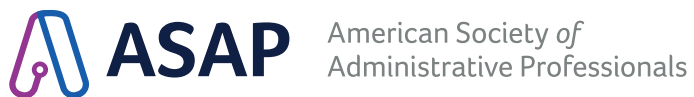


The 2026 Brand Exposure Guide

High-impact opportunities to grow awareness, spark demand, and connect with the admin community.



Three avenues to connect you with your target audience

Reach the admin community across live experiences and year-round learning.



The American Society of Administrative Professionals (ASAP) is the world-leading provider of training, community, and resources for administrative professionals. We exist to elevate administrative professionals and executive assistants from overlooked support roles to empowered leaders who are equipped, connected, and unstoppable.

asaporg.com



The Administrative Professionals Conference brings together thousands of office professionals from around the world for three days of education and connection. Featuring world-class training from top industry specialists, APC is considered the premier international training conference for administrative professionals.

apcevent.com



EA Ignite is an exclusive training event for executive and senior-level assistants who are looking to strengthen their strategic business partnership with their executive. Engage in conversations with experts and like-minded peers in the profession that elevate how they support, partner, and lead. This program was built to meet the training needs of executive and senior-level assistants.

eaignite.com



Let's get started: partnerships@asaporg.com

Meet the decision-drivers behind thriving organizations.

Who you'll meet:

Connect with our admin community, at **APC**, **EA Ignite** and through continuous digital learning with **ASAP** and your brand becomes part of the tools, solutions, and recommendations they bring to their executives.



130K+
active
members
(and counting)



47%
influence
purchasing
decisions

Key Industries:



Government
and
Non-profit



Manufacturing
and
Industrial



Technology
and
Software



Finance
and
Banking



Healthcare
and
Medical



Energy
and
Utilities



Real Estate
and
Construction



Education
and
Academia

Roles

Administrative Assistants, Executive Assistants, Chiefs of Staff, Office and Operations Managers, Admin Team Leads, and many more!



What they do

Evaluate and recommend vendors, standardize tools, coordinate travel and events, drive process and change.



What they value

Reliability, time savings, security, and measurable ROI.



Why it matters

They are the go-to operators who turn solutions into adopted standards across the organization.



Partnering with ASAP connects your brand with a trusted resource for admins.



Start with a package to maximize value in-person and digital touch points. Then layer in à-la-carte opportunities from four outcome-based categories.

Brand Visibility



Thought Leadership & Content



Experience & Engagement



Attendee Communications



What's top of mind for our audience?

Today's administrative professionals prioritize AI upskilling, efficiency gains, and leadership development. They want a solution they can confidently champion to their executive.



“APC was a fantastic experience for us! With three full days of consistent booth traffic, we had meaningful conversations with so many attendees. It was the perfect platform to get our brand seen by our ideal customer profile in a focused, high-energy environment.”

Michael Eskridge, TROOP Travel



Blend high-exposure branding with premium placements, and attendee touch points for maximum impact.

\$60,000

Diamond Partnership:

The Diamond Partnership is our most powerful, results-driven sponsorship—built for brands that want to influence purchasing decisions, strengthen long-term relationships, and remain top-of-mind with administrative leaders year-round. This package blends premium event visibility with exclusive access to our engagement digital ASAP members, creating a continuous pipeline of qualified leads. This package elevates your brand as a trusted, go-to solutions provider for the administrative profession.

Includes

- Premium location for 10x20 at APC and 8x10 at EA Ignite Fall and Spring
- High-impact visibility on digital signage at all events
- Expo Theater Session at APC
- Executive Roundtables at EA Ignite Fall and Spring for intimate, decision-maker engagement
- Three-part webinar series
- Year-round lead generation through a gated research report
- Featured placement in our LinkedIn event newsletter to boost reach and awareness
- Two branded coffee carts

SOLD OUT

- Event App Package
- Dedicated post-show email to nurture leads and extend your impact
- One lead retrieval license is included per exhibiting company; additional licenses are available upon request



\$30,000

Platinum:

- Corner 10x20 booth at APC and 8x10 booth at either EA Ignite Spring or Fall
- Live Admin Edge Podcast feature at one event for elevated thought leadership
- Featured placement in our LinkedIn event newsletter to boost brand awareness and drive interest
- App banner for high-visibility digital exposure
- Braindate Roundtable or livestream ad
- One sponsored webinar
- One lead retrieval license is included per exhibiting company; additional licenses are available upon request



braindate

\$20,000

Gold:

- Premium 10x10 or 10x20 booth location at one of our events
- Expo Theater Session at APC or livestream ad for increased content visibility
- Dedicated post-show email to re-engage verified attendees
- One lead retrieval license is included per exhibiting company; additional licenses are available upon request



“EA Ignite is a great way to connect with Executive Assistants!”

