

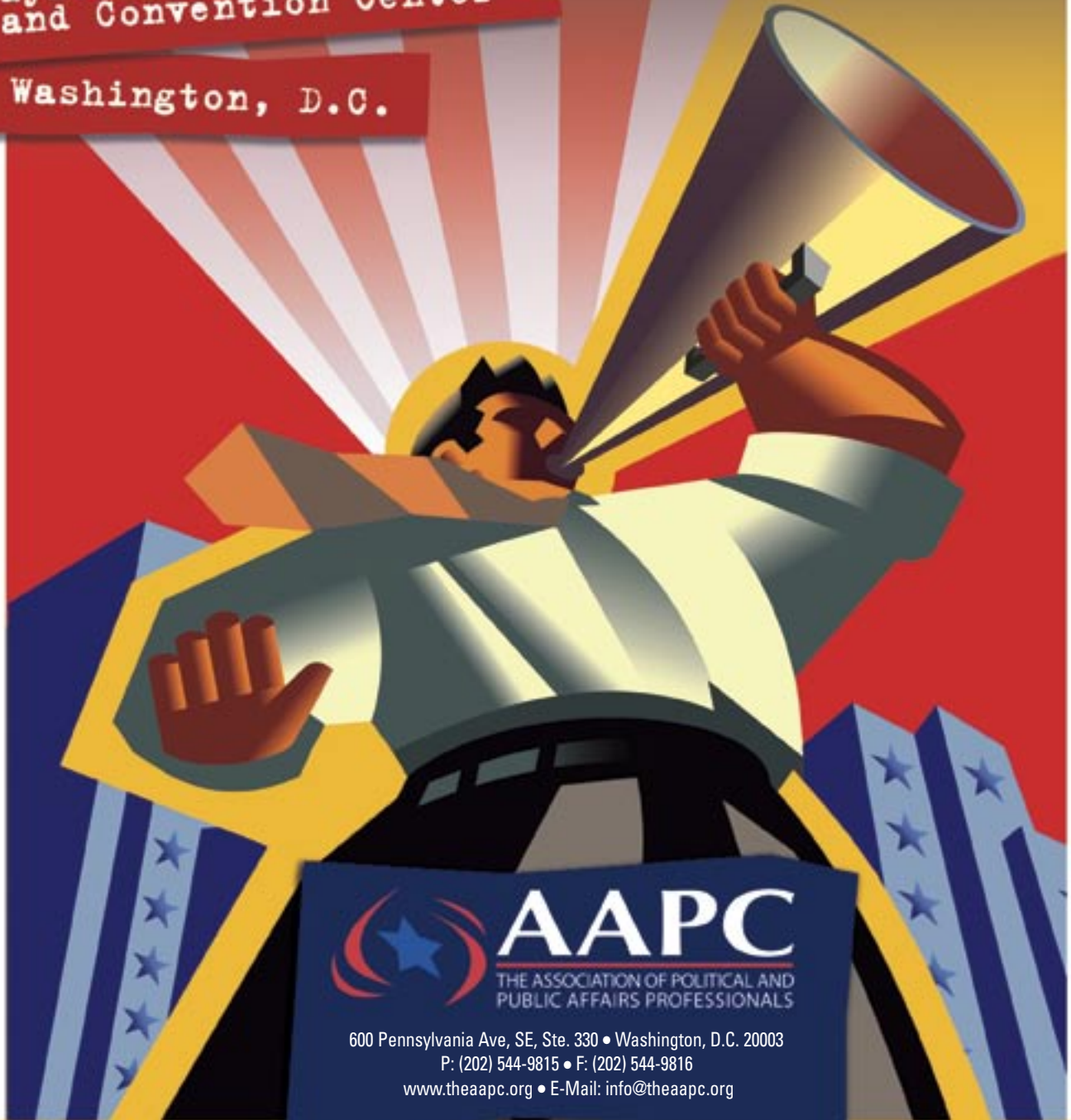
# Strategic Partner Opportunities

18th Annual Pollie Awards & Conference

March 27-29, 2009

Gaylord National Resort  
and Convention Center

Washington, D.C.



600 Pennsylvania Ave, SE, Ste. 330 • Washington, D.C. 20003  
P: (202) 544-9815 • F: (202) 544-9816  
[www.theaapc.org](http://www.theaapc.org) • E-Mail: [info@theaapc.org](mailto:info@theaapc.org)

Defenders of Democracy – Protectors of Political Free Speech

## CONFERENCE PARTICIPANT TESTIMONIALS

“The Pollie Conference in Santa Monica last March provided a great opportunity to **National Cable Communications** to present our services and products to the leading consultants in the political campaign and public affairs industry. This type of interaction is invaluable in today’s fast-paced world. We are looking forward to even greater returns as a returning strategic partner at the March 2009 Pollie Conference in Washington, D.C.”

– **Chuck Cowdrey**

“**Aristotle** sponsors many events annually. The AAPC recognizes that these events are opportunities for us to grow and develop our business. The AAPC is the only association that has reached out and offered to help us develop business, one on one, with their membership and the clientele they serve. ”

– **John Phillips**

“Our strategic partnership with AAPC events has increased our exposure within the political consulting community and provided access to the decision-makers who can benefit from **Value Click Media’s** online advertising expertise.”

– **Tony Winders**

“The American Association of Political Consultants offers our cable industry an opportunity to exchange novel and creative ideas with political innovators who strive at winning campaign wars. **Comcast Spotlight** also wins when we understand firsthand the fast-paced world of politics and how influencing a few voters can shift momentum on a dime. The political cycle of 2008 is proving that every day, and that’s a primary reason our Strategic Partnership with AAPC is extremely valuable.”

– **Sam Rodriguez**

“As a longtime AAPC member, being a strategic sponsor was a great way to re-introduce **Moran & Associates** and highlight our new work as a leading provider of Internet technologies. We’re extremely pleased with the business we generated from our participation in the conference! Thank you to the AAPC officers and staff who made our experience with our partnership very rewarding. ”

– **Kelley Moran**

“**Barnett & Murphy** has enjoyed our relationship with the AAPC. Through participating in their seminar series, we have had the opportunity to collaborate with great minds and engage in conversations that allow us as a company to provide better products and services for our clients. We hope our interactions with the great people at the AAPC continue for many years to come.”

– **Jody Murphy**

## ABOUT THE AAPC AND THE POLLIE AWARDS & CONFERENCE

**The American Association of Political Consultants** is the largest association of political and public affairs professionals on the planet. AAPC members are responsible for the spending decisions in our billion-dollar industry – and in deciding whose products and services to purchase.

We are proud to invite you to join us as a strategic partner at our 2009 Pollie Awards & Conference to be held March 27-29 at the Gaylord National Convention Center in Washington, D.C. The conference will provide strategic sponsors three days of unprecedented access to 500 of the top firms and decision-makers in the political and public affairs arenas.

If you want to make your products and services available for review and purchase by industry leaders, there is no better opportunity to do so than by taking advantage of one of the promotional opportunities available at the March 2009 AAPC Pollie Awards & Conference.

The AAPC is a nonpartisan trade association with members of all political persuasions from all 50 states, the U.S. territories and increasingly from other countries. As host of the prestigious annual Pollie Awards, the AAPC recognizes the “best of the best” in more than 150 political campaign and public affairs categories, including use of direct mail, Internet, telephones, television, radio, fundraising and more.

**With more than 500 of the industry’s top professionals in attendance, there is no better place to gain a competitive advantage in the lucrative billion-dollar market of campaign and public affairs spending than by taking advantage of one of the many promotional opportunities at the March 2009 AAPC conference.**

## CONFERENCE ATTENDEE PROFILE

The AAPC represents a diverse cross section of the political and public affairs consulting professions. It’s the one place where both Democrats and Republicans, Independents, Libertarians and Green Party consultants all share the stage. It’s the place where relationships are built and campaign techniques and innovations are tested and discussed.

Conference attendees are the decision-makers in their firms. They are responsible for selecting the method, strategy, message and products to get out the message of their clients. Our attendees are the ones who decide what products and services to buy.

