



2020 Summit for Insurance & Financial Advisors

Sponsorship Opportunities

Event Details:

April 30, 2020 | Summit 2020

8:00 AM – 4:30 PM

April 29, 2020 Special Wednesday Night Reception with the BigI
Mystic Lake Center

2400 Mystic Lake Blvd NW

Prior Lake, Minnesota 55372

About The Summit:

As the APA's premier event of the year, the Summit is an opportunity to meet and network with Minnesota's best Insurance Professionals and Financial Advisors. Join us and explore creative ideas to get you inspired and propel your business in 2020. Surround yourself with like-minded advisors and build relationships with multi-disciplinary experts to bring additional value to your clients.

Join us for the kick-off reception with the BigI on Wednesday night followed by the APA Summit on Thursday featuring Colleen Canning of R.S. Hughes Company, a Legislative Panel, 12 breakout sessions, Dr. Russ Flaten of Premier Sport Psychology and networking with sponsors and exhibitors! Full agenda detail for the Summit is available at www.apamn.org

About APA:

The Alliance of Professional Associations (APA) is a collaborative effort of the Minnesota Association of Health Underwriters, NAIFA-Minnesota, the Society of Financial Service Professionals – Twin Cities, Women in Financial Services (Minnesota) and the Minnesota Chapter of the National Association of Fraternal Insurance Counselors. These organizations jointly host educational and professional networking events.

To Confirm a Sponsorship through MAHU for the APA Summit:

To confirm and process payment for your 2020 APA Summit Sponsorship package through MAHU, please contact:

MAHU Administrative Support:

Sandy Beeson

Ph: 844.333.5593 Email: office@emahu.org

For questions on MAHU mission, advocacy, annual sponsorship opportunities or membership, contact:

MAHU APA Summit Committee:

Shawnee Christenson | Shawnee@crosstowninsurance.com | (952) 926-2644

MAHU President: Joshua Aaron Haberman | joshua@mnhealthagents.com | (651) 797-6017

If you currently have an Annual Sponsorship with MAHU, please see the note for Summit Package Upgrades for each package.

Summit Sponsorship Packages:

Platinum Sponsorship \$3,000 (1 available)

- Exhibit table at APA Summit
- Recognition as a conference sponsor: Logo and link to sponsor website included in event promotional emails and on event website; logo on signage, general session screens and in the program
- Complimentary registrations for up to 3 company representatives Thursday
- Complimentary registrations for up to 3 company representatives to Wednesday evening reception
- Logo on the front cover of the onsite conference program and registration postcard **(Must commit by January 31st for Postcard)**
- Recognition as the platinum sponsor on social media outlets
- Opportunity to address attendees from the main stage for 2-3 minutes
- Title sponsorship for APA Summit
- Post-conference attendee list

*If you are a current MAHU Annual Sponsor, you may upgrade to this Summit package for \$2,050 and receive these additional benefits:

- Complimentary registrations for up to 3 company representatives *(Compare to two representative with your MAHU Annual Partner Sponsorship or one with an Advocate or Large Agency Sponsorship)*
- Complimentary registrations for up to 3 company representatives to Wednesday evening reception *(Compare to two representative with your MAHU Annual Partner Sponsorship or one with an Advocate or Large Agency Sponsorship)*
- Logo on the front cover of the onsite conference program and registration postcard **(Must commit by January 31st for Postcard)**
- Recognition as the platinum sponsor on social media outlets
- Opportunity to address attendees from the main stage for 2-3 minutes
- Title sponsorship for APA Summit

Gold Sponsorship \$1,500 (2 available)

- Exhibit table at APA Summit
- Recognition as a conference sponsor: Logo and link to sponsor website included in event promotional emails and on event website; logo on signage, general session screens and in the program
- Complimentary registrations for up to 2 company representatives Thursday
- Complimentary registrations for up to 2 company representatives to Wednesday evening reception
- Opportunity to sponsor and introduce keynote speaker
- Recognition as a gold sponsor on social media outlets
- Logo on the front cover of the onsite program and registration postcard **(Must commit by January 31st for Postcard)**
- Post-conference attendee list

*If you are a current MAHU Annual Sponsor, you may upgrade to this Summit package for \$800 and receive these additional benefits:

