



# AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

## *What is the American Association of Political Consultants?*

The American Association of Political Consultants (AAPC) is the world's largest organization of political and public affairs professionals. Founded in 1969, the AAPC is a bipartisan trade association with over 1,100 members from all fifty states and other countries. The AAPC membership reflects a wide range of ideologies, partisan affiliations and professional specialties, and includes students and academics. The AAPC is a national organization which represents the interests of political campaign and public affairs professionals, provides opportunities for education and training, and sets a high standard of professionalism for the political consulting and public affairs industries.

## *Why should you join the AAPC?*

### **Professionalism**

The AAPC is the professional and organized center of a broadly dispersed and focused group of professionals and practitioners. The AAPC is working to advance the profession by bringing professionals together, reaching out to young people interested in the profession, and helping to promote the industry to the media, PACs, candidates, and special interest groups. All AAPC members must sign the AAPC Code of Ethics, pledging to adhere to high standards of professional conduct.

### **Connections & Contacts**

AAPC membership is a proven way to promote your company. AAPC events are attended by professionals, candidates and party leaders, and feature many cocktail and dinner receptions allowing you to easily network and enjoy yourself. The "business card" trades and the "cocktail conversations" generated in a single AAPC event can help build your practice, and broaden it. Also, AAPC members are often featured panelists at our conferences which are covered by the national media. AAPC members are showcased in an online membership directory and C&E's Political Pages directory. You can make a difference in your industry by joining the AAPC team and participate locally on a chapter board or committee. As your AAPC involvement increases, new peer and professional relationships will develop.

### **Industry Recognition & Awards**

As host of the prestigious annual Pollie Awards, the AAPC bestows industry-wide acknowledgement of deserving work in over 80 categories. The Pollie Awards are the only awards competition for the Political and Public Affairs professions. The Awards Luncheon and Dinner are attended by hundreds of Political and Public Affairs professionals. The Pollie Awards alternate its focus between Political and Public Affairs submissions each year. A Pollie Award signifies that your work stands out above the rest, and it provides visibility to your company and your clients. Members receive one free Pollie Entry and are entitled to discounts on additional entries.

### **Education & Training**

The annual Pollie Conference features panels which discuss the latest issues and trends from both a professional and policy perspective. These panels feature nationally recognized experts and personalities which have included *CNN*'s Judy Woodruff & Bill Schneider, Chris Matthews of *MSNBC*, Carl Cannon, *National Journal*, James Carville, Karl Rove, Ari Fleischer, Joe Napolitan, Raymond Strother, and Chuck Todd, *Hotline*. The AAPC also keeps its members informed through a complimentary subscription to *Campaigns & Elections* magazine.

### **Member Benefits**

An AAPC membership provides you access to networking opportunities that can promote your company and it offers many discounts on business services and conferences including a 10% discount off services and products provided by Getty Images. A professional membership includes a Political Pages listing, a Pollie Entry, and a subscription to *Campaigns & Elections* magazine. Being an AAPC member is an investment because your membership will not only save you money, but by attending an AAPC event you could bring in that next client or cut costs by meeting a new vendor.

### **AAPC Membership**

...makes a statement about you. It demonstrates to your clients, your employer, and your colleagues that you are committed to high ethical standards, you make a substantial effort to broaden your knowledge and update your skills, and you support the advancement of your profession. Whether you're a veteran or new to the industry, the most cost effective way to gain knowledge, visibility, and access is by joining the AAPC.



# MEMBERSHIP LEVELS AND BENEFITS

**Directions: Please fill out the form below and feel free to call us at 202-544-9815 or email [membership@theaapc.org](mailto:membership@theaapc.org)**

**Platinum Membership - \$1,000.00 - For an incorporated entity (10 Members)**

- 10 full voting privileges
- One free Pollie entry per year
- 40% discount on all Pollie entries and all AAPC conferences
- Subscriptions to *Campaigns & Elections*
- Free listings in **The Political Pages** and on the AAPC web page

**Gold Membership - \$500.00 - For an incorporated entity (3 Members)**

- 3 full voting privileges
- One free Pollie entry per year
- 30% discount on all additional Pollie entries and all AAPC conferences
- Subscriptions to *Campaigns & Elections*
- Free listings in **The Political Pages** and on the AAPC web page

**Student Membership - \$60.00 - Applicable to full-time students only**

- 20% discount on all Pollie entries and AAPC conferences.
- Subscription to *Campaigns & Elections*

**Individual Membership - \$250.00 - For an individual professional**

- One full voting privilege.
- One free Pollie entry per year.
- 20% discounts on all additional Pollie entries and AAPC conferences.
- Subscription to *Campaigns & Elections*
- Free listing in **The Political Pages** and on the AAPC web page

**Associate or Academic Membership - \$100.00 For full-time Party/Campaign staff of elected officials or university faculty**

- 20% discount on all Pollie entries and AAPC conferences.
- Subscription to *Campaigns & Elections*

**APSA Membership - \$60.00 - Members of the American Political Science Assn.**

- 20% discount on AAPC conferences.
- Subscription to *Campaigns & Elections*

*For more info on Member Benefits go to [www.theaapc.org](http://www.theaapc.org)*

## How to join the AAPC:

Please fill out the form below and return it to our booth

Name: \_\_\_\_\_ Organization/Business: \_\_\_\_\_

Title: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

I subscribe to the Code of Ethics found on [www.theaapc.org](http://www.theaapc.org)

**Payment by Credit Card:**  Mastercard  Visa  Amex

Expiration Date: \_\_\_\_\_ Amount: \$ \_\_\_\_\_ Type of Membership: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_

Billing Address (If Different from Above): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment by Check:** Checks are payable to "AAPC"

NOTE: New Gold and Platinum Members will be mailed forms to add additional members

**Or you may send/fax this form with payment to the contact info below or join online at [www.theaapc.org](http://www.theaapc.org)**  
600 Pennsylvania Ave., SE, Ste. 330, Washington, DC 20003 (P) 202-544-9815 (F) 202-544-9816



**AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS**  
**The Association for Political and Public Affairs Professionals**  
**600 Pennsylvania Avenue, SE, Suite 330, Washington, DC 20003**  
**Phone (202) 544-9815 • Fax (202) 544-9816**  
**[info@theaapc.org](mailto:info@theaapc.org) • [www.theaapc.org](http://www.theaapc.org)**

**All AAPC members are required to sign the Code of Ethics annually, and to live and work by the standards it sets, as a condition of membership in the organization.**

## AAPC Code of Professional Ethics

As a member of the American Association of Political Consultants, I believe there are certain standards of practice that I must maintain. I, therefore, pledge to adhere to the following Code of Ethics:

1. I will not indulge in any activity that would corrupt or degrade the practice of political campaigning.
2. I will treat my colleagues and clients with respect and never intentionally injure their professional or personal reputations.
3. I will respect the confidence of my clients and not reveal confidential or privileged information obtained during our professional relationship.
4. I will use no appeal to voters that is based on racism, sexism, religious intolerance, or any form of unlawful discrimination and will condemn those who use such practices. In turn, I will work for equal voting rights and privileges for all citizens.
5. I will refrain from false or misleading attacks on an opponent or a member of his or her family and will do everything in my power to prevent others from using such tactics.
6. I will document accurately and fully any criticism of an opponent or his or her record.
7. I will be honest in my relationship with the news media and candidly answer questions when I have the authority to do so.
8. I will use any funds I receive from my clients, or on behalf of my clients, only for those purposes invoiced in writing.
9. I will not support any individual or organization that resorts to practices forbidden by this Code.

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Signature

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Date

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Print Name

Please Fax/Send to:  
AAPC, 600 Pennsylvania Ave., SE, Suite 330, Washington, D.C. 20003 - FAX: 202-544-9816