

APT and National Trust 2024 Joint Conference

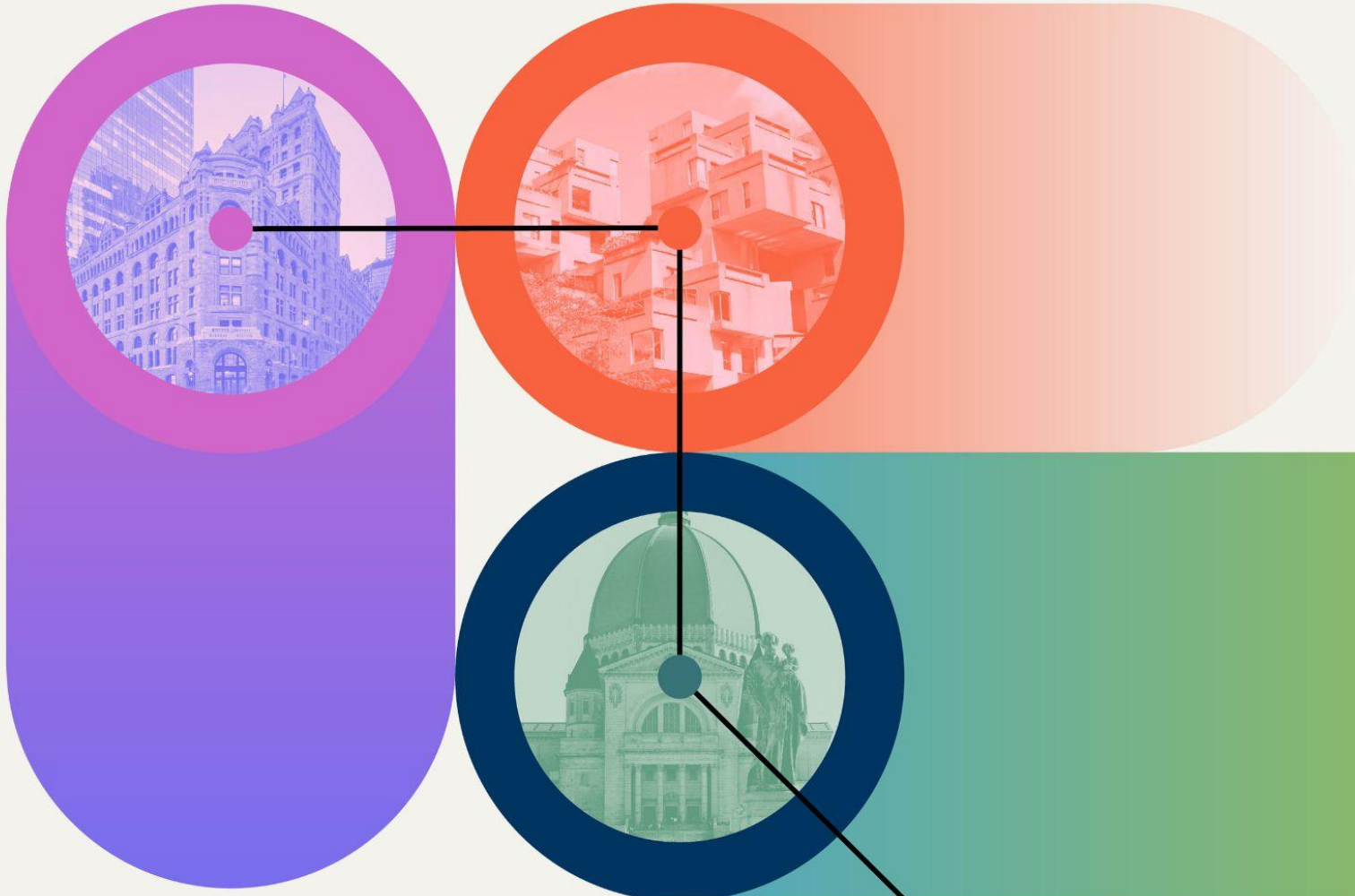
Nov. 12 – 16 2024
Montreal,
Quebec

Building
Bridges

Créer
des ponts

Connecting Places,
Cultures, and Practices

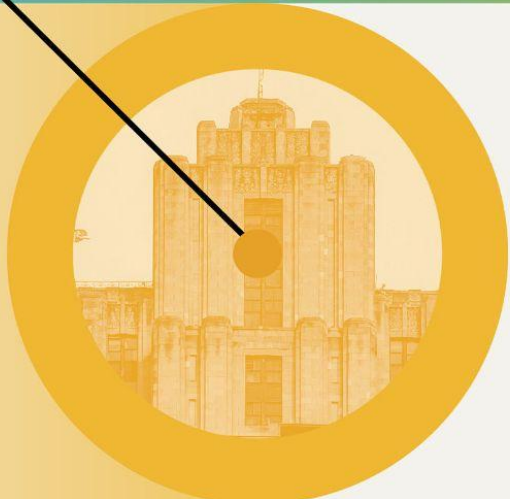
reliant les lieux,
cultures et pratiques



**SPONSOR
PROSPECTUS**



with Canadian Association of Heritage Professionals & Indigenous Heritage Circle



Join 1,000+ experts, influential decision makers, and industry leaders working to ensure heritage places endure – from urban and rural buildings to districts, downtowns, and landscapes.

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We respectfully acknowledge that the conference will take place on unceded Indigenous lands. The Kanien'kehâ:ka/Mohawk Nation is recognized as the stewards of the lands and waters of this territory. Tiohtià:ke/Montréal has long been a place where meetings and exchanges among Indigenous peoples have occurred.

WHAT IS THIS JOINT CONFERENCE?

Building on the success of Ottawa 2017 and Edmonton 2020, the APT and National Trust Joint Conference 2024 is a gathering led by the most esteemed heritage conservation and historic preservation organizations in the US and Canada. Presentations, networking, educational experiences, and a dynamic exhibit hall connect attendees with methodologies, products and providers at the forefront of the field.

The program, workshops and field sessions will be bridge building, silo-busting and mind-expanding in a truly unmissable conference.

