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**Sponsorship and Marketing Opportunities**

**For this Joint, Virtual Event Awaits!**

**Who We Are**

With commitment to interfaith ministry and the professional practice of chaplaincy care, the Association of Professional Chaplains® serves chaplains in all types of health and human service settings. APC’s more than 5,000 member chaplains and affiliates are involved in chaplaincy care of all persons, respecting their diverse cultures, identities, abilities, and beliefs. APC’s affiliate organization, the Board of Chaplaincy Certification, Inc. works to certify professional chaplains based on the Common Qualification and Competencies, and the Common Code of Ethics. Together APC and BCCI work to ensure that certified chaplains are the premier professionals in their field.

ACPE: The Standard for Spiritual Care and Education is the premier, Department of Education recognized, organization that provides the highest quality CPE programs for spiritual care professionals of any faith and in any setting. We do this through a rigorous accreditation and certification process for centers and educators that provide CPE. ACPE’s diverse membership includes Certified CPE Educators, Spiritually Integrated Psychotherapists, Spiritual Care Professionals and Practitioners, Pastoral Counselors, Chaplains, Faith Communities, and Seminaries. Our multi-disciplinary, multi-faith, multi-racial community of professionals provides education, connection, and formation through continuing education, networking, and leadership development.

Together, as national, not-for-profit 501(c)(3) professional associations, we advocate for quality spiritual care of all persons in health care facilities, correctional institutions, long-term care units, rehabilitation centers, hospice, the military and other specialized settings.

**About the 2022 Annual Conference**

The theme for the 2022 Annual Conference presented by the Association of Professional Chaplains *and ACPE: The Standard for Spiritual Care & Education is “Freedom, Wonder & Liberation: Anti-bias Practices of Spiritual Care & Education.”* This all-virtual conference will be held on May 9-12, 2022. This conference will provide professional development resources for spiritual care professionals to explore anti-bias practices for teaching, healing, and ministering to those in need of spiritual support.

Please, explore the details of this critical program we have planned for our spiritual care professionals, our front-line workers to the pandemic, our military chaplains and more. We believe you will find immediate connection and support for the difficult work that we, as an organization, have chosen for the road ahead.  And, through this work, we will all become our better selves, and be able to provide for those in our care from that spirit.

**Investing in this program means investing in the future!**

ACPE and APC seek your help in providing this critical, dynamic educational program and organizational challenge for our professionals in spiritual care.   Your support will help us to bring the dream of healing this hurting world into reality, so that together we may create a better future for all.

In return, the 2022 Joint Conference will bring more than 800 attendees, ranging from clinical pastoral educators, board certified chaplains, licensed psychologists and psychotherapists, students, institutional administrators, medical professionals, and other spiritual care providers. Participants will be engaged in progressive conversation, eliciting new directions of competency through plenary addresses, workshops, and inspirational gatherings.  By collaborating with our program through sponsorship or marketing, you will have the opportunity to build relationships, establish new business and connect with existing customers.

**Sponsorship**

While the cost of providing on-going education for professionals continues to rise, so does the demand for highly skilled individuals to serve our communities, people in crisis, in hospitals, hospices, prisons, and many other clinical and community crisis settings.   We need your partnership in order to continue providing the highest quality of educational events to those serving in spiritual care professions.

Please consider sponsoring a specific session at the 2022 Joint 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, we will provide a benefits package to let our attendees know about your support of their service and dedication to spiritual health.  More information about sponsorship levels and conference sessions can be found on the enclosed Agreement to Sponsor form.

