historic buildings and structures. Teams of students analyze an existing masonry arch and design their own arch structure before the conference. Top teams are brought to the Conference for on-site building and testing of their structures and a variety of educational and networking activities with peers and professionals.

Student Documentation Competition *NEW for 2023*

APT's Technical Committee on Documentation (TC-Doc) will work with individuals or small groups of students to compete on submissions that document heritage sites under threat, such as development, demolition, drastic alteration, or climate change. Applications will be accepted for all forms and methods of documentation. Those selected will be provided support to attend the APT Conference.

Teams are rewarded for their ability to address spatial limitations, material properties, construction processes, aesthetics, budget, and project management challenges. Your support funds scholarships to allow student teams to attend and compete at one of the most exciting parts of the conference.

Access our Online Donation Form here

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