**Do not miss this once-a-year opportunity to showcase your products and services. The Pollie Awards & Conference offers unmatched visibility and value in attracting the decision-makers you want as customers.**

## ENHANCE YOUR VISIBILITY

**A strategic partnership with the AAPC at our Pollie Awards & Conference puts you face-to-face and on a first-name basis with key industry leaders, decision-makers and innovators – the very people who will decide if they want to purchase your products and services.**

Political and public affairs consulting is big business. With more than 500,000 elected officials in the United States and thousands of political and public affairs campaigns spending over a billion dollars annually, the AAPC is the place they go for education on cutting-edge techniques, technologies and services.

Political campaign and public affairs professionals represent a major market in every state. If you want to access them, then you must take advantage one of the many strategic partnership opportunities available.

## AN EXCITING VALUE-ADDED PACKAGE OF BENEFITS

There are several types of strategic partnerships available. They represent the best, most efficient, most cost-effective opportunities you will have to **meet professionals interested in your products and services.**

Don't see anything that fits the bill? Then **let the AAPC help you tailor a visibility program** to meet your specific needs. Let us help position your organization as an industry leader, supplier or vendor of products and services to the political and public affairs campaign industry.

Packages can be customized upon request but costs may vary. Strategic partner requests will be honored on a first-come, first-served basis and are not reserved until executed contracts are received with full payment.

## STRATEGIC PARTNERSHIP

When you become a strategic partner with the AAPC we dedicate ourselves to providing you with as many opportunities as possible to promote your business to leaders and decision-makers in the political and public affairs arena.

For more than 18 years, we have been bringing leaders of the political and public affairs profession together to honor the "best of the best" and to learn from the best. The Pollies are the political consulting and public affairs industries' first and only award for excellence.

**We view our strategic partnerships as a true business relationship. We believe your success is our success. We work very hard throughout the year to help promote the services and products of our strategic partners and provide them year-round real access to your potential customers. We would be happy to have you join us as one of our strategic partners. Please review the strategic partner opportunities listed below and let us know how we can work together.**

## POLLIE AWARDS & CONFERENCE STRATEGIC PARTNER PROMOTIONAL OPPORTUNITIES

Platinum Strategic Partner Opportunities		
Pollie Conference Grand Sponsor	\$75,000	Award Given
Pollie Award Dinner	\$50,000	Award Given
Pollie Award Category Sponsor	\$35,000*	Award Given
Pollie Award Dinner Reception	\$30,000	Award Given

Gold Strategic Partner Opportunities		
Opening Reception	\$20,000	
General Sessions (4)	\$25,000	Each
General Conference Sponsor (10)	\$15,000	Each
Lunch Sponsor (2)	\$15,000	Each
Breakfast Sponsor (2)	\$12,500	Each

Premier Strategic Partner Opportunities		
Premier Host	\$10,000	
Panel Sponsor	\$7,500	Each
Cyber Café	\$7,500	

Champion Strategic Partner Opportunities		
Champion Host	\$5,000	
Flash Drives	\$5,000	(need to sign up early)
Portfolio Sponsor	\$3,500	(need to sign up early)
Cappuccino Station	\$3,500	
Popcorn Booth	\$3,500	
Ice Cream Break	\$3,500	
Massage Chair	\$3,500	
Name Badge Lanyards	\$3,000	(need to sign up early)
Refreshment Break	\$3,000	
AAPC Board Meeting Sponsor	\$3,000	

\*Minimum two-year commitment

## POLLIE AWARDS & CONFERENCE STRATEGIC PARTNER PROMOTIONAL OPPORTUNITIES (CONTINUED)

Exhibitor Space		
One Space	\$3,500	Each (limited quantity)
Two to four connected spaces	\$2,750	Each (limited quantity)
Half Space	\$2,000	Each (limited quantity)

Other Strategic Partner Opportunities		
Hotel Room Literature Drop	TBD	
Voice Mail to Attendees	TBD	
Tote Inserts	TBD	
Hospitality Suite/Private Reception	TBD	