Jessica Lau, EA Ignite Fall 2025 Exhibitor



Let's get started: partnerships@asaporg.com

Mix and match à-la-carte moments to drive traffic and impressions.

Brand Visibility

\$40,000 APC | \$30,000 EA Ignite

Title 1 PER EVENT

SOLD OUT

As the exclusive Title Sponsor, your brand commands the highest visibility across the entire event experience. This premier position ensures your identity is consistently front and center. It's the strongest opportunity to build widespread recognition, trust, and authority with administrative professionals.

Includes:

- Co-branding on the main stage
- High-impact visibility across all primary event surfaces (website hero, registration, program, and onsite signage)
- Executive welcome moment during opening session
- Admin Edge Podcast interview
- APC Expo Theater Session
- Premium 10x20 exhibit space
- Two in-app push notifications
- In-app banner during the event

Measurable results: Opt-in scan leads, theater session scans, and content download leads.

\$20,000

ASAP Supporter 1 PER EVENT

The ASAP Supporter package spotlights your brand within one of our event's most anticipated sessions, offering concentrated visibility in front of a highly engaged audience. This tier reinforces your presence across multiple touchpoints surrounding the featured panel, ensuring attendees encounter your brand before, during, and after the session.

Includes:

- Logo displayed on opening slides of a featured panel session
- Verbal thank-you acknowledging your support
- Branded seat drop card for session attendees
- 1–2-minute video ad played before the panel begins
- Premium 10x20 exhibit space
- In-app banner displayed on the day of the panel

Measurable results: Session scans

Continued on next page...



“An event that might seem big at first glance, was actually very intimate and exciting!”

APC 2025 exhibitor



CONTINUED...

Mix and match à-la-carte moments to drive traffic and impressions.

\$10,000

Lanyards & Badges **EXCLUSIVE**

Put your brand in every attendee's hand—literally. As the exclusive Lanyard & Badge Sponsor, your logo appears prominently on every badge and lanyard worn throughout the entire event, ensuring nonstop visibility in all sessions, networking areas, and expo interactions.

Your brand also receives dedicated recognition on the registration website and in all registration confirmation emails, giving you exposure at every step of the attendee journey, before they even arrive.



\$10,000

Wi-Fi **EXCLUSIVE**

Own one of the most in-demand touchpoints of the entire event: the Wi-Fi. As the exclusive Wi-Fi Sponsor, you'll receive a custom network name (SSID), a branded password, and a fully customized splash page featuring your logo and a direct call-to-action link.

Additional onsite exposure includes branded tent cards placed throughout high-traffic areas.

Measurable results: Connection count and click-through report.



\$4,000

Livestream Advertising **LIMITED QUANTITY**

Extend your reach beyond the room with a sponsored 1–2-minute video ad that plays before each event livestream and in the post-event recording. Ideal for product launches, demos, or brand storytelling, this format allows you to showcase your message digitally.

Exhibitor Booth - starting at **\$4,500**

- Inline 8x10 (EAI Only): \$4,500
- Inline 10x10 (APC Only): \$4,500
- Corner 10x10: \$4,750
- Inline 10x20: \$7,500
- Endcap 10x20: \$8,750
- Island 20x20 (APC only): \$15,250



Let's get started: partnerships@asaporg.com

Share expertise that solves real admin challenges.

Thought Leadership & Content

\$5,000

Podcast Feature and Recording

Capture attendee attention with a 10–15-minute fireside interview filmed right on the show floor and highlighted in the app agenda. As a bonus, you'll walk away with three social-ready shorts to keep the momentum going.

Measurable results: Video views and app session scans.



\$5,000

Private Braindate Roundtable



Work with our content team to co-develop and refine a compelling, high-value topic. Onsite branding includes custom table tents and prompt cards. The session is highlighted in the agenda, featured as an in-app card, and supported by a push notification.

Measurable results: List of RSVPs, attendance, and opt-in leads.



EA Ignite Exclusive

\$7,500

Executive Roundtable

Lead a high-value Executive Roundtable featuring co-branded signage, a neutral moderator, and a structured discussion guide. Our team manages attendee vetting and confirmations to ensure a strong participant mix. You'll also receive an in-app card for visibility plus water/coffee service during the session.

Measurable results: Anonymized discussion summary and opt-in leads.



