Delvon Lamarr Organ Trio showcase

SPONSORSHIP & ADVERTISING OPPORTUNITIES

JANUARY 10-14, 2020

New York Hilton Midtown
Sheraton New York Times Square

CONTACT
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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

1,000+ showcase performances

168 speakers

LIVE STREAMING: More than 7,500 unique viewers watched 5 plenary sessions via Facebook.

*figures from the APAP|NYC 2019 conference
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.
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.
To learn more about sponsorship, contact Kristen Cooper, Advertising and Sponsorship Sales, at 410-324-7700 or kristen.cooper@todaymediacustom.com

EXPO Hall

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
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

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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

### Programmatic Sponsorships
- Plenary Sessions
- New Colleagues Orientation
- Innovation Sessions

### On-Site Visibility
- Coat Check
- Revolving Door Graphics
- Water Stations

### Hospitality and Event Sponsorships
- Opening Night Reception
- Happy Hours and Coffee Breaks
- APAP Awards Ceremony

### Digital Sponsorships
- Mobile App Splash Page
- Daily Conference Update Email
- Live Streaming

### Take-Home Items
- Tote Bag
- Multi-Year Programming Calendar
- Volunteer T-shirts

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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**
PUSH Showcase

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

What is APAP Advertising?

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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!

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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**

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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.

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ADVERTISING
Year-round through APAP

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

ONLINE AND IN E-COMMUNICATIONS:

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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.

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ADVERTISING
Important dates and deadlines

<table>
<thead>
<tr>
<th>Inside Arts magazine</th>
<th>Ad Reservation Deadline</th>
<th>Ad Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019 (&quot;Regionals&quot;) Issue</td>
<td>June 11, 2019</td>
<td>June 24, 2019</td>
</tr>
<tr>
<td>Conference 2020 Issue</td>
<td>October 1, 2019</td>
<td>October 11, 2019</td>
</tr>
<tr>
<td>Summer 2020 (&quot;Knowledge Issue&quot;)</td>
<td>April 14, 2020</td>
<td>April 24, 2020</td>
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APAP|NYC Conference Program & Showcase Listing Guide Ad Reservation Deadline: November 14, 2019

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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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