A joint APT and National Trust for Canada conference (with CAHP and IHC) presents a unique opportunity to engage with the best of the best in heritage conservation. Two great conferences combined into one blockbuster.



Building Bridges Créer des ponts



Nov. 12 – 16 2024
Montreal



WHY SPONSOR?



INCREASE BRAND VISIBILITY with exposure in a dynamic and professional environment with potential clients through face-to-face connections in the Exhibit Hall, recognition in collateral materials, or at various social events designed to put your brand prominently in front of heritage leaders.



GENERATE LEADS through exceptional visibility with, and access to, key decision-makers working with the restoration, rehabilitation, and adaptive reuse of existing buildings throughout the world.



NETWORK WITH EXPERIENCED PROFESSIONALS AND HERITAGE LEADERS including peers, clients, government officials, suppliers, site managers, and historic building specialists. Experienced senior-level professionals in the design, engineering, construction, and skilled crafts.



LEARN FROM INDUSTRY LEADERS gathered to share and discuss the most up-to-date information on the care, preservation, and adaptive use of historic properties of all types.



SUPPORT & MEET THE NEXT GENERATION of industry professionals. Tap into the impressive student and emerging professional population in attendance and find your future employees.

POWERFUL AUDIENCE

Combined Attendance Demographics of 2023 Individual Annual Conferences:

Combined Digital Reach:

