



APAP

ASSOCIATION OF PERFORMING ARTS PROFESSIONALS

APAP|NYC

JANUARY 10-14, 2020

New York Hilton Midtown
Sheraton New York Times Square

SPONSORSHIP & ADVERTISING OPPORTUNITIES

CONTACT

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Delvon Lamarr Organ Trio showcase

APAP|NYC

The world's leading gathering of performing arts professionals and the annual members meeting of the Association of Performing Arts Professionals (APAP).

Plenary Events: The brightest stars, visionaries and influencers in the field

Professional Development: The “go to” conference for networking and career building

EXPO Hall: The largest performing arts marketplace in the world

Showcases: 1000+ performances throughout New York City

And More: The APAP Annual Awards Ceremony, Opening Night Reception and Pre-conference events!

There's no better way to capture the attention of the field than with APAP and at APAP|NYC!





Who attends **APAP|NYC**?

As the “must attend” networking event of the year, more than 3,600 performing arts professionals from 49 U.S. states and 29 countries participate in APAP|NYC.

■ **Presenters**

■ **Artists**

■ **Managers**

■ **Agents**

■ **Producers**

■ **Vendors**

■ **Supporters**

■ **Consultants**

APAP|NYC by the numbers

3,600+
ATTENDEES

from 49
U.S. states and
29 countries



5 DAYS

of programming,
plus pre-conference
events



66

professional
development sessions



168
speakers



More than

354
EXHIBITORS



1,000+
showcase
performances



LIVE STREAMING

More than **7,500**
unique viewers
watched 5
plenary sessions
via Facebook.



*figures from the APAP|NYC 2019 conference

A wide-angle photograph of a large audience seated in a grand hall, facing a stage. The stage features a large central screen displaying the event logo and two side screens showing a speaker. The stage is decorated with blue and white geometric patterns. The audience is diverse and appears engaged.

APAP|NYC offers unmatched opportunities

NETWORK

With performing arts
leaders and decision makers

LEARN

About trends, markets
and opportunities

DISCOVER

New talent, ideas,
and prospects

SEE

Exciting new
performances

CELEBRATE

The best
of the field

MEET

The people you
need to know

INSPIRE

Yourself
and others

CONNECT

In THE top performing arts
marketplace in the world

Recent past **featured speakers** include:



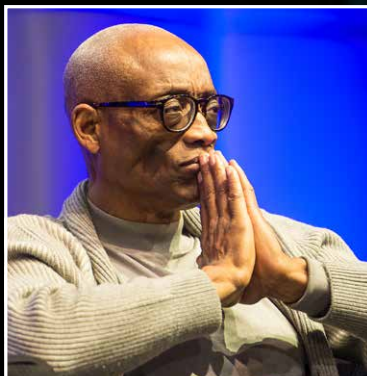
Roseanne Cash



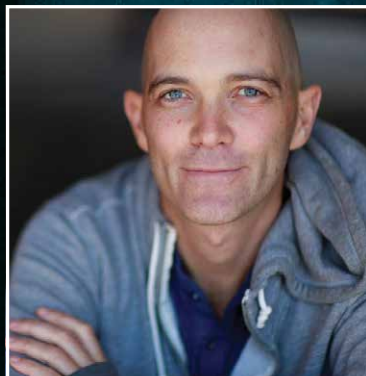
Misty Copeland



Ira Glass



Bill T. Jones



Taylor Mac



Lin-Manuel Miranda



Rita Moreno



Fiona Shaw



Reggie Watts

Past APAP Award honorees include:

Carmen de Lavallade, Arthur Mitchell, Laurie Anderson, Philip Glass, Judith Jamison, Jessye Norman, Ornette Coleman, Kronos Quartet, Wynton Marsalis, Mikhail Baryshnikov and Alvin Ailey.



Kristin Chenoweth at Closing Plenary



APAP|NYC media coverage

40+ journalists attended APAP|NYC 2019, including international media from 3 countries: the U.K., Ireland, and Denmark.

MEDIA PLACEMENTS INCLUDED:

- **New York Times**
circulation: 2.2 million print; 96.5 million uvm*
- **WBEZ Chicago**
A leading public radio station with 560,000 monthly listeners
- **Broadway World**
5.5M uvm; 23.5M monthly page views; reach spans 100 U.S. cities and 30 international markets
- **Other notable media**
Afropop Worldwide, Hyperallergic, Medium.com, News India Times, Pollstar, TimeOut, and WBAI

*unique visitors monthly

“One reason to love New York’s unofficial experimental festival season (a.k.a. the first three weeks of January, a.k.a. APAP-a-palooza, a.k.a. Show-ganza) is that it changes the city. Prompted by the annual presence of the Association of Performing Arts Professionals (APAP) convention—and hoping to be picked up by the touring circuit—all the theatre and dance peacocks in town put on their showiest display.”

- American Theatre

Why invest in the **APAP** audience?

APAP members are engaged.

They are leaders in the performing arts field, innovators in the industry, and influencers in their local communities.

APAP members are pro-active and positive.

They choose to be part of the APAP community to move their business forward and to grow as professionals.

APAP members are buyers.

They represent 1,600 organizations across the U.S., Canada and around the world. 60% of attendees are decision-makers in those organizations, and many others are future leaders.



SPONSORSHIP

Why sponsor **APAP|NYC**?

- Boost visibility to performing arts professionals
- Strengthen your brand
- Make new connections
- Reach decision-makers on-site and beyond
- Support the performing arts
- Exclusive sponsorship perks
- Be at the center of the action

EXPO Hall

To learn more about sponsorship, contact Kristen Cooper, Advertising and Sponsorship Sales, at **410-324-7700** or **kristen.cooper@todaymediacustom.com**

SPONSORSHIP

The benefits of sponsorship

- Exclusive access to early EXPO Hall booth selection
- Visibility leading up to and on-site at the conference
- Presence in APAP mobile app, website and e-communications
- Recognition in printed conference materials
- Invitation to VIP sponsor reception
- Tier-level sponsors receive 10% discount on advertising*

*restrictions apply



SPONSORSHIP

Premium placement equals optimal visibility

Premium-tiered sponsorship packages range from \$5K to \$30K and up.
Here is a sampling of opportunities that could be part of your package:

Experiential Sponsorships

Opening Night Keynote
Exclusive Registration Sponsorship
Massage Station

On-Site Visibility

Coat Check
Revolving Door Graphics
Water Stations

Digital Sponsorships

Mobile App Splash Page
Daily Conference Update Email
Live Streaming

Programmatic Sponsorships

Plenary Sessions
New Colleagues Orientation
Innovation Sessions

Hospitality and Event Sponsorships

Opening Night Reception
Happy Hours and Coffee Breaks
APAP Awards Ceremony

Take-Home Items

Tote Bag
Multi-Year Programming Calendar
Volunteer T-shirts

Tote bag inserts

SPONSORSHIP

Opportunities available at every budget

Not ready for a tiered sponsorship? Test the waters with any of our à la carte items. Rates start at \$1,500.

- Charging stations
- Video ads
- Tote bag inserts
- Participating sponsorship

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SPONSORSHIP

Important dates and deadlines

- EXPO Hall booth tier opens, exclusively for premium-tier sponsors
Friday, July 19, 2019
- Deadline to have exhibitor name appear in printed materials
Friday, November 15, 2019
- Deadline to submit artwork for Program and Showcase Listing Guide
Thursday, November 21, 2019
- Deadline to reserve space for tote bag inserts
Friday, December 13, 2019
- Deadline to submit artwork for inclusion on on-site signage
Friday, December 13, 2019
- Deadline for tote bag inserts to arrive at shipping company
Friday, December 20, 2019

ADVERTISING

What is **APAP** Advertising?

- Promote your artists, services and brand, during conference and year-round
- Gain access to a valuable target audience of buyers
- Build an engaging multi-channel marketing mix with print and digital options
- Demonstrate your industry leadership through affinity with APAP

ADVERTISING at **APAP|NYC**

Promote your artists, your business and your services leading up to and during APAP's flagship event.

IN PRINT:

***Inside Arts* member magazine**

The Conference Issue is mailed in December in advance of APAP|NYC to 1,700 APAP members and available onsite at APAP|NYC. Rates start at \$745.

APAP|NYC Annual Conference Program & Showcase Listing Guide

A must-keep 200+ page resource that includes full conference program schedule and 1000+ artist showcases performances. Rates start at \$1,950.

Ask about the conference combo and mobile app add-on for additional reach and savings!

ADVERTISING at **APAP|NYC**

Capture the attention of buyers as they prepare for APAP|NYC!

ONLINE AND IN E-COMMUNICATIONS:

APAP website

Promote your organization, artists and services on APAP's mobile-optimized website which has more than three-quarters of a million pageviews annually. It's the one-stop online source for everything APAP, including essential information about the APAP|NYC conference. Rates start at \$190.

Conference E-News - *New Design!*

Bi-weekly, mobile-responsive newsletter distributed to current APAP members and conference attendees. Includes "need to know" announcements, opportunities and deadlines for APAP|NYC.

Emailed the 1st and 3rd Tuesdays of the month from August through January. Sent to over 6,000 recipients with a 27% open rate. Rates start at \$90.

NEW in all e-newsletters!
Banner-sized ads = Bigger impact



ADVERTISING

Year-round through **APAP**

Build your year-round relationship with a highly desirable target audience of arts decision-makers.

IN PRINT:

Inside Arts member magazine

In addition to the Conference Issue, there are three other issues, delivering engaging and valuable content.

Fall: Mailed August 2019. Includes bonus distribution at regional arts conferences.

Spring: Mailed March 2020. Includes conference wrap-up and APAP Annual Award winners.

Summer: Mailed June 2020. The “Knowledge Issue” is summer reading for arts leaders!

Average readers per print issue: 5,000+. New digital edition offers further exposure and live links.

Preferred partner savings for 4x advertisers.

Rates start at \$745.





ADVERTISING

Year-round through APAP

Increase your year-round visibility in well-read communications.

ONLINE AND IN E-COMMUNICATIONS:

APAP website

Promote your organization, artists and services on APAP's mobile-optimized website which has more than three-quarters of a million pageviews annually. It's the one-stop online source for everything APAP, including essential information on membership benefits, programs and services. Rates start at \$190.

Spotlights Member e-Newsletter - *New Design!*

Bi-weekly, mobile-responsive newsletter distributed to all staff of APAP member organizations. Includes vital information on APAP's year-round services such as funding opportunities, professional development programs, member updates, and industry news.

Emailed the 2nd and 4th Tuesdays of the month. Sent to over 4,000 recipients with a 27% open rate. Rates start at \$90.

ADVERTISING

Important dates and deadlines

<i>Inside Arts</i> magazine	Ad Reservation Deadline	Ad Artwork Due
Fall 2019 (“Regionals”) Issue	June 11, 2019	June 24, 2019
Conference 2020 Issue	October 1, 2019	October 11, 2019
Spring 2020 Issue	January 28, 2020	February 10, 2020
Summer 2020 (“Knowledge Issue”)	April 14, 2020	April 24, 2020

APAP|NYC Conference Program & Showcase Listing Guide Ad Reservation Deadline: November 14, 2019

Step into the spotlight!

No other marketing channels reach this audience so effectively! Thank you for your support of the performing arts.

For more information:

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