## POLLIE AWARDS & CONFERENCE STRATEGIC PARTNER BENEFITS

All promotional packages include:

	PLATINUM STRATEGIC PARTNER		GOLD STRATEGIC PARTNER		PREMIER STRATEGIC PARTNER		CHAMPION STRATEGIC PARTNER	
	\$75,000	\$50,000	\$20,000 - \$25,000	\$12,500 - \$15,000	\$10,000 - \$15,000	\$7,500	\$3,500 - \$5,000	\$2,000
Registrations	20	20	10	5	5	3	2	2
Dinner	20 Tickets/ 2 Table	20 Tickets/ 2 Table	10 Tickets/ 1 Table	5 Tickets	5 Tickets	3 Tickets	2 Tickets	2 Tickets
Program/ Winner Book Advertisement	Full-Page Color	Full-Page Color	Full-Page Color	Full-Page Color	Full-Page Color	Half-Page Color	Half-Page Color	Half-Page Black & White
Signage	Conference Naming Rights – Largest Lettering on All Signs	Pollie Award Dinner Naming Rights	Yes	Yes	Yes	Yes	Yes	Yes
Exhibit Space	2 Space	2 Space	1 Space	1 Space	1 Space	1 Space	1 Space	1/2 Space
Hyperlink	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Co-Marketing	6 Mail/ Emails During The Year	6 Mail/ Emails During The Year	5 Emails	4 Emails	3 Emails	2 Emails	1 Email	1 Email
Advertisement on Email Blasts	All E-Mail	All E-Mail						

## POLLIE AWARDS & CONFERENCE STRATEGIC PARTNER BENEFITS

Friday, March 27	Saturday, March 28	Sunday, March 29
	8:30 a.m. – 9:30 a.m. General Session	8:30 a.m. – 9:30 a.m. General Session
	9:45 a.m. – 12:30 p.m. Concurrent Business Sessions (2 Tracks)	9:45 a.m. – 12:30 p.m. Concurrent Business Sessions (2 Tracks)
12:00 p.m. – 5:00 p.m. Registration and Exhibitor Set-up	12:30 p.m. – 2:00 p.m. Luncheon	12:30 p.m. – 2:00 p.m. Luncheon
5:00 p.m. – 6:00 p.m. First Time Attendees Reception	2:15 p.m. – 3:30 p.m. Concurrent Business Sessions (2 Tracks)	2:15 p.m. – 3:30 p.m. Concurrent Business Sessions (2 Tracks)
6:00 p.m. – 7:30 p.m. Pollie Kickoff Reception	6:30 p.m. – 8:30 p.m. Hall of Fame	6:00 p.m. – 10:00 p.m. Pollie Awards Reception & Dinner