Let's get started: partnerships@asaporg.com

Deliver interactive experiences that drive brand affinity and conversation.

Experience & Engagement

\$10,000

Selfie Studio

Give attendees a memorable photo moment with a branded backdrop, selfie kiosk, and managed queue area. This turnkey activation drives steady traffic and social sharing, and your brand travels with every selfie posted!

Add-ons: Premium retouch pack or sponsor-branded email delivery.

Measurable results: Opt-in email list and photo claim metrics.



\$5,000

Coffee Cart **LIMITED QUANTITY**

Boost your brand visibility at one of the highest-traffic areas of the event with a branded coffee cart. Your logo appears on cup sleeves, counter clings, and a custom menu topper for continuous attendee exposure.

Measurable results: Serve count estimate.

\$20,000

Hydration/Water Bottle

Keep your brand in attendees' hands with co-branded water bottles or prominently branded refill stations. A simple, practical touchpoint that delivers ongoing exposure.



"APC is an invaluable chance to meet our customers and prospects one-on-one with a clear revenue ROI that brings us back every year. APC's administrative professional attendees are engaged and friendly; exhibiting enables us to meet, qualify and quickly pitch attendees. The show is well-run with friendly, helpful staff."

Elliott McNamee, AmTrav



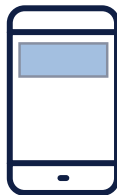
Reach attendees pre-, during, and post-event with targeted messaging.

Attendee Communications

\$2,500

Event App Package

Reach attendees in real time with a one-day in-app banner paired with a push notification to drive immediate visibility and action. This placement keeps your brand top-of-mind during peak event activity.



Measurable results: Impressions and clicks.

\$4,000

Newsletter Feature **LIMITED QUANTITY**

Spotlight your brand with a featured content block in an APC, EA Ignite, or ASAP newsletter. This placement reaches an engaged audience already seeking event updates and resources.

Measurable results: Opens and clicks.



100%

of exhibitors were satisfied with the quality of attendees



**Results from APC 2025 Exhibitor survey*



Turn moments into momentum with continuous digital reach.

Year-Round Digital Exposure

\$15,000

3-Part Webinar Series

Deliver your expertise through a fully produced webinar featuring white-glove support, a professional moderator, and promotion across email, social, and our website. Your session includes live audience Q&A and remains available on-demand for 12 months.

Measurable results: Registration list (opt-in), attendance, and Q&A transcript.



\$12,000

Gated Guide/Report

Showcase your thought leadership in a professionally designed guide that incorporates your insights and is fully created and promoted by the ASAP team. The asset is gated to ensure high-quality lead capture.

Measurable results: Leads with role/company requested by sponsor.

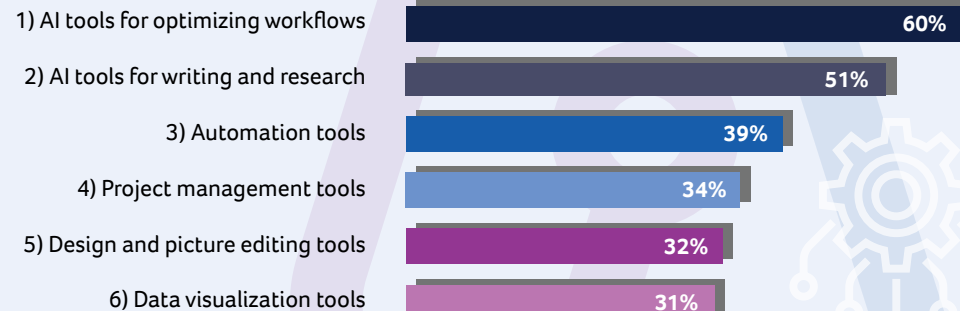
\$6,000

Newsletter Takeover (Max 1 sponsor per month)

Own the month with an exclusive ASAP Weekly Newsletter Takeover featuring a hero image and a high-impact mid-block ad. Only one sponsor is featured, guaranteeing focused attention. Optional audience segmentation sharpens your reach even further.

Areas of focus for 2025

The top areas that APs would most like to focus on in 2025 tend to relate to improving technology skills (particularly using AI), as well as efficiency and leadership skills.



*Data from ASAP's 2025 State of the Profession Report



Let's partner up and make your brand the easy choice.

A year-round approach drives consistent results. With integrated digital reach and meticulous in-person creative, partnering with ASAP makes your brand the straightforward—and preferred—choice.

LOCK IN YOUR SPOT



American Society of
Administrative Professionals



APC Administrative
Professionals Conference
Empowered by ASAP

