



*March 22 - March 25, 2017
Marriott Courtyard Atlanta Decatur Downtown/Emory
Decatur, Georgia*

AAPC Annual Conference 2017

Sponsorship and marketing opportunities are available now!

Who is American Association of Pastoral Counselors (AAPC)

The American Association of Pastoral Counselors (AAPC) is a membership and certification organization whose mission is to provide spiritually informed and integrated counseling, collaborative community based services, training and education in order to enhance the well-being of individuals, families and communities. AAPC, founded in 1963, represents and sets professional practice standards for over 1500 Pastoral Counselors.

Pastoral counseling is a unique form of counseling which uses spiritual resources as well as psychological understanding for healing and growth. Certified pastoral counselors are licensed mental health professionals who have also had in-depth religious and/or theological education or training. Clinical Services are non-sectarian and respect the spiritual commitments, theological perspectives and religious traditions of those who seek assistance without imposing counselor beliefs onto the client.

AAPC's Annual Conference

AAPC hosts an Annual Conference each spring to enhance our mission and vision through multicultural and multidimensional programs rich in education and hands-on experiences for our members and other attendees. This event averages 250 attendees annually.

Investing in AAPC

The AAPC seeks your help in providing these dynamic educational programs for our target audience(s). Your support helps the organization to fulfill its mission to bring healing, hope and wholeness to individuals, families and communities by expanding and equipping spiritually grounded and psychologically informed care, counseling and psychotherapy.

Sponsorship Opportunities

Why Be a Sponsor of AAPC's Annual Conference Program

While the cost of providing on-going education for professionals continue to rise, so does the demand for highly skilled individuals to serve our communities and people in crisis. We need your partnership in order to continue providing the highest quality of educational events to those serving you and those you love in the field of pastoral care, counseling and psychotherapy.

Please consider sponsoring a plenary or workshop session at AAPC's Annual Conference, or make a general donation in the amount of your choice. Every gift is put to good work within our program, and your generosity is greatly appreciated. In return for your support, AAPC will let our attendees know about your support of their service and dedication. More information about sponsorship levels and conference sessions can be found on the [organizational website](#).

Marketing Opportunities

Why Market Your Program or Product with AAPC

AAPC welcomes vendors offering a variety of goods, services and information which are supportive of the mission of the organization. Previously, we have hosted vendors promoting programs and seeking pastoral care employees, fellow/related organizations gaining exposure in our field of expertise, books, merchandise and gifts related to our professional focus, career consultants with a specialty in pastoral care and health care, and more.

Advertising Opportunities

AAPC will print and stuff your marketing inserts in all registration packets to help you make your products and information known to our attendees. Your product must be in agreement with the mission of the AAPC, and a camera-ready file must be provided to us by electronic file (pdf, jpeg), sized at 8.5 x 11, full color, one sided. What an easy way to promote your company, center, product!

Reserve Your Space Today

If hosting a table top exhibit or promoting your related business sounds of interest to you, please complete the enclosed applicable form. This form, along with all applicable fees, needs to be received by the coordinator no later than March 6th, 2017. Please be aware that space is limited and tables will be assigned on a first come, first served basis.

Please note: American Association of Pastoral Counselors reserves the right to decline an offer of sponsorship/marketing based on content not suitable to the mission/vision of the AAPC, Inc.

