

**Association of Paroling Authorities International  
2021 Annual Training Conference**

# **EXHIBITOR & SPONSORSHIP INFORMATION**



**ARLINGTON, TX | JUNE 13-16, 2021**

• [www.apaintl.org](http://www.apaintl.org) •



George J. Beto Criminal Justice Center  
Sam Houston State University  
Huntsville, Texas 77341-2296

phone 877.318.APAI  
[www.apaintl.org](http://www.apaintl.org)

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## November 30, 2020

Dear Potential Exhibitor,

We hope that you are making plans to join us in 2021 in Arlington, Texas to take advantage of seeing old friends and colleagues and making new contacts with many of the world's leading experts on parole and criminal justice issues. The Association of Paroling Authorities International Annual Training Conference will be at the incredible Live! by Loews Hotel in Arlington, Texas, from June 13-16, 2021. This conference typically brings together over 200 field experts and since we did not get to meet in 2020, we are hopeful for record attendance. These experts include Parole and Releasing Authority Chairs, Parole Board Members, Administrators, decision-makers in community corrections, academicians, students, practitioners, and staff from criminal justice funding entities and organizations at both the federal and state levels. Past participants from our international community have included representatives from New Zealand, Canada, Malaysia, South Africa, Australia, Ireland and the Caribbean, just to name a few.

APAI, the **only** organization dedicated exclusively to parole and releasing authorities, serves as a national and international resource and discussion network for the exchange of information within all areas impacting parole. Its mission is to enhance public safety and the recognition of victim rights by being involved with the development of national and international research-based parole policy. While members may have different parole legislation, policies and regulations, we all share the fundamental value in the belief of a person's ability to change and the conviction that gradual, supervised reintegration into our communities is an effective protection of public safety.

This conference is the perfect opportunity for your businesses and/or organizations to highlight its products and services to the decision-makers in different spheres of the criminal justice arena. Please take a few minutes to visit our website, [apaintl.org](http://apaintl.org) and discover who we are. Exhibitors and sponsors play a key role in our conference and will have ample opportunity to network with conference participants. Please complete the appropriate exhibitor and/or sponsorship paperwork.

**Dates:** June 13-June 16, 2021

**Exhibit Dates and Times:** Monday, June 14, 2021, 7:30 am through Tuesday, June 15, 2021 at 3:30 pm\*

**Set Up:** Sunday, June 13, 2021, Times to be determined

**Breakdown:** Tuesday, June 15, 2021 at 5:00 pm

**Location:** Live! by Loews - Arlington, Texas

**Anticipated Attendance:** ~200 parole and release decision-makers with international representation

We look forward to seeing you in Arlington!

**Ashley Koonce**  
Executive Director, APAI

\*Exhibit Dates and Times subject to change based on final agenda and meeting space availability



# 2021 APAI Annual Training Conference Exhibitor Contract

Live! by Loews / Arlington, Texas / June 13 – June 16, 2021

**Instructions:** Complete all information blanks. Sign, date, and mail with check made payable to the Association of Paroling Authorities International, George J. Beto Criminal Justice Center, Sam Houston State University, Huntsville, TX 77341-2296, or e-mail [koonce@shsu.edu](mailto:koonce@shsu.edu) or call 936-294-1706 for more information.

**The Association of Paroling Authorities International, referred to hereinafter as “APAI,” and the undersigned firm or individual, referred to hereinafter as “Exhibitor,” and the Live! by Loews Hotel, referred to hereinafter as “Exhibit Site,” agree to the following:**

**Date** \_\_\_\_\_ **Company Name (to be listed)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

1. APAI will provide exhibit space in accordance with items listed below. All exhibit spaces include a 6 ft. draped table with two (2) chairs and a wastebasket and will be in the same location as the general sessions throughout the conference.
2. All conference exhibitors receive the following: two (2) complimentary beverage tickets per attendee for the Welcome Reception on Sunday, June 13, 2021, an electronic version of participant list following the conference, and a quarter page ad\* in the Program Book.
3. Space will be provided on a first-come, first-serve basis for the area of choice. Preferential booths space will be given to Sponsors (see Sponsorship Contract for details). If the preferential booths are not declared by January 15, 2021, they will be available to all exhibitors.