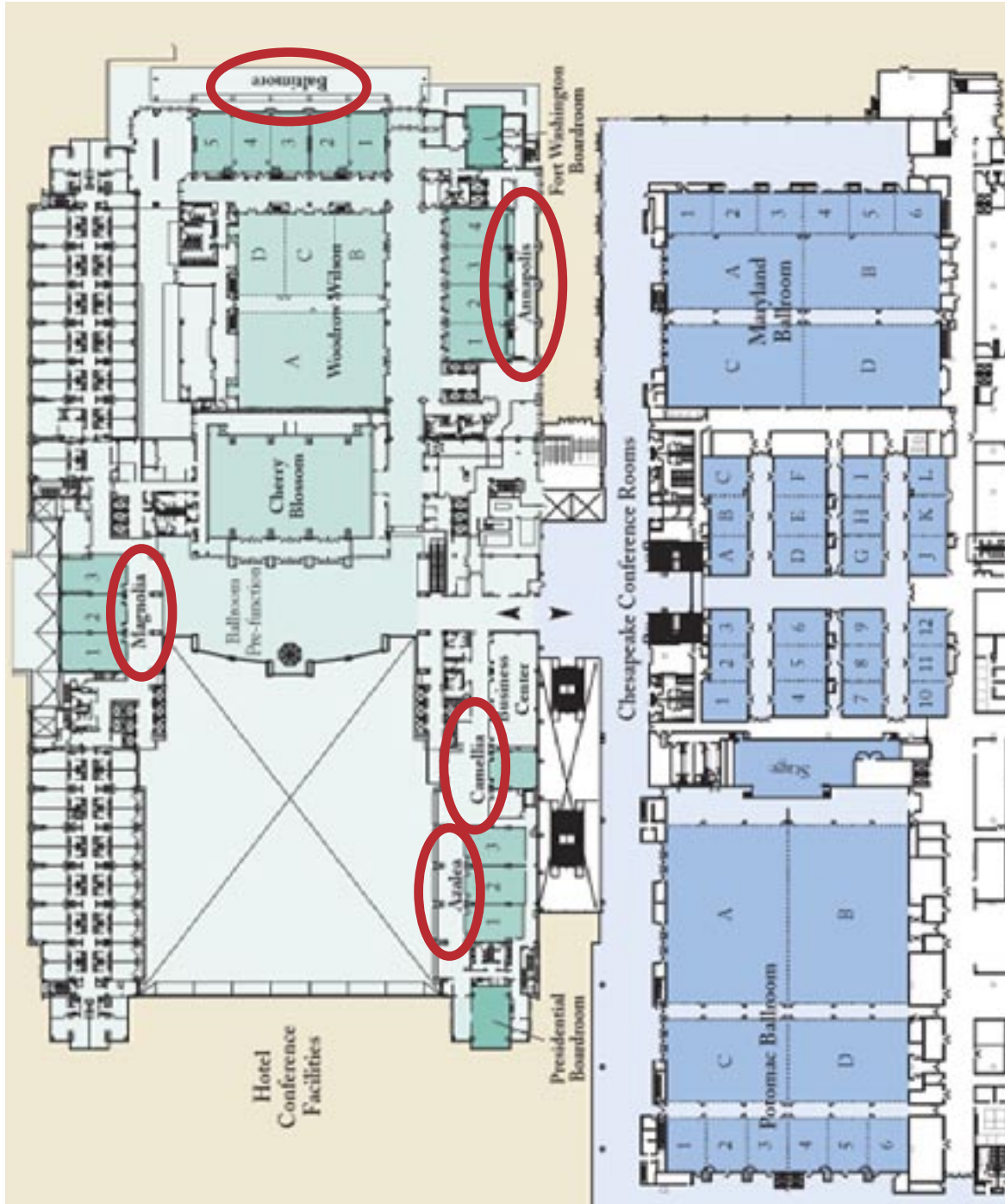
### General Information:

Conference Hotel: The Gaylord National Convention Center in Washington, D.C.  
 Room Rate: \$259 single/double occupancy  
 For information on registration and housing,  
 contact the office at: (202) 544-9815 or email [info@theAAPC.com](mailto:info@theAAPC.com)

### Exhibit and Trade Show Hours:

March 27: Noon – 5:00 p.m., Set-up  
 March 28: 8:00 a.m. – 5:00 p.m.  
 March 29: 8:00 a.m. – 3:00 p.m. (last day for exhibits)

# THE 18TH ANNUAL POLLIE AWARDS EXHIBITOR FLOOR PLAN GAYLORD NATIONAL CONVENTION CENTER



## PRICING FOR CONFERENCE PROGRAM BOOK AND POLLIE AWARD WINNERS BOOK

In addition to strategic partnership opportunities, there are other ways to ensure your message is placed in front of AAPC members and those to whom we are marketing the conference. We have advertising opportunities in the Conference Program Book, the Pollie Award Winners Book, and advertising on our email blasts promoting the conference. Additionally, we will soon have the capability for you to advertise on our searchable membership directory (availability is targeted for December 31, 2008).

Build recognition, announce products, draw attention to your booth, or congratulate the Pollie Award winners with a display advertisement in AAPC's Conference Program Book or Pollie Award Winners Book. An advertisement at the Pollie Awards conference guarantees your message will reach the folks who control campaign spending in politics and public affairs.

### Program Book Format:

8.5" wide by 11" high.

