



APT ANNUAL CONFERENCE
HUNTINGTON PLACE, DETROIT
NOVEMBER 7-12, 2022
www.aptdetroit2022.org

SPONSOR PROSPECTUS



Detroit welcomes you as we come together - in person - for APT Detroit 2022: Looking Back, Driving Forward. Join over 600 conference participants to network, connect with new clients, and profile your company's brand to a large, diverse audience.

Visibility: From conference collateral, to signage and social media, you can be sure our attendees will know who you are! APT is the premier international association for preservation technology and our conference continues to bring together the best in the industry.

Audience: As our first in-person conference since 2019, participants will come from a wide range of backgrounds including architects, conservators/preservationists, engineers, contractors, developers, educators, planners, students, and industry experts. Each shares a commitment to saving, adapting and preserving the built environment. All attendees will be learning about the solutions, ideas, and products that can further their work.

Opportunity: This relationship-building conference not only allows for valuable face-to-face time with participants during the Exhibit Gala and extended exhibit hours, but also with other industry leaders and professionals at networking events such as breaks, social gatherings, and even in halls and elevators! We encourage you to stay throughout the conference to maximize your return on investment, increase your leads, build relationships, and of course, benefit from the many educational sessions.

Partnership: We consider sponsors to be APT partners, supporting our shared mission to promote, advance, and cultivate the exchange of knowledge throughout the international preservation community. Sponsorship boosts our ability to encourage the best methods and materials for preservation, expanding the demand for skilled practitioners including our sponsoring partners.

Mark your calendars to join us in Detroit, Michigan, November 7 through 12, 2022!

Cheryl Early, P.E., APT RP
APT Detroit Conference Co-Chair
www.aptdetroit22.org

Jenna Bresler, P.E.
APT Detroit Conference Co-Chair

For sponsorship information, contact:
Marti Smith
703-261-5025
exhibits@apti.org

Conference Opportunities

Onsite:

- 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*

Program Guide:

- Option to submit a full page color advertisement for the inside front cover
- Logo featured in sponsor section

Website:

- 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 ads)
- Logo with link featured on conference mobile app

Networking

- One (1) year APT corporate membership
- Eight (8) full conference registrations
- Four (4) tickets to APT Awards Banquet

Marketing

- Logo with link featured in:
 - All conference E-blasts
 - APT pre and/or post-conference *Communiqué*
- Horizontal banner ad 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



Conference Opportunities

Onsite:

- 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*

Program Guide:

- Option to submit a full page color advertisement
- Logo featured in sponsor section

Website:

- 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 ads)
- Logo with link featured on conference mobile app

Networking

- One (1) year APT corporate membership
- Eight (8) full conference registrations
- Four (4) tickets to APT Awards Banquet

Marketing

- 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 **Deluxe Double Booth** Included (corner location)
 - **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

** Licenses for additional devices may be purchased



Conference Opportunities

Onsite:

- 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*

Program Guide:

- Option to submit a full page color advertisement
- Logo featured in sponsor section

Website:

- 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 ads)
- Logo with link featured on conference mobile app

Networking

- One (1) year APT corporate membership
- Five (5) full conference registrations
- Three (3) tickets to APT Awards Banquet

Marketing

- Logo with link featured in:
 - All conference E-blasts
 - APT pre and/or post-conference *Communiqué*
- Exhibit Hall **Double Booth** Included
 - **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 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

** Licenses for additional devices may be purchased



Conference Opportunities

Onsite:

- 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*

Program Guide:

- Option to submit a full page color advertisement
- Logo featured in sponsor section

Website:

- 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

Networking

- One (1) year APT corporate membership
- Three (3) full conference registrations
- Two (2) tickets to APT Awards Banquet

Marketing

- 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

** Licenses for additional devices may be purchased



»»» GOLD SPONSOR \$5,000

Conference Opportunities

Onsite:

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events

Program Guide:

- Option to submit a half-page color advertisement
- Logo featured in sponsor section

Website:

- Logo with link featured on conference website sponsor page
- Logo with link featured on conference mobile app

Networking

- One (1) year APT full membership
- Two (2) full conference registrations
- Opportunity to purchase an exhibit hall booth space at a reduced rate

Marketing

- Company name with link listed in:
 - All conference E-blasts
 - APT pre and/or post-conference *Communiqué*

»»» SILVER SPONSOR \$2,500

Conference Opportunities

Onsite:

- Logo featured on conference main signage
- Logo featured on sponsor recognition slides shown during key events

Program Guide:

- Logo featured in sponsor section

Website:

- Logo with link featured on conference website sponsor page
- Logo with link featured on conference mobile app

Networking

- One (1) year APT full membership
- One (1) full conference registrations
- Opportunity to purchase an exhibit hall booth space at a reduced rate