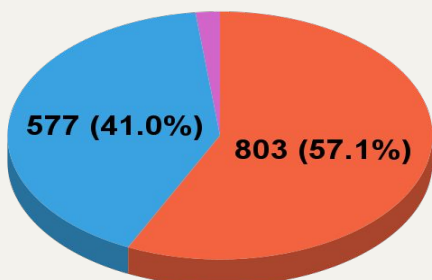
36,000+

Geography

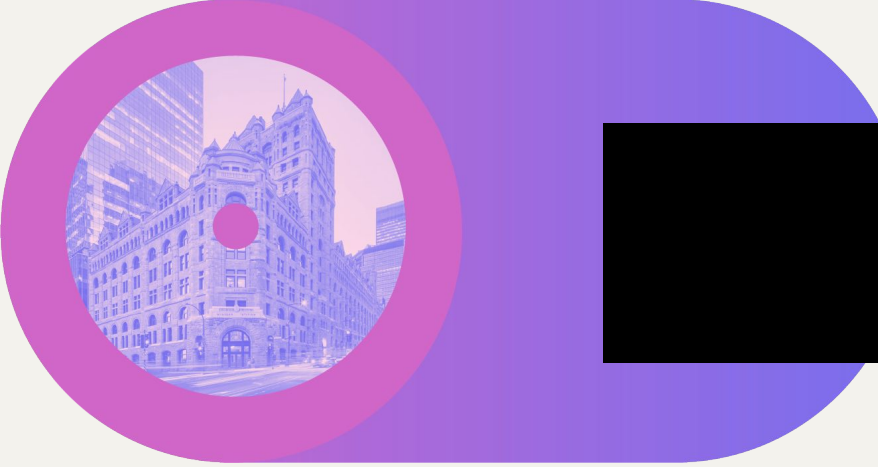
Expertise

Combined Email Reach:

21,000+



Architect/Engineer/Heritage Consultant	42%
Industry – Development, Construction, Products	17%
Government Representatives & Urban Planners	14%
University/College (Professor, Instructor, Student)	11%
Advocate/Heritage Org. Admin/Museum/Volunteer	16%



TITLE SPONSOR

\$25,000

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events
- Option to provide one (1) item for conference tote bag*
- Option to give two-minute remarks during welcome at Opening Keynote

PROGRAM GUIDE

- Full page color artwork for the Program Guide
- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

- Prominent Logo + Link included on Conference Sponsor Page
- Prominent Logo + Link on Conference Mobile App
- Prominent Logo + Link on the vertical banner ad on the Conference Homepage
- Two (2) Dedicated artworks on vertical banner on Conference Homepage (will rotate with other sponsors)

NETWORKING

- Special Event Sponsor: Dedicated logo visibility on event signage, website section, and conference materials during one special event of your choosing (available on a first come, first serve basis - excludes exclusive offerings)
- Eight (8) full conference registrations for sponsor representatives
- Four (4) Tickets for Closing Celebration

MARKETING

- Logo + Link featured within all dedicated Conference E-Blasts (APT, National Trust, CAHP) (following contract completion)
- Logo + Link featured in post-conference Newsletters
- Horizontal banner artwork with link featured on two (2) Conference E-Blasts
- Exhibit Hall Showcase Double Booth with up to eight (8) reps at booth
- Send out two (2) push notifications each day of conference via mobile app

**Sponsor responsible for cost and shipping of item*





PREMIUM SPONSOR

\$20,000

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events
- Verbal recognition at all key events
- Option to provide one (1) item for conference tote bag*

PROGRAM GUIDE

- Full page color artwork for the Program Guide
- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

- Logo + Link included on Conference Sponsor Page
- Logo + Link on Conference Mobile App
- Logo + Link on the vertical banner ad on the Conference Homepage
- Two (2) Dedicated artworks on vertical banner on Conference Homepage (will rotate with other sponsors)

NETWORKING

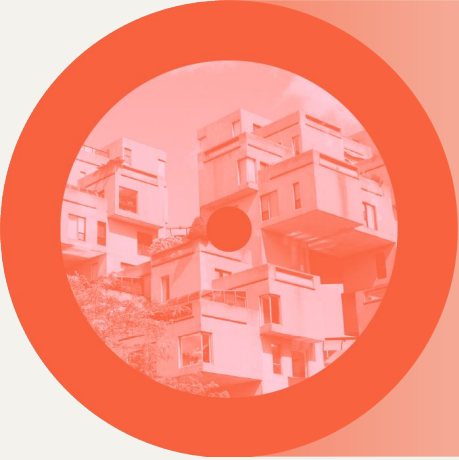
- Special Event Sponsor: Dedicated logo visibility on event signage, website section, and conference materials during one special event of your choosing (available on a first come, first serve basis - excludes exclusive offerings)
- Eight (8) full conference registrations for sponsor representatives
- Four (4) Tickets for Closing Celebration

MARKETING

- Logo + Link featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Logo + Link featured in post-conference *Newsletters*
- Horizontal banner artwork with link featured on one (1) Conference E-Blasts
- Exhibit Hall Showcase Prime Booth with up to eight (8) reps at booth
- Send out one (1) push notifications each day of conference via mobile app