Exhibitor accepts APAI's offer and requests the following booth(s) according to the enclosed diagram:

1st Preference # \_\_\_\_\_ 2nd Preference # \_\_\_\_\_ 3rd Preference # \_\_\_\_\_

4. Full Conference Exhibitors (\$950) will be entitled to all concessions mentioned above (#2) for two attendees and also be able to place an advertisement on the APAI website\*\*, as well as be acknowledged in promotional e-blasts, and signage at the conference. Display Conference Exhibitors (\$750) will be entitled to all concessions mentioned above #(2) for one attendee and will display only at the conference. Additional representatives from the company may register for \$150 per attendee.

The total for your exhibit will be \$ \_\_\_\_\_, payable upon return of signed contract mailed to APAI.

**Please note: any Sponsor fees are in addition to the Exhibit Fee outlined above.**

**Signed contract and fee must be received by January 15, 2021, in order to reserve exhibit space.** If you need to discuss booth locations, special sponsorships, or special needs such as large equipment, please contact Ashley Koonce at [koonce@shsu.edu](mailto:koonce@shsu.edu) or 936-294-1706.

**Conference activities are subject to hotel, local, and health official guidelines. APAI will communicate information to all sponsors and exhibitors.**



5. Names of firm representative(s) attending booth. Please print or type name(s) and title(s):

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6. Exhibitor understands there could be other charges for electrical power, internet access, telephone, skirting, special decorations, shipping and storage/handling. If you need any of these items, please contact Live! by Loews Hotel or request Exhibitor Services Order Form from Ashley Koonce.

7. Exhibitor may, if he/she desires, cancel the agreement and receive a full refund, minus a service charge of \$100, if written request is received by January 15, 2021. If notification is not received prior to January 15, 2021, APAI reserves the right to retain (if paid) or invoice and collect (if unpaid). Exhibitor is agreeing to pay the full amount if canceling after above date.

8. APAI reserves the right to refuse any exhibit or exhibitor and further reserves the right to shut down any exhibit or exhibitor for breach of this agreement, or for cause.

9. Exhibitor declares: a) Value of Exhibit at: \$ \_\_\_\_\_ b) Net Weight of Exhibit: \_\_\_\_\_

10. If the exhibitor would like to sponsor/co-sponsor an event or item at the conference, please complete the Sponsorship Contract indicating what you wish to sponsor and your commitment level.

11. Will the exhibitor provide a door prize(s) to be given away during the conference?

Yes  No

12. Will the exhibitor provide an item to be included in the conference materials?

Yes  No

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**Date** \_\_\_\_\_

**I have enclosed a check in the amount of \$** \_\_\_\_\_

**Please send form, along with payment to:**

APAI  
George J. Beto Criminal Justice Center  
Sam Houston State University  
Huntsville, TX 77341-2296

\*For advertisements to be placed in the Program Book, it must be received in High Resolution PDF format by February 1, 2021. The dimensions of the quarter page advertisement should be 4.25in x 5.5in. The dimensions of the half page advertisement should be 8.5in x 5.5in.

\*\*If you will have an advertisement on the website, it will be placed on the APAI Conference website during the conference and remain on the website until the next year's Annual Training Conference. If you would like to use the same advertisement for both the program book and the website, please indicate that preference when returning the form.



# ADVERTISEMENT SPECIFICATIONS

## FOR BEST RESULTS

Ads should be submitted in high resolution in either .ai, .eps, .tiff, or .pdf format.

## Full Page

Portrait

8.625" x 11.125"

[8.5" x 11" with .125" bleeds]

## 1/2 Page

Landscape

8.625" x 5.625"

[8.5" x 5.5" with .125" bleeds]

## 1/4 Page

Portrait

4.375" x 5.625"

[4.25" x 5.5" with  
.125" bleeds]

# CONFERENCE EXHIBIT & SPONSORSHIP OPPORTUNITIES

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## EXHIBITS

**Exhibiting at the conference is a great way to expose conference participants to your products and services. All conference exhibitors receive two (2) complimentary beverage tickets per attendee for the Welcome Reception on Sunday, June 13, 2021, an electronic version of participant list following the conference, and a quarter page ad in the program book. Additional representatives from the company may register for \$150 per attendee.**

### **FULL CONFERENCE EXHIBITORS — \$950**

Exhibitors are entitled to all concessions mentioned above for two attendees and will also have an advertisement placed on the APAL website, as well as be acknowledged in promotional e-blasts and signage at the conference.

### **DISPLAY CONFERENCE EXHIBITORS — \$750**

Exhibitors are entitled to all concessions mentioned above for one attendee and will display only at the conference.