Marketing

- Company name listed in:
 - All conference E-blasts
 - APT pre and/or post-conference *Communiqué*

»»» BRONZE SPONSOR \$1,200

Conference Opportunities

Onsite:

- Name listed on conference main signage
- Name on sponsor recognition slides shown during key events

Program Guide:

- Name listed in sponsor section

Website:

- Logo/link featured on conference website sponsor page
- Logo with link featured on conference mobile app

Networking

- One (1) year APT full membership
- One (1) full conference registrations
- Purchase exhibit booth space at standard rate

Marketing

- Company name listed in:
 - All conference E-blasts
 - APT pre and/or post-conference *Communiqué*

>>> SUPPORT APT

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 Friends or Scholarship Donors in the conference program book for those that contribute a minimum of \$50 to APT or its scholarship programs.

Student Scholars

Through the Student Scholarships Program, students from all areas of study 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 2022 Detroit Conference as well as a three-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 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 timber bridge then design a timber bridge structure within specified guidelines. The designs are evaluated, and top teams are brought to the APT Annual Conference for on-site building and testing of their structures followed by a round of unique preservation-focused questions and solutions. 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.

Support APT and our shared mission and/or our scholarship programs by visiting: <https://bit.ly/3gNsMlb>

>>> UNIQUE OPPORTUNITIES

Must be a conference sponsor at the Silver level or above to add-on items below.

Special Events - All include logo on event signage, website, conference program book, and as noted.

- | | |
|---|----------|
| • Opening Keynote | \$ 5,000 |
| Option to provide up to two (2) minutes of remarks before the keynote | |
| • Field Session sponsor (both days) | \$ 5,000 |
| Logo on water bottle given to field session attendees | |
| • College of Fellows Keynote | \$ 4,000 |
| • Student Recognition Lunch | \$ 3,000 |
| • Symposium | \$ 2,000 |
| • 2-Day Workshop | \$ 2,000 |
| • Chapters Breakfast | \$ 2,000 |
| • 1-Day Workshop | \$ 1,000 |

Branding

- | | |
|--|----------|
| • Mobile app | \$ 8,000 |
| • Lanyards | \$ 8,000 |
| • Hotel key cards | \$ 5,000 |
| • Tote bags | \$ 4,000 |
| • Hand sanitizing stations; 10 (ten) branded stations at convention center | \$ 3,000 |
| • Branded face mask | \$ 3,000 |
| • Conference home page left side navigation ad (exclusive) | \$ 2,000 |
| • Full page color advertisement in conference program book | \$ 1,500 |
| • Sticky banner at bottom of mobile app (visible throughout mobile app) | \$ 1,000 |
| • Include one (1) item for conference tote bag | \$ 500* |

>>> EXHIBIT OPPORTUNITIES

Exhibit Booths:

Discounted Pricing for Gold and Silver sponsors, **\$1,000**

Standard Pricing for those exhibiting only or as an add-on for Bronze Sponsors, **\$1,500**

Single booth 10x10	\$1,500
<ul style="list-style-type: none"> • 8' high back and 3' high side drapes • One (1) 6' draped table • Two (2) chairs, One (1) waste basket • 7" x 44" sign with company name 	
<ul style="list-style-type: none"> • Two (2) company representatives per booth* 	
<ul style="list-style-type: none"> • Company logo with link on the conference website 	
<ul style="list-style-type: none"> • Contact information and short description (50 words) of products or services in conference program book 	
<ul style="list-style-type: none"> • 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).

Lead Retrieval: Access contact information from the convenience of a mobile device at your booth. Each device will require an individual license to access this feature.

Sponsorship Level	Booth Cost	Lead Retrievals Per License	Base Cost
Gold, \$5,000	\$1,000	\$300	\$6,300
Silver, \$2,500	\$1,000	\$300	\$3,800
Bronze, \$1,200	\$1,500	\$400	\$3,100
Exhibitor	\$1,500	\$500	\$2,000



>>> SPONSORSHIPS AT-A-GLANCE

	Title \$25,000	Premium \$20,000	Platinum \$15,000	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,200
Visibility: Onsite							
Conference main signage	Most prominent	Logo	Logo	Logo	Logo	Logo	Name
Sponsor recognition slides shown at key events	Largest Sponsor 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 bag	✓	✓	✓	✓			
Visibility: Program Guide							
Color advertisement	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			
Vertical banner ad on conference home page	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 one (1) year membership	Corporate Membership	Corporate Membership	Corporate Membership	Corporate Membership	Individual Membership	Individual Membership	Individual Membership
Conference Registration(s)	Eight (8)	Eight (8)	Five (5)	Three (3)	Two (2)	One (1)	One (1)
Ticket(s) for Awards Gala	Four (4)	Four (4)	Three (3)	Two (2)	\$	\$	\$
Marketing							
Conference E-blast(s)	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 <i>Communiqué</i>	Logo with link	Logo with link	Logo with link	Logo with link	Name with link	Name	Name
Horizontal banner ad with link on Conference E-blast	Two (2) banner ads	One (1) banner ad					
Exhibit booth	20x20 Showcase booth	10x20 Deluxe double booth	10x20 Double booth	10x10 Preferred booth	\$	\$	\$
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	\$	\$	\$

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.