**Costs of Conference Programming**

*Plenary Speaker(s)* $10,000 - $20,000 each session  
Includes speaker fees, speaker prep, proportionate cost of virtual platform, production costs

*Workshop(s) & Facilitated Breakout Session(s)* $4,000 - $5,000 each session  
Includes facilitator training & prep, proportionate cost of virtual platform, production costs

*Pre-Conference Professional Development Intensive (PDI)* $5,000 - $7,500 each session

Includes facilitator training & prep, proportionate cost of virtual platform, production costs

*Networks and Special Interest Session(s)* $1,000 - $2,500 each session  
Includes proportionate cost of virtual platform, production cost

*Conference Welcome Gift* Up to $7,500        
Includes the cost of a promotional item w/logo for 800+ attendees + shipping

***Please note: ACPE and APC reserve the right to decline a sponsorship/marketing based on content not suitable to the mission/vision of our organizations.***

**Benefits of Sponsorship**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PLATINUM | GOLD | SILVER | BRONZE | FRIEND |
| $12,501 and Up | **$12,500** | **$5,000** | **$2,500** | **Up to $1,000** |
| Platinum Sponsor  will receive the following benefits: | **Gold Sponsor**  **will receive the following benefits:** | **Silver Sponsor**  **will receive the following benefits:** | **Bronze Sponsor**  **will receive the following benefits:** |  |
| Up to twenty (20) complimentary conference registrations to the Annual Conference.  Title Conference Sponsor for Keynote Address, Signature Conference Events, and Conference Welcome Gift.  Complimentary banner advertisement and logo presentation(s) within conference registration and website materials.  Complimentary advertisement or logo presentation(s) within the designated virtual platform and sessions.  Complimentary virtual vendor/exhibitor space within the virtual conference platform and listing in the vendor/exhibitor directory.  Ability to virtually connect with over 800 spiritual care and healthcare professionals during the conference program. Access, upon request, to the attendee contact list.  Public statement of recognition and appreciation made during the opening week of the Joint Annual Conference (virtual) program.  Invitation to sponsor this event again at the next year’s program. | Up to ten (10) complimentary conference registrations to the Annual Conference.  Presenting Sponsor for one Selected *Conference Plenary Speaker event.*  Complimentary display advertisement and logo presentation(s) within conference registration and website materials.  Complimentary advertisement or logo presentation(s) within the designated virtual platform and sessions.  Complimentary virtual vendor/exhibitor space within the virtual conference platform and listing in the vendor/exhibitor directory.  Ability to virtually connect with over 800 spiritual care and healthcare professionals during the conference program. Access, upon request, to the attendee contact list.  Public statement of recognition and appreciation made during the opening week of the Joint Annual Conference (virtual) program.  Invitation to sponsor this event again at the next year’s program. | Up to six (6) complimentary conference registrations to the Annual Conference.  Presenting Sponsor for one Selected *Conference Workshop/Breakout* session or *Conference Welcome Gift.*  Complimentary logo presentation within conference marketing and registration materials.  Complimentary advertisement or logo presentation(s) within the designated virtual platform and sessions.  Complimentary virtual vendor/exhibitor space within the virtual conference platform and listing in the vendor/exhibitor directory.  Ability to virtually connect with over 800 spiritual care and healthcare professionals during the conference program.  Public statement of recognition and appreciation made during the opening week of the Joint Annual Conference (virtual) program.  Invitation to sponsor this event again at the next year’s program. | Up to four (4) complimentary conference registrations to the Annual Conference.  Presenting Sponsor for one Selected *Social Connections event.*  Complimentary logo presentation within conference marketing and registration materials.  Complimentary logo presentation within the designated virtual platform and sessions.  Ability to virtually connect with over 800 spiritual care and healthcare professionals during the conference program.  Public statement of recognition and appreciation made during the opening week of the Joint Annual Conference (virtual) program.  Invitation to sponsor this event again at the next year’s program. | All gifts of any size help us to reach our goals of providing quality educational events for our Members and many other industry professionals.  We truly appreciate your support.  Your name will be listed as a Friend of the Joint Conference on the sponsor’s page of the virtual conference platform. |

**2022 Joint Annual Conference**

**Agreement to Sponsor**

**On behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,**

***Print name of Entity or Individual***

***I am authorized to make the following commitment of sponsorship***

***to the 2022 Joint Annual Conference:***

**Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Signature of Individual Completing Form***

**Do you wish to designate a *specific* session or purpose (see below)?** **Yes\_\_\_\_\_\_ No\_\_\_\_\_**

*We are pleased to support the following opportunity:*

**□Plenary □Workshop □Networking Session □Memorial Service □Interfaith Service**

**□Health & Wellness Session □APC Celebration □ACPE Commencement □Other**

**Sponsorship Amount of $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**□Credit card #\_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_Exp Date \_\_\_ \_\_\_ / \_\_\_ \_\_\_ CSV Code \_\_\_ \_\_\_ \_\_\_**

**□Check Enclosed, Check #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**□Send Invoice *An invoice with payment information will be emailed to Donor address reflected below, within 10 days of receipt of this signed form.***

**Please EMAIL your completed form to Jasmine Okafor, ACPE at** [**jasmine.okafor@acpe.edu**](mailto:jasmine.okafor@acpe.edu)

**For more information, please contact:**

**Jasmine Okafor, ACPE at** [**jasmine.okafor@acpe.edu**](mailto:jasmine.okafor@acpe.edu)

**Kyle Christiansen, APC at** [**kyle@professionalchaplains.org**](mailto:kyle@professionalchaplains.org)

***Please note: ACPE and APC reserve the right to decline a sponsorship/marketing based on content not suitable to the mission/vision of our organizations.***

**Exhibitors**

ACP and ACPE welcome vendors offering a variety of goods, services and information, which are supportive of the mission of the ACPE and APC. Previously, we have hosted vendors from ACPE accredited centers promoting programs and seeking pastoral care employees, fellow/related organizations gaining exposure in our field of expertise, merchandise and gifts related to our professional focus, a nursing station offering general health information, career consultants with a specialty in pastoral care and health care, and more.

## **Reserve Your Space Today**

## If hosting a virtual exhibitor’s booth sounds of interest to you, please complete the enclosed Application to Exhibit. This form must be received by the coordinator **no later than March 30, 2022, with payment of $450 to be received no later than April 15, 2022.** A *Vendor/Exhibitor Agreement* is attached for your use.

***Important Policy for Vendors/Exhibitors***

**Time is of The Essence:** The exhibitor accepts responsibility for complying with requests for materials and information as needed for the building of exhibitor’s virtual space. Exhibitor agrees that delays or failure to provide materials by stated deadlines may result in additional production fees from the virtual platform provider which will be passed on to the exhibitor for payment.

**Hold Harmless Clause**: The exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor, exhibitor’s product(s), property, image or assigned. Exhibitor shall indemnify and hold harmless the association, 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 30, 2022 will receive a 75% refund. No refunds will be issued for cancellations that do not have acknowledgement of receipt from ACPE, or if received after March 30, 2022.

***Please note: ACPE and APC reserve the right to decline a sponsorship/marketing based on content not suitable to the mission/vision of our organizations.***

**Joint 2022 Annual Conference**

**Marketing/Exhibitor Agreement Form**

**APPLICATION DEADLINE: EMAILED NO LATER THAN MARCH 30, 2022**

**Company Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company Website:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Brief Product/Exhibit Description:**

*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 Association of Professional Chaplains and Association for Clinical Pastoral Education, Inc.’s Joint virtual conference May 2022. It is understood that all space must be requested prior to March 30 and paid for in full on or before April 15, 2022. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor at the discretion of APC and ACPE. We agree to abide by all regulations governing exhibits set forth in this agreement.

**Payment of $450.00:**

**□Credit card #\_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_Exp Date \_\_\_ \_\_\_ / \_\_\_ \_\_\_ CSV Code \_\_\_ \_\_\_ \_\_\_**

**□Check Enclosed, Check #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**□Send Invoice *An invoice with payment information will be emailed to Donor address reflected below, within 10 days of receipt of this signed form.***

**Time is of The Essence:** The exhibitor accepts responsibility for complying with requests for materials and information as needed for the building of exhibitors virtual space. Exhibitor agrees that delays or failure to provide materials by stated deadlines may result in additional production fees from the virtual platform provider which will be passed on to the exhibitor for payment.

**Hold Harmless Clause**: The exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor, exhibitor’s product(s), property, image or assigned. Exhibitor shall indemnify and hold harmless the association, 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 30, 2022 will receive a 75% refund. No refunds will be issued for cancellations that do not have acknowledgement of receipt from APC or ACPE, or if received after March 30, 2022.

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 Exhibitor/Vendor Authorized Representative

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