## SPONSORSHIP OPPORTUNITIES

**All sponsorship packages include: pre- and post-conference attendee lists, signage, individual recognition, a full-page ad in conference book, acknowledgement in promotional e-blasts, beverage tickets for the Welcome Reception.**

### **★★ NEW OPPORTUNITY ★★ DIGITAL EXPERIENCE PACKAGE — \$5,000**

This year, we are keeping up with the needs of our participants and going to a hybrid model for our conference; utilizing in-person and virtual experiences via livestream. Sponsoring this hybrid model will help us to livestream sessions to our members all over the world. It will feature your company's logo and information on all online hold screens, on the landing page of our virtual website, special signage and recognition at the conference, and through social media posts throughout the year. This package will also provide complimentary Wi-Fi to all conference participants within the meeting rooms. The Wi-Fi connection will be named after your company and your logo will be featured on splash screens within each of the meeting rooms. **The exhibitor fee will be waived for the sponsor of the Digital Experience Package.**

### **WELCOME RECEPTION — \$2500 / AWARDS LUNCHEON — \$2500**

Our Welcome Reception and Awards Luncheon are the best opportunities to reach almost all of our participants. Sponsorship of either of these popular events will provide the sponsor an opportunity to speak to the entire group during the Awards Luncheon. We will also be happy to waive the Exhibitor Fee for sponsors of either of these activities.

### **CHAIRS' AND EXECUTIVE DIRECTORS' BREAKFAST — \$2,000**

This is an exclusive breakfast, which welcomes close to 50 appointed chairs and paroling authorities. This breakfast precedes an all-day meeting that is held specifically for decision-makers within the agencies in attendance. Sponsoring this breakfast will give the company exclusive exhibit time on Sunday to speak with the groups and allow your brand to be featured in several ways.

### **WELCOME PACKAGE — \$1,500**

This is an excellent way to welcome our conference participants. Guests will be provided lanyards with your company's name and your company's logo will be featured on all name badges. Your sponsorship will also provide a welcome treat to each conference participant at registration.

### **CONFERENCE BAGS — \$1,500**

This is a great opportunity to have your logo printed on the conference bags for all the conference participants. We welcome you to include any promotional materials or handouts in the bag as well.

### **FLASH DRIVES — \$1,500**

Each conference participant is given a flash drive with all presentation material pre-loaded. The company's logo will be placed on the flash drive, in addition to having any promotional information pre-loaded on to each flash drive.

### **FOOD AND BEVERAGE — \$800 (EACH) OR 2 FOR \$1,500**

Monday Morning Break / Monday Afternoon Break / Tuesday Morning Break / Tuesday Afternoon Break



# 2021 APAI Annual Training Conference Sponsorship Contract

Live! by Loews / Arlington, Texas / June 13 – June 16, 2021

**All sponsorship packages include:** pre- and post-conference attendee lists, signage, individual recognition, a full-page ad in conference book, acknowledgement in promotional e-blasts, beverage tickets for the Welcome Reception.

**Sponsorships DO NOT include exhibit space, unless otherwise noted.**

Sponsorships will be assigned on a first-come, first-serve basis. Indicate choice by placing a number in the corresponding blank with #1 being first choice. Please consider sponsoring/co-sponsoring one of the following events for our attendees. If you'd prefer to co-sponsor an event, please specify the amount in the corresponding blank.

Sponsorship	#	Full Sponsor	#	Partial Sponsor
Digital Experience		\$5,000		\$
Welcome Reception		\$2,500		\$
Awards Luncheon		\$2,500		\$
Chairs/Exe. Director Breakfast		\$2,000		\$
Welcome Package		\$1,500		\$
Conference Bags		\$1,500		\$
Flash Drives		\$1,500		\$
Monday Morning Break		\$800		\$
Monday Afternoon Break		\$800		\$
Tuesday Morning Break		\$800		\$
Tuesday Afternoon Break		\$800		\$

**Company Name (to be listed)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Title** \_\_\_\_\_

**Date** \_\_\_\_\_

**I have enclosed a check in the amount of \$** \_\_\_\_\_

\*In order to be recognized on signage, a logo must be received in High Resolution PDF, EPS, or AI format.

\*\*For ads to be placed in the Program Book, the ad must be received in a PDF format by May 1, 2021. The dimensions should be 5.5in x 8.5in.

