



CONFERENCE

2022

Twin Cities, MN
August 22-24

Sponsorship Opportunities



Sponsorship Opportunities

The Association of Pedestrian and Bicycle Professionals invites your sponsorship of the 2022 Conference in the Twin Cities, Minnesota, August 22-24.

APBP's biennial conference provides outstanding training and networking that attract professionals working on active transportation projects in the U.S. and Canada. The APBP conference is an unparalleled opportunity for you to connect with your target customers—leaders and innovators, established and emerging decision-makers.



Photo Credit: Hennepin County

Why You Don't Want to Miss the Twin Cities

We expect several hundred active transportation professionals and advocates to join us in becoming immersed in the educational, networking, and local touring opportunities that the Twin Cities has to offer! The Twin Cities embraces its title as **the country's coldest major metro** and has become the nerve center of the winter biking scene in the U.S. Winding along the Mississippi River, traversing through one of the nation's best park systems, and occupying former traffic lanes and commercial rail lines, Minneapolis and St. Paul boast infrastructure that keeps people of all ages and abilities walking, rolling, and biking throughout all four seasons.

Who Exactly Attends the APBP Conference?

Attendees are decision-makers, the people whose recommendations and reputations are valued when contracting for services, plans, and products. In short, they are **your audience, your customers**.

- Innovators and leaders in the field
- Planners, engineers, landscape architects, architects, public health professionals
- Consultants
- Industry representatives
- Pedestrian and bicycle professionals working for city, state, provincial, MPO and RPC agencies
- Complete Streets professionals – including transportation and health
- Advocates for walking and bicycling

Who Can Gain From Sponsorship of the APBP Conference?

- Pavement marking and signal design companies
- Companies offering streetscape design products
- Firms specializing in counting pedestrians and bicyclists, in wayfinding, and in safety
- Innovators with ideas and products for building walkable, bicycle-friendly communities
- Bicycle parking companies
- Bikeshare companies
- Planning and design firms
- Non-profit professional and advocacy organizations
- Purveyors of information and technology to lead the field

Connect with your customers this August!



Photo Credit: Toole Design Group



Photo Credit: Hennepin County



Photo Credit: Toole Design Group

Our standard sponsorship level options are

	Diamond \$7,500	Platinum \$6,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Complimentary Conference Registrations	5	3	3	2	1
Logo on Conference Website	●	●	●	●	●
Social Media Recognition	●	●	●	●	●
Logo featured in Conference meeting space	●	●	●	●	●
Sponsor profile in Conference mobile app	●	●	●	●	
Exhibit Space	8' x 8' space	8' x 8' space	6' table top	6' table top	
Banner ad in Conference Mobile app	●	●	●		
Number of branded Thought Leadership pieces (distributed to members via This Week at APBP newsletter)	2	1			
Non-commercial speaking slot during a General Session	2 minutes				

+ 8' x 8' Exhibit Space will be assigned on a first come, first served basis. Space comes with an 8' x 8' area with a 6' table, two chairs, and a trash can. Any additional items (including electricity, etc) must be coordinated with the hotel.

++ 6' Table Top Exhibit Space will be assigned on a first come, first served basis. Space comes with a 6' table, two chairs, and a trash can. Any additional items (including electricity, etc) must be coordinated with the hotel.

Only interested in exhibiting? No problem!

8' x 8' Exhibit Space+	\$3,500	One complimentary registration is included.
6' Table Top Exhibit Space++	\$2,000	One complimentary registration is included.

Increase Your Exposure

Contact us if you are interested in discussing a sponsorship of the APBP mobile tour bikes, bike parking for the APBP Conference, or a sponsorship of one of our Receptions or Social Events.

Don't see an exact fit for your company?

Customized sponsorship packages can be made available to fit your needs. Please contact Lauren Santangelo at lsantangelo@amrms.com to start the conversation!



Photo Credit: Tony Hull



Photo Credit: Hennepin County

**The Graduate Hotel
615 Washington Ave SE
Minneapolis, MN 55414**

**Sign up for your sponsorship
today!**

Contact:

Lauren Santangelo

Executive Director

859-402-9819

lsantangelo@amrms.com

**Deadline for sponsorship is
May 31, 2022.**

Payment deadline is June 28, 2022.