**Sponsor responsible for cost and shipping of item*





PLATINUM SPONSOR

\$15,000

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events
- Verbal recognition at the Opening Keynote
- Option to provide one (1) item for conference tote bag*

PROGRAM GUIDE

- Half page color artwork for the Program Guide
- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

- Logo + Link included on Conference Sponsor Page
- Logo + Link on Conference Mobile App
- Logo + Link on the vertical banner ad on the Conference Homepage
- One (1) Dedicated artworks on vertical banner on Conference Homepage (will rotate with other sponsors)

NETWORKING

- Five (5) full conference registrations for sponsor representatives
- Three (3) Tickets for Closing Celebration

MARKETING

- Logo + Link featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Logo + Link featured in post-conference *Newsletters*
- Exhibit Hall Showcase Prime Booth with up to five (5) reps at booth
- Send out one (1) push notifications each day of conference via mobile app

**Sponsor responsible for cost and shipping of item*





DIAMOND SPONSOR

\$10,000

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events
- Verbal recognition at the Opening Keynote
- Option to provide one (1) item for conference tote bag*

PROGRAM GUIDE

- Half page color artwork for the Program Guide
- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

- Logo + Link included on Conference Sponsor Page
- Logo + Link on Conference Mobile App
- Logo + Link on the vertical banner ad on the Conference Homepage

NETWORKING

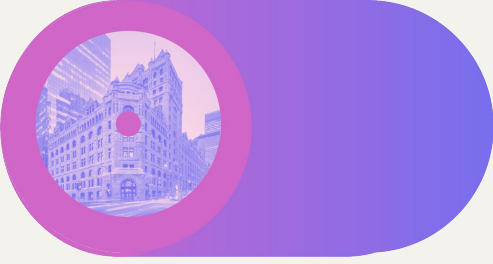
- Three (3) full conference registrations for sponsor representatives
- Two (2) Tickets for Closing Celebration

MARKETING

- Logo + Link featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Logo + Link featured in post-conference *Newsletters*
- Exhibit Hall Showcase Standard Booth with up to three (3) reps at booth

**Sponsor responsible for cost and shipping of item*





GOLD SPONSOR

\$5,000

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events
- Verbal recognition at the Opening Keynote

PROGRAM GUIDE

- Quarter page color artwork for the Program Guide
- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

- Logo + Link included on Conference Sponsor Page

NETWORKING

- Two (2) full conference registrations for sponsor representatives

MARKETING

- Name + Link featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Name + Link featured in post-conference *Newsletters*



SILVER SPONSOR

\$2,500

VISIBILITY

ONSITE

- Logo featured on Conference main signage
- Logo featured on sponsor recognition slide at key events

PROGRAM GUIDE

- Logo featured in Sponsor Section

WEBSITE & MOBILE APP

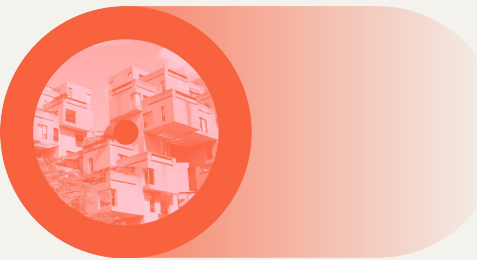
- Logo + Link included on Conference Sponsor Page

NETWORKING

- One (1) full conference registration for sponsor representatives

MARKETING

- Name featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Name featured in post-conference *Newsletters*



BRONZE SPONSOR

\$1,500

VISIBILITY

ONSITE

- Name featured on Conference main signage
- Name featured on sponsor recognition slide at key events

PROGRAM GUIDE

- Name featured in Sponsor Section

WEBSITE & MOBILE APP

- Logo + Link included on Conference Sponsor Page

NETWORKING

- One (1) full conference registration for sponsor representatives

MARKETING

- Name featured within all dedicated Conference E-Blasts (APT, National Trust & CAHP) (following contract completion)
- Name featured in post-conference *Newsletters*

EXHIBIT OPPORTUNITIES

EXHIBITORS

Highlights:

- Two (2) exclusive exhibit hours during the featured Exhibit Reception on Thursday, November 14.
- Food and beverage in stages to entice participants to stay throughout the Exhibit Reception
- Exhibit Hall open all day Friday, November 15, concurrent with breakfast, lunch and program breaks.
- Opportunity for visibility within networking space on Saturday, November 16.