- Complimentary registrations for up to 2 company representatives to Wednesday evening reception
- Opportunity to sponsor and introduce keynote speaker
- Recognition as a gold sponsor on social media outlets
- Logo on the front cover of the onsite program and registration postcard **(Must commit by January 31st for Postcard)**
- Post-conference attendee list

Silver Sponsorship \$1,000 (12 available)

- Exhibit table at APA Summit
- Recognition as a conference sponsor: Logo and link to sponsor website included in event promotional emails and on event website; logo on signage, general session screens and in the program
- Complimentary registrations for up to 2 company representatives Thursday
- Complimentary registrations for up to 2 company representatives to Wednesday evening reception
- Opportunity to introduce a breakout session
- Recognition as a silver sponsor on social media outlets
- Post-conference attendee list

*If you are a current MAHU Annual Sponsor, you may upgrade to this Summit package for \$300 and receive these additional benefits:

- Complimentary registrations for up to 2 company representatives to Wednesday evening reception
- Opportunity to introduce a breakout session (12 breakouts available)
- Recognition as a silver sponsor on social media outlets
- Post-conference attendee list

Bronze Sponsorship \$500 (unlimited)

- Exhibit table at APA Summit
- Recognition as a conference sponsor: Logo and link to sponsor website included in event promotional emails and on event website; logo on signage, general session screens and in the program
- Complimentary registration for 1 company representative Thursday
- Complimentary registrations for up to 1 company representative to Wednesday evening reception
- Recognition as a bronze sponsor on social media outlets
- Post-conference attendee list

*If you are a current MAHU Annual Partner or Advocate Sponsor, and do not wish to upgrade for the Summit, you will receive Bronze Sponsorship recognition at the Summit and the benefits noted in your specific Annual Sponsorship package.

Annual Partner or Advocate Summit Benefits:

- Partner: Two no-charge Summit attendee passes | Advocate: One no-charge Summit attendee pass
- Exhibit booth for both Partner and Advocate
- Partner: Full-page ad in Summit Booklet | Advocate: Half-page ad in Summit Booklet
- Recognition in Summit materials for both Partner and Advocate

** All Exhibit booths include:

- 8x10 pipe and drape
- 8-foot skirted table
- 2 chairs

Additional Exposure Opportunities (Must be committed at least at the Bronze level to be eligible for additional opportunities)

Registration Lanyards, \$200 plus production costs

These popular registration items will be distributed to every attendee to wear throughout the conference. (The lanyard production costs will depend on the number of colors the sponsor wishes to use for its logo.) Sponsor can use their preferred vendor; however, APA staff will assist in coordinating order.

Tote Bag, \$500 plus production costs

These popular registration items will be distributed to every attendee to carry throughout the conference. (The bag production costs will depend on the number of colors the sponsor wishes to use for its logo.) Sponsor can use their preferred vendor; however, APA staff will assist in coordinating order.

Networking Break, \$250

Break sponsors will be recognized on signs next to the break station and will be recognized from the podium either prior to or after the break. The sponsor may also supply cocktail napkins with the sponsor's logo to be placed on the break stations during the break.

Breakfast Sponsor, \$1,000

Break sponsors will be recognized on signs next to the breakfast station and will be recognized from the podium either prior to or after the break. The sponsor may also supply cocktail napkins with the sponsor's logo to be placed on the food stations during breakfast.

Wi-Fi Sponsor, \$1,500 | (SOLD for Summit 2020)

Wi-Fi has become crucial to the attendee experience. Your logo and password will be listed in the conference program and on signage to remind attendees throughout the event who the exclusive sponsor is.

Registration for Sponsor Attendees to the Summit

- Registration for attendees to the 2020 Summit is expected to open mid-February at the APA Summit website: www.apamn.org
- All sponsor attendees will be asked to register through the online system
- Additional Sponsor representative will register at the regular attendee pricing at the APA Summit website
- If you are a MAHU Annual Sponsor, you will receive a code sometime after February 15th to register your one or two no-charge attendee (based on your annual MAHU sponsorship package).

If you don't receive your code or have questions on the Summit sponsorship code, please contact Sandy at the MAHU office at 844-333-5593.



Is a proud member of the
Alliance of Professional Associations