

# APNA Annual Conference

Leadership in Full Color

Charlotte, NC

October 14-16, 2026



ASSOCIATION  
of PREMIER  
NANNY AGENCIES

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## Mission Statement

APNA's annual conference provides an opportunity for agencies and industry service professionals to immerse themselves in new knowledge, learn new skills and techniques, connect with like-minded business owners, and take away immediate plans they can implement to succeed in the private service industry.

## Our Conference

The Association of Premier Nanny Agencies (APNA) is a professional membership organization for business owners committed to establishing and sharing the highest standards of industry practice in nanny placement and staffing. Our aim is to create a global community of leading agencies, promoting growth and success through education, mentorship, and collaboration. APNA advocates for ethical, professional, and equitable business practices, anchored in our Core Values: Integrity, Inclusivity, Excellence, Education, and Innovation.

Picture this: a gathering of industry leaders, innovators, and visionaries converging in one empowering event. Welcome to our APNA Annual Conference, where opportunities abound, connections flourish, and possibilities are endless. By sponsoring our conference, your company isn't just aligning itself with a premier event; it's securing a your entrance into to unparalleled exposure, networking, and growth. This isn't just a sponsorship—it's a strategic investment in your company's future, and a partnership with an organization that will keep your agency ahead of the curve. Join us in shaping the future of our industry and unlock the limitless potential that awaits.

# hello from our president

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I am thrilled to extend a warm invitation to you and your esteemed company to sponsor our upcoming Annual Conference.

Our conference has evolved into a premier event in the nanny and household staffing industry, serving as a hub for networking, learning, and collaboration. With each passing year, we witness a remarkable convergence of industry leaders, innovators, and decision-makers, creating unparalleled opportunities for growth and advancement.

Sponsorship of our conference not only demonstrates your commitment to supporting the industry but also affords your company invaluable exposure and connections. By aligning your brand with our event, you gain access to a diverse audience of industry professionals, opening doors to potential partnerships, clients, and insights that can drive your business forward.

Moreover, sponsoring our conference is an investment in the future of your business. The connections made and knowledge gained during our event can lead to long-term relationships and strategic advantages that position your company for success in an ever-evolving industry landscape.

We take great pride in curating an enriching and impactful conference experience for our attendees, and your sponsorship plays a crucial role in making this possible. We offer a range of sponsorship packages tailored to suit your company's goals and budget, providing opportunities for visibility, engagement, and recognition throughout the event.

I invite you to join us in shaping the future of the nanny and household staffing industry by becoming a sponsor of our Annual Conference. Your support not only elevates our event but also strengthens our community and fosters innovation and excellence within the industry.

Please do not hesitate to reach out to discuss sponsorship opportunities further. We are excited about the prospect of partnering with you and your company and look forward to the mutual benefits that lie ahead.

Together, let us embark on a journey of collaboration, growth, and success.

Warm regards,  
*Jami Dennis*  
President



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# audience demographics

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95% of our member organizations are women owned and operated

80% of our member organizations have ten employees or fewer

53% have \$500k+ gross revenue, and 30% have \$1M+

55% of our member organizations have been serving families for 15+ years

95% US Based Companies + Canada, Australia and the Netherlands

# marketing benefits

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Generate leads and connect with potential customers

Increase brand recognition and exposure to a targeted audience

Build relationships and network with other industry professionals

Position your company as a leader in the industry through association with a reputable event

Showