



**EXHIBITOR, ADVERTISING, AND MARKETING SPECIFICATIONS**  
**2025 APC ANNUAL CONFERENCE • JUNE 12-15, 2025**  
**DOUBLETREE BY HILTON HOTEL**  
**BLOOMINGTON – MINNEAPOLIS SOUTH**

### Exhibiting

- The APC Conference is an opportunity to meet with over 500 professional chaplains and spiritual care providers before, in-between, and after plenary sessions and workshops. The cost of exhibiting is **\$500.00** for the duration of the conference. Exhibitors receive a skirted 6-foot table, two chairs, and a wastepaper basket. Exhibitors receive discounts on additional advertising opportunities. A detailed itinerary of the conference will be made available closer to the launch of registration (*slated for February 2025*).

### Flyers

- Flyer insertion into Conference registration bag – Advertisers to provide copies of flyers that would be inserted into attendees' registration bag. The APC office will notify organizations of the number of flyers needed (based on attendance) one month prior to delivery deadline. (Current estimates are 550 attendees)  
**Note:** All flyers must be received at the APC office by May 30, 2025.

### Conference Mobile App/PreConference Email Ads

- Preconference email ads are located inside emails sent to conference registrants informing them of important news, updates, and items to know before attending.  
Two copies of advertisement must be sent with the following guidelines:  
**640 x 150 pixels and 552 x 150 pixels; File type: PNG, JPEG, and GIF**

### Conference Event Session Ads

- Event Session Ads are displayed on the large screens on either side of the mainstage before and after each of the event sessions. These ads can feature logos and QR codes for advertisers.
- Event sessions at the conference include the Opening Session, all Plenary Sessions, Annual Membership Meeting, Grand Banquet, Multi-faith Service and the Closing of Conference.

### Conference Booklet Print Ad

- File format: Press-quality PDF preferred; EPS files also accepted. Save art at resolution of 300 dpi. Color: black and white except for inside front, inside back, and back cover
  - 1/3 page: 4.8" w x 2.5" high
  - 1/2 page: 4.8" w x 4" tall
  - Full page (color and black/white available): Trim size: 5.5" w by 8.5" high
  - Keep important text/graphics 1/4 inch inside trim
  - Bleed: 6" wide by 9" tall

### Conference Sponsorships

- APC offers a wider variety of sponsorship opportunities for the Annual Conference including workshops, plenary speakers, conference materials and more. We have sponsorship and exposure opportunities that will fit any budget.

**Space/Option Reservation Deadline: April 30, 2025 / Ad materials & payment deadline: May 15, 2025**



EXHIBITOR, ADVERTISING, AND MARKETING RATES
2025 APC ANNUAL CONFERENCE • JUNE 12-15, 2025
DOUBLETREE BY HILTON HOTEL - BLOOMINGTON – MINNEAPOLIS SOUTH
Space/Option Reservation Deadline: April 30, 2025
Ad materials & payment deadline: May 15, 2025

Exhibiting

- Exhibitor - \$500.00 / Local Exhibitor within 50 miles - \$200.00

Flyers

- Flyer in registration bag - \$275.00 / Exhibitor - \$225.00

Conference Mobile App

- Mobile App Ads - \$250.00 / Exhibitor \$225.00

PreConference Emails

- Preconference Emails - \$250.00 / Exhibitor \$225.00

Conference Event Session Ads

- Event Session Ads - \$350.00 / Exhibitor \$275.00

Conference Booklet Print Ad

- 1/3 page: - \$180.00 / Exhibitor - \$150.00
1/2 page B/W: \$215.00 / Exhibitor - \$180.00
Full page B/W: \$300.00 / Exhibitor - \$250.00
Full page inside front cover (color): \$500.00 / Exhibitor - \$400.00
Full page inside back cover (color): \$450.00 / Exhibitor - \$350.00
Full page outside back cover (color): \$550.00 / Exhibitor - \$450.00

Conference Sponsorships

- Friend of the Conference - \$500.00
Sponsor Conference Materials - \$TBD
Sponsor Workshop - \$1,500
Sponsor PDI Session - \$2,500
Sponsor Refreshment Break - \$4000
Sponsor Plenary - \$5000
Sponsor Opening Reception - \$5,500

Total: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Web site: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

To secure your option(s), please contact APC Sales Representative, Bill Spilman at bill@innovativemediasolutions.com or (309) 483-6467 to discuss your options. If you would like to help support the APC Annual Conference in other financial or material ways, please reach out to Conference@apchaplains.org. APC will process all invoices electronically including payment options.