Benefits:

- Two (2) company representatives in booth*
- Your company name posted and linked on the conference website
- Listing in the conference program including contact information, and short description of your product or services
- Listing in the mobile app and on Exhibit Hall floor map
- Invitation to Sponsor Appreciation Reception

	Regular Rate	Reduced Rates
Standard Booth 10x10	\$2,000	Gold Sponsorship + \$750 Silver Sponsorship + \$1,250 Bronze Sponsorship + \$1,750

****Prime booths are exclusively available for Title, Premium and Platinum sponsors. Diamond sponsorship includes a standard booth.**

**Exhibitors may purchase a full registration at the discounted rate of \$525, limit 2. You may also purchase additional booth representative passes, maximum 4, at \$250. Booth representatives will only have access to the Exhibit Reception and the Exhibit Hall hours on the following day.*

You will receive an exhibitor manual at least six weeks prior to the event. This will include the General Service Contractor contact information, move in/move out times and instructions, exhibit hours, confirmation of booth package and, details and costs related to additional services (i.e. internet, power and furniture).

UNIQUE OPPORTUNITIES

SPECIAL EVENTS

Does not require purchase of other sponsorships.

• Opening Keynote (Exclusive)*	\$8,000
• Conference Lunch (2 available)	\$8,000
• Closing Celebration (Exclusive)*	\$7,500
• Continental Breakfast (2 available)	\$5,000
• Student Recognition Luncheon (Exclusive)	\$5,000
• Field Sessions Sponsor (4 available)	\$5,000
• APT Two-Day Workshop (2 Available)	\$5,000
• College of Fellows Reception, Induction & Keynote	\$5,000
• Plenary Sponsor (2 available)	\$3,000
• Refreshment Break (4 available)	\$2,500
• APT Chapter Breakfast (Exclusive)	\$1,500

BRANDING & MORE

Below add-ons require sponsorship at the Silver level or above.

• Mobile App (Exclusive)*	\$9,000
• Lanyards (Exclusive)*	\$8,500
• Hotel Key Card (Exclusive)*	\$5,000
• Tote Bag (Exclusive)*	\$5,000
• Reusable Water Bottles (limited)	\$5,000
• Full page color ad in conference program	\$2,500
• Bag Insert (20 Available, 1 item per sponsor)	\$500

DONATION OPPORTUNITIES

Contribute directly to the organizations or to one of the scholarship programs.

- **Friends Of The Conference**
Name listed in program for donations \$500+
- **Scholarship Programs**
More information on pg. 12 & 13

Donation

\$50 Minimum Donation

[Click to Donate to APT](#)

[Click to Donate to National Trust](#)

*Exclusive opportunities confirmed by first paid.



DONATION OPPORTUNITIES



APT SCHOLARSHIP PROGRAMS

STUDENT SCHOLARS

[Click to Donate to APT](#)

Through the Student Scholarships Program, post-secondary students in the field of historic preservation/conservation are invited to submit abstracts that illustrate research or a project that they have developed to address an aspect of preservation/conservation technology. The selected student abstracts will receive a full complimentary registration and travel expenses for the APT Annual Conference as well as a one-year APT membership. Each APT Student Scholar is paired with a mentor from the APT College of Fellows to guide the development of their oral presentation, which is given during one of the Conference paper sessions.

PETC STUDENT DESIGN-BUILD COMPETITION

The Preservation Engineering Technical Committee (PETC) Student Design-Build Competition is a hands-on challenge to post-secondary students interested in historic buildings and structures. Teams of students analyze an existing masonry arch and design their own arch structure before the conference. Top teams are brought to the Conference for on-site building and testing of their structures and a variety of educational and networking activities with peers and professionals.

STUDENT DOCUMENTATION COMPETITION

APT's Technical Committee on Documentation (TC-Doc) will work with individuals or small groups of students to compete on submissions that document heritage sites under threat, such as development, demolition, drastic alteration, or climate change. Applications will be accepted for all forms and methods of documentation. Those selected will be provided support to attend the APT Conference.



DONATION OPPORTUNITIES



NATIONAL TRUST SCHOLARSHIP AND BURSARY PROGRAMS

JOHN EDWARDS CONFERENCE BURSARY FOR VOLUNTEERS

“I am determined to acknowledge volunteers, who in my opinion are the lifeblood of the heritage field.”