AAPC's 2017 Annual Conference Agreement to Sponsor

Sponsorship Levels

PARTNER in CONTINUING EDUCATION	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
\$25,000 & Above	\$15,001 - \$20,000	\$10,001 - \$15,000	\$5,001 - \$10,000	\$1,001 - \$5,000	Below \$1,000
Partners in Continuing Education will receive the following benefits:	Platinum Sponsor will receive the following benefits:	Gold Sponsor will receive the following benefits:	Silver Sponsor will receive the following benefits:	Presenting Sponsor receive the following benefits:	
<p>Token of appreciation, presented at the Town Hall during the conference.</p> <p>Eight (8) complimentary, inclusive conference registrations.</p> <p>Complimentary vendor/exhibit space, one six foot table at the sponsored all-member conference.</p> <p>Complimentary advertisement flyer, printed and stuffed for you, in the conference registration packets.</p> <p>Marketing flyer will be displayed on-screen just prior to the beginning of the specific sponsored session</p> <p>Logo/signage at the specific sponsored session.</p>	<p>Five (5) complimentary, inclusive conference registrations.</p> <p>Vendor/Exhibit space, one six foot table at the sponsored all-member conference.</p> <p>Complimentary advertisement flyer, printed and stuffed for you, in the conference registration packets.</p> <p>Marketing flyer will be displayed on-screen just prior to the beginning of the specific sponsored session</p> <p>Logo/signage at the specific sponsored session.</p>	<p>Three (3) complimentary, inclusive conference registrations.</p> <p>Complimentary vendor/exhibit space, one six foot table at the sponsored all-member conference.</p> <p>Complimentary advertisement flyer, printed and stuffed for you, in the conference registration packets.</p> <p>Marketing flyer will be displayed on-screen just prior to the beginning of the specific sponsored session</p> <p>Logo/signage at the specific sponsored session.</p>	<p>A complimentary, inclusive conference registration.</p> <p>Complimentary vendor/exhibit space, one six foot table at the sponsored all-member conference.</p> <p>Complimentary advertisement flyer, printed and stuffed for you, in the conference registration packets.</p> <p>Logo signage at the specific sponsored session.</p>	<p>Complimentary advertisement flyer, printed and stuffed for you, in the conference registration packets.</p> <p>Logo signage during the specific sponsored session.</p>	<p>All gifts of any size help us to reach our goals of providing quality educational events for our members and many other industry professionals.</p> <p>We truly appreciate your support.</p> <p>Your name will be listed on the sponsored program's list of sponsors.</p> <p>THANK YOU!</p>

Sponsorship Amount \$ _____ Do you require an invoice? Yes _____ No _____

Do you wish to designate a specific conference session? _____

Planning Contact Name: _____

Email: _____ Phone: _____

Signature: _____

SIGNATURE OF AUTHORIZED REPRESENTATIVE

Mail Your Sponsorship to:

AAPC Conference, c/o RMK Productions
200 Little Falls Street, Suite 3205
Falls Church, VA 22046

or email this to aapc2017@gmail.com

For more information, please email aapc2017@gmail.com or call Terry Izaguirre at (678) 636-6210.

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Conference Sessions Cost Sheet

Plenary Presentations May include Speaker(s) Honorarium and Expenses; Staging & AV Equipment, Recording, Signage, Printing	Anticipated Cost	up to \$5,000 per session
Pre-Conference Sessions May include Speaker(s) Honorarium and Expenses; AV Equipment, Recording, Singage	Anticipated Cost	up to \$2,500 per session
Conference Workshops May include AV Equipment, Recording, Signage (<i>Workshops are presented as a gift of time by the Presenter(s), AAPC does not provide compensation.</i>)	Anticipated Cost	up to \$800 per session
Celebrations and Receptions May include Catering, Entertainment, AV Equipment, Signage	Anticipated Cost	up to \$15,000 per event
Coffee Breaks May include Catering, Signage	Anticipated Cost	up to \$7,500 per event
Conference Luncheon May include Awards, Catering, Staging & AV Equipment, Recording, Signage, Printing	Anticipated Cost	up to \$25,000 per event
Special Interest Gatherings (SIG's, Regional Caucus, etc.) May include AV Equipment, Recording	Anticipated Cost	up to \$500 per session

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AAPC's 2017 Annual Conference Vendor/Exhibitor Agreement

APPLICATION DEADLINE: POSTMARKED NO LATER THAN MARCH 1, 2017

Contact Information

Company Name _____

On-Site Contact Name and Cell # _____

Mailing Address _____

City _____

State _____

Zip _____

Phone _____

E-mail _____

Website _____

Exhibit Information

Products/Services to be Exhibited:

Will exhibit include tabletop display? Yes No Approximate height of this display? _____ (In feet)

Audio Visual: Audio/visual services, including internet, are not available. Please plan your exhibit/vendor space accordingly.

Submission Information

This completed form shall be submitted via electronic file to terry@acpe.edu, or hard copy to AAPC Conference, c/o RMK Productions, 200 Little Falls Street, Suite 205, Falls Church, VA 22046. no later than March 1, 2017.

Cost Information

Enclosed is \$350 for initial space w/ one 6-foot table & two chairs. Enclosed is \$200.00 for each additional table.

PAYMENT: Check number _____ -or- CC # _____ Expiration _____ Zip Code _____

The following statement MUST be initialed for the Exhibitor Application to be accepted.



I have reviewed and understand the Procedures and Regulations on the reverse side of this application, regarding exhibiting at the American Association of Pastoral Counselors, Inc.'s Conference 2017, Atlanta (Decatur), GA. I have included payment for my space. I understand additional fees may be assessed by the hotel for applicable shipping costs. It is understood that the assigned space, one 6 foot table with two chairs, will be rented at the rate quoted in this agreement. It is also understood that all space must be paid for in full on or before March 1, 2017. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor at the discretion of the AAPC. I agree to abide by all regulations governing exhibits set forth in this agreement.

Hold Harmless Clause: The exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the association, hotel, agents, service representatives, and employees from any and all such losses, damages, and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Cancellation Policy: Cancellations made in writing before March 1, 2017 will receive a 90% refund; cancellations received after March 1 will receive a 50% refund. No refunds will be issued for cancellations that do not have acknowledgement of receipt from AAPC, or if received after March 22, 2017.

Agreement: By signing below, I confirm that I am the authorized signor on behalf of the exhibitor, and that I fully understand the exhibitor information and responsibility.

SIGNATURE OF AUTHORIZED REPRESENTATIVE

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Exhibitors Procedure Information

PROCEDURES

1. Exhibitor applications will be reviewed and assigned a table(s) on a first come, first served basis.
2. Once the application has been received, the exhibitor will be sent a confirmation by email.
3. The exhibitor is responsible for all shipping processes as well as shipping costs, including any that may be assessed by the hotel.

REGULATIONS

Cost: The cost for exhibiting includes one 6-foot skirted table, name badge and two chairs. Additional tables may be purchased at an additional cost. **Cost does not include conference registration.**

Cancellations/Waiting List: If accepted as an exhibitor and for unforeseen circumstances, are unable to attend, please notify the coordinator in writing as soon as possible (see cancellation policy in the application). If not initially accepted as an exhibitor, a waiting list will be kept and we will offer cancelled space to the next wait listed applicant.

Audio Visual: Audio Visual options and services, including electrical outlets or internet, will not be available at this event. Please plan your exhibit / vendor display accordingly.

Exhibitor Tables: Exhibitor tables will be set-up prior to arrival based on how many tables were requested and paid for. Due to limited space, exhibitors will only be able to use those tables provided by the hotel.

Hotel Property: In respect to the hotel and its property, exhibitor information, displays, products or any other exhibitor material may not be hung, taped, nailed, stapled or in any other way posted onto the hotel walls, pillars, or other hotel property.

Security: Security will not be provided. Exhibitors are responsible for covering and/or securing their goods and valuables at close of business each day.

Signage: Table identification and display signs are the responsibility of the individual exhibitor.

Deadline: Postmark deadline for submission of applications is March 1, 2017.

Form and Payment: Send completed form with payment via email to terry@acpe.edu or hard copy to AAPC Conference, c/o RMK Productions, 200 Little Falls Street, Suite 205, Falls Church, VA 22046.

Exhibitors Hours, Set-Up & Breakdown

AAPC's 2017 Annual	DATE	TIME
Table Exhibit Hours:		
	Thursday, March 23	10 AM – 8 PM
	Friday, March 24	8 AM – 6 PM
	Saturday, March 25	8 AM – 6PM
Table Set-Up: Thur, Mar 23		
		7 AM – 10 AM
Table Breakdown: Sat, Mar 25		
		6 PM – 8 PM

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Shipping Information

All shipping efforts and costs are the responsibility of the exhibitor. Boxes must not arrive prior to March 22, 2017, addressed to:

Marriott Courtyard Decatur
Attn: Sales and Catering for Terry Izaguirre, AAPC Conference
Hold for Arrival March 23, 2017
130 Clairemont Avenue
Decatur, GA 30030

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AAPC's 2017 Annual Conference Advertising Agreement

APPLICATION DEADLINE: POSTMARKED NO LATER THAN MARCH 1, 2017

Contact Information

Company Name _____

On-Site Contact Name and Cell # _____

Mailing Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Website _____

Printed Matter Information

AAPC will print and stuff your registration inserts in all registration packets for \$250.00. Your product must be in agreement with the mission of the American Association of Pastoral Counselors, Inc., and a camera-ready file must be provided to us by electronic file (pdf, jpeg), sized at 8.5 x 11, full color, one sided. What an easy way to promote your practice, company, product.

Submission Information

This completed form and the print copy shall be submitted via electronic file to terry@acpe.edu, no later than March 1, 2017.

Cost Information

I have enclosed a check in the amount of \$250.00 for camera-ready, full color, one-sided, 8.5 x 11 add copy to be stuffed in all AAPC Annual Conference registrant packages.

PAYMENT: Check number _____ -or- CC # _____ Expiration _____ Zip Code _____

Cancellation Policy: Cancellations made in writing before March 1, 2017 will receive a 90% refund; cancellations received after March 1 will receive a 50% refund. No refunds will be issued for cancellations that do not have acknowledgement of receipt from AAPC, or if received after March 22, 2017.

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