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 [Marti Smith at 703-261-5025](mailto:Marti.Smith@apti.org) or by email at exhibits@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 50% deposit.

Terms: A 50% deposit is required to secure your sponsorship, with the balance due 60 days prior to the start of the conference. APT accepts VISA and MasterCard (no AMEX). The balance may be mailed via check to: APT, PO Box 7317, Springfield, IL 62791. **There are no refunds.**

**Maximize your sponsorship by signing up early.
Get in front of conference attendees by having a presence on the conference website and E-blasts!**

Key Dates

Conference E-blasts go out 1-2 times per month
April - Conference website launches
May - Conference registration opens
July - Paper sessions are listed on the conference website
July - Conference early registration rate ends
September 30 - All ads and logos are due for the program guide

General information

Find the latest information on #APTDetroit2022 at www.aptdetroit2022.org

Conference Dates: November 7-12, 2022

Conference Hotel:

Westin Book Cadillac
1114 Washington Blvd
Detroit, MI 48226

Conference Venue:

Huntington Place
1 Washington Blvd
Detroit, MI 48226

Conference Registration

Full conference registration includes:

- Opening Keynote
- Exhibit Hall Gala
- Paper Sessions
- Continental Breakfast
- Refreshment Breaks
- Opportunity to Purchase Special Event, Workshop and Field Session Tickets for Additional Fee

APT Communiqué

APT's electronic member newsletter, *Communiqué* features chapter news, events and general conference updates and distributed every other month. Depending on sponsorship level, companies will be featured by logo or name.

Conference E-Blasts

APT's conference emails highlight the latest information and updates. They will feature linked sponsor logos or company names, and also list the names of sponsors, depending on the sponsorship level.

APT Membership

One-Year Individual Membership includes:

- *Communiqué* and *Bulletin* (our quarterly peer-reviewed academic journal)
- Link to JSTOR (for electronic access to back issues of the *Bulletin*)
- Listing and access to the APT online membership directory
- Discounts on conferences and publications

One-Year Corporate Membership includes:

- Full membership benefits for three individuals, with one copy of the *Bulletin*
- Corporate listing on website and in the *Bulletin*

1 and 2-Day Workshops

Monday and Tuesday, November 7-8

Dig a little deeper into a subject matter by participating in a workshop taught by experts. Workshops are free-standing, ticketed activities. Fees cover meals, materials, and transportation (as required) for the workshop only. CEUs are offered. Conference registration is not required to participate. Workshop registration does not provide access to any other conference activities.

Field Sessions

Tuesday, November 8 and Friday, November 10

Field sessions provide a unique opportunity to go behind the scenes from a preservation point of view. Choose from a full or half-day excursion with an expert at the helm. Field sessions require an additional fee, offer CEUs, and are available to conference registrants only.

Paper Sessions

Wednesday-Friday, November 8-10

Paper sessions are a key component of the conference and provide insights and perspectives from members, students, and industry experts on the conference theme and specific tracks. The 2022 tracks are:

- Pink Cadillac: The Composite Effect of Building and Industrial Design
- Stop! In the Name of Renewal: Adaptive Reuse and Renovation in a Metropolis
- The Dire Straits: Challenges, Opportunities, and Innovations within Marine Environments
- Dancing in the Street: (R)evolution of a City

Special Events

These events are open to conference registrants and their registered guests for an additional fee unless otherwise noted. Tickets may be purchased when you register online or at the conference, unless the event is sold out. These events include but are not limited to:

- APT Awards Banquet
- APT Chapters Breakfast Meeting
- Student Recognition Lunch

Exhibit Hall Gala and Exhibit Hall

Wednesday, November 9, 6:00pm-9:00pm

Thursday, November 10, 10:00am-5:30pm

The Exhibit Gala provides a casual atmosphere for networking as attendees enjoy local appetizers and cocktails; there is no other programming during this event. The following day, meals and refreshment breaks will be located in the exhibit hall space to encourage attendees to continue networking with exhibitors.

Program Guide

The conference program guide highlights events, paper sessions, an exhibit hall map, exhibitor directory, and all conference sponsors.

Advertisements for the program guide are due Friday, September 30, 2022.

File format: PDF 300 DPI

Full page specs: 8w x 10.25h

Half page specs: 8w x 5h