– Helen Edwards, heritage advocate and volunteer, and National Trust member and Heritage Patrons Circle Donor

The John Edwards Conference Bursary was established to honour the legacy of longtime heritage advocate and volunteer, John Edwards. The bursary provides much-needed financial support to help volunteers participate in the National Trust Annual Conference.

THE HERB STOVEL SCHOLARSHIP

All who knew renowned Heritage Conservation Scholar Herb Stovel understood his commitment to both Canadian and international heritage conservation and his strong support for education and preparing a new generation of professionals.

The Herb Stovel Scholarship keeps his legacy alive by providing post-secondary students and emerging professionals (ages 20-35) in the field of heritage conservation with up to \$2500 to pursue opportunities to travel, network and enrich their research.

Herb Stovel National Trust Conference Bursaries: National Trust Conference Bursaries support individuals travelling to and attending the National Trust for Canada’s Annual Conference.

Herb Stovel Project Research Bursaries: Project Research Bursary funding supports research and education opportunities for students.

Interested in learning more about these opportunities and how you can help those in need attend the conference? Contact Kirstin Evenden, Director, Business Development and Partnerships, National Trust for Canada at kevenden@nationaltrustcanada.ca or 613-237-1066 ext. 225.

[Click to Donate to National Trust](#)

Customizable sponsorships at higher levels are available. Please contact sponsors@apti.org to discuss.

SPONSORSHIP-AT-A-GLANCE

TITLE \$25,000	PREMIUM \$20,000	PLATINUM \$15,000	DIAMOND \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
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VISIBILITY

NETWORKING

MARKETING

	TITLE \$25,000	PREMIUM \$20,000	PLATINUM \$15,000	DIAMOND \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
ON SITE							
Logo on Conference main signage	✓	✓	✓	✓	✓	✓	Name
Logo on Sponsor recognition slide at key events	✓	✓	✓	✓	✓	✓	Name
Verbal recognition at key events	All	Opening Keynote	Opening Keynote	Opening Keynote	Opening Keynote	-	-
Provide one (1) item for conference tote bag (Optional)	✓	✓	✓	✓	-	-	-
Two-minute remarks at Opening Keynote	✓	-	-	-	-	-	-
PROGRAM GUIDE							
Color Artwork	Full Page	Full Page	Half Page	Half Page	¼ Page	-	-
Logo in Sponsor Section	✓	✓	✓	✓	✓	✓	Name
WEBSITE & MOBILE APP							
Logo + Link on Conference Sponsor Page	✓	✓	✓	✓	✓	✓	✓
Logo + Link on Conference mobile app	✓	✓	✓	✓	-	-	-
Logo Vertical banner ad on conference homepage	✓	✓	✓	✓	-	-	-
Dedicated artwork on vertical banner on homepage	Two (2)	Two (2)	One (1)	-	-	-	-
Special Event Sponsor*	One (1)	One (1)	\$	\$	\$	\$	\$
Conference Registration	Eight (8)	Eight (8)	Five (5)	Three (3)	Two (2)	One (1)	One (1)
Ticket for Closing Celebration	Four (4)	Four (4)	Three (3)	Two (2)	\$	\$	\$
*Exclusions apply							
Logo + Link on Conference E-blasts	✓	✓	✓	✓	Name with link	Name	Name
APT & NT pre-conference and/or post <i>Communiqué</i>	Logo with Link	Logo with Link	Logo with Link	Logo with Link	Name with link	Name	Name
Banner artwork with link on Conference E-blasts	Two (2)	One (1)	-	-	-	-	-
Exhibit booth	Double	Prime	Prime	Standard	\$	\$	\$
Attendee App Push Notification at Conference	Two (2) per day	One (1) per day	One (1) per day	-	-	-	-

NOTE: Due to Canadian regulations related to sharing of personal data including contact information and subsequent emails that result from conference attendance, we regret that we will not be able to provide sponsors or exhibitors with attendee lists. Please be aware of this limitation and plan to collect contact information from those who visit with you and your representatives.

All prices shown in either USD or CAN - based on the home location of the sponsor. US companies - in USD, Canadian Companies - in CAN. All others USD. Additional details available upon request.

