



PARTNER INFORMATION CHECKLIST *(Platinum Partner)*

All partner items are due April 1, 2026. Items submitted after may result in a loss of benefits.

- 1. CONFERENCE ATTENDEES:** As a partner, you are entitled to complimentary conference registration for your designated attendee(s). Please send us the full name and email address of the individual(s) you would like to register. Each eligible attendee will receive an email with a unique registration code, which can be used to register at no cost (guest reception tickets not included). Registration includes full access to all meals, networking events, and evening receptions. If you experience any issues or have questions during the process, please contact us before completing your registration.

- Following items for your two (2) free partner attendees
 - Name
 - Email

- 2. ELECTRONIC BANNER DISPLAY:** Eligible partners receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference. These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG, 1920 pixels X 1080 pixels. Images will transition on an automatic loop after 7 seconds. Examples of electronic banners can be located on our website resources center.

- Single image - 1920 pixels X 1080 pixels

- 3. WEBSITE VERBIAGE, CONTACT INFORMATION & HYPERLINK:** Based on your partnership level, organizations receive recognition on the conference website. Based on eligibility, partners will receive placement of verbiage, contact information, hyperlink, and/or logo on our conference website. Website verbiage is determined by the partnership level and maximum word lengths cannot be exceeded.

- 50 words of partner determined content to place on the website.
- Website URL used to hyperlink the corporate logo partner provides.
- Contact information to be listed on the website.

- 4. LINKEDIN ANNOUNCEMENT:** To promote our partners via social media, partners will be provided LinkedIn posts to the #AAPD8SONPM LinkedIn account. Please utilize the current character/word/image restrictions for a standard company profile on LinkedIn. Roughly, LinkedIn can accommodate 1,500 characters and we recommend an aspect ratio between 3:1 and 2:3 and images with at least 552 x 368 pixels to avoid cropping. We can use the electronic banner display as the LinkedIn image; this ratio works well. For partners that receive multiple posts, these can be individual posts with different content or the same post multiple times. Examples of past LinkedIn posts can be located on our website resources center.

- Verbiage for each media post, you will receive four (4) posts total.
- Date and time (morning or afternoon) of desired LinkedIn posts

- 5. PROGRAM ADVERTISEMENT:** The conference printed program will feature partner advertisements. These are similar in style to advertisements you would see in a magazine. These are full color designs with no bleeds. Files should be delivered as 300 dpi JPEG. Examples of advertisements can be located on our website resources center.

- 8.5 inches wide x 5.5 inches tall program advertisement.

6. TWO (2) EMAIL ADVERTISEMENT: Conference marketing emails will feature partnership advertisements. These are similar in style to advertisements you would see in a magazine. These are full color designs with no bleeds. Files should be delivered as 300 dpi PNG.

- 8.5 inches wide x 3 inches tall email advertisement.

7. COMPANY RECOGNITION & BRANDING: It is important to #AAPD8SONPM that we refer to your organization with your branding guidelines in mind. Please provide the following specifics for your company.

- Company name as you would like it to be read from the podium.
- Company name as you would like it printed in conference materials.
- Company #hashtag# used in conference generated social media posts.
- Company logo in JPEG format
- Company logo in EPS, or AI, or Vector format

8. PARTICIPATION IN EXHIBIT HALL: Please confirm whether you would like an exhibit table reserved for your organization. A detailed exhibit hall logistics guide will be shared with all partners prior to March 1, 2026.

- Confirm desire to reserve an exhibit table.