4-color and black and white options.

Full, half, quarter and eighth page sections available.

Space is limited so please call for availability.

### Advertising Rates:

Premium Double Truck \$1,000

Full-Page 4-Color – \$750

Full-Page B&W – \$400

Half-Page 4-Color – \$500

Half-Page B&W – \$300

Quarter-Page 4-Color – \$250

Quarter-Page B&W – \$175

Eighth-Page 4-Color – \$100

Eighth-Page B&W – \$75

Inside Front Cover – \$4,000

Inside Back Cover – \$3,000

Outside Back Cover – \$5,500

### Technical Specifications:

Full Page: 8.5" w x 11" h

Half Page: 8.5" w x 5.5" h

Quarter Page: 4.25" w x 5.5" h

Eighth Page: 4.25" w x 2.75" h

### Artwork Formats:

To be supplied as InDesign file, TIFF, JPG or high-resolution PDF, bleeds built in.

All fonts to be supplied with job.

### Resolution:

No less than 300dpi for color, 700dpi for line art.

Please list contact name, number with disc/file.

### Questions?

E-mail [dcompton@winningdirections.com](mailto:dcompton@winningdirections.com) if you have any questions about specs.

### Deadline:

Friday, February 22, 2009

### Please note:

To meet our printer's deadline, artwork and/or ad copy for program books need to be received no later than **February 22, 2009**. Camera-ready artwork and/or text in PDF format should be sized to conform to the dimensions noted here.

### All artwork and text should be sent to:

Dan Compton [dcompton@winningdirections.com](mailto:dcompton@winningdirections.com)

(800) 646-8777 (phone)

(650) 875-1015 (fax)

Winning Directions

1366 San Mateo Avenue

South San Francisco, CA 94080

**YES! WE WOULD LIKE TO PLACE AN ADVERTISEMENT IN THE CONFERENCE PROGRAM OR POLLIE AWARD WINNERS BOOK.** (Advertising in both will get you a 35% discount)

**Order Form:**

**CONFERENCE PROGRAM BOOK**

- Color :  Full  Half  Quarter  Eighth  
Black & White:  Full  Half  Quarter  Eighth  
 Inside Front Cover  Inside Back Cover  Outside Back Cover  
Art Design:  \$500 for Full-Page  \$300 for Half, Quarter and Eighth pages

**ORGANIZATION REPRESENTATIVE**

By signing you indicate your agreement to the above stated terms

PRINT NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**METHOD OF PAYMENT**

**(skip if ads are part of sponsorship)**

- Payment by Check: Please make payable to AAPC  
 Payment by Credit Card:  Mastercard  Visa  American Express

Credit Card Information: \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

Print Name of Cardholder \_\_\_\_\_

Billing Address \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Total Amount Submitted \$ \_\_\_\_\_

Fax this form to: 202-544-9816 or mail payment with form to: Pollie Sponsorship/Exhibitor, 600 Pennsylvania Ave. SE, Ste. 330, Washington, D.C. 20003

**THANK YOU FOR YOUR SUPPORT!**

## AAPC STRATEGIC PARTNERS INCLUDE\*



\*PARTIAL LIST

TERMS AND CONDITIONS: Sponsors and Exhibitors agree to the terms and conditions of the Policies and Procedures set forth by the Gaylord National Resort and Convention Center or local governmental regulations. Exhibit space will be assigned by the AAPC at its sole discretion or as agreed to by written contract and receipt of payment. The AAPC will make every effort to accommodate the space requests of Sponsors and Exhibitors but reserves the right to make modifications in the best interest of the conference. Strategic Partnership requests will be honored on a first-come, first-served basis and are not reserved until executed contracts and full payment are received. AAPC reserves the right to approve all materials or products distributed or displayed at the Pollie Awards Conference or advertisements placed in the Conference Program Book, Pollie Award Winners book, on the AAPC website and Email Marketing, and through all co-marketing efforts. All co-marketing to AAPC members will be paid for by each Strategic Partner and sent either by the AAPC or its approved vendor, with all costs being paid in advance by the Strategic Partner.