ADDITIONAL INFORMATION

BENEFIT & EVENT DETAILS

What to expect across each unique opportunity.

Special Events

- **Opening Keynote** (Exclusive) - **\$8,000**

Brief comments at event, logo featured on opening title screen, in unique opportunities section of the program book and mobile app. Opportunity to bring free-standing banner for event.

- **Conference Lunch** (2 available) - **\$8,000**

Logo displayed at food stations, option to provide marketing brochure for tables, and logo featured in unique opportunities section of the program book and mobile app.

- **Closing Celebration** (Exclusive) - **\$7,500**

Logo displayed on opening title screen, and logo featured in unique opportunities section of the program book. Opportunity to offer brief remarks during program and bring free-standing banner for event.

- **Continental Breakfast** (2 available) - **\$5,000**

Logo displayed at food stations, option to provide marketing brochure for tables, and logo featured in unique opportunities section of the program book.

- **Student Recognition Luncheon** (2 available) - **\$5,000**

Brief comments at event, and logo featured on opening title screen, in unique opportunities section of the program book and mobile app. Opportunity to bring free-standing banner for event.

- **Field Sessions Sponsor** (4 available) - **\$5,000**

On-site event signage and logo featured in unique opportunities section of the program book and mobile app.

- **College of Fellows Reception, Induction & Keynote** (Exclusive) - **\$5,000**

On-site event signage and logo featured in unique opportunities section of the program book and mobile app.

- **APT Two-Day Workshop** (2 available) - **\$5,000**

On-site event signage and logo featured in unique opportunities section of the program book and mobile app.

- **Plenary Sponsor** (2 available) - **\$3,000**

Logo displayed on opening title screen, and logo featured in unique opportunities section of the program book. Opportunity to bring free-standing banner for event.

- **Refreshment Break** (4 available) - **\$2,500**

Logo displayed at food stations, and company name listed in unique opportunity section of the program book.

- **APT Chapter Breakfast** (Exclusive) - **\$1,500**

Logo displayed at food stations, option to provide marketing brochure for tables, and logo featured in unique opportunities section of the program book.

Branding & More

- **Mobile App** (Exclusive) - **\$9,000**

Banner ad featured on mobile app main screen, opportunity to send a push notification via the mobile app 1x per day, and logo featured in unique opportunity section of the program book and mobile app.

- **Lanyards** (Exclusive) - **\$8,500**

Includes production of lanyards. Logo featured in unique opportunities section of the program book.

- **Hotel Key Card** (Exclusive) - **\$5,000**

Logo featured on all conference attendee hotel key cards, and in unique opportunities section of the program book.

- **Attendee Tote Bag** (Exclusive) - **\$5,000**

Includes production of bag, logo is featured on attendee bag and in unique opportunity section of the program book.

- **Reusable Water Bottle** (Exclusive) - **\$5,000**

Includes production of bottle, logo is featured reusable water bottle included in each attendee tote bag and in unique opportunity section of the program book.

- **Full Page Color Ad in Program Book** (Limited) - **\$2,500**
Size: 8x10, 300 dpi PDF file.

- **Bag Insert** (20 Available, 1 item per sponsor) - **\$500**

APT Communiqué and National Trust Newsletter

An electronic communication distributed to each organization's mailing list. Eligible sponsors will be featured with their name and link in a pre and/or post-conference issue.

Conference E-Blasts

Emails distributed to the organization's mailing lists, and will feature logos and links of top sponsors, based on sponsorship level.

Conference Registration

Full conference registration includes:

- Opening Keynote
- Exhibit Hall Reception
- Concurrent Sessions
- Continental breakfast, lunch and refreshment breaks (Friday & Saturday)
- Opportunity to purchase special event and field session tickets

Special Events

Events that are open ONLY to conference registrants and their registered guests for an additional fee unless otherwise noted. These include but are not limited to:

- Closing Celebration
- APT Chapter Breakfast Meeting
- Student Recognition Lunch



NEXT STEPS

To initiate your sponsorship or to request additional information, [CLICK HERE](#) or contact sponsors@apti.org or cwiebe@nationaltrustcanada.ca



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nationaltrustcanada.ca

WE LOOK
FORWARD TO
WORKING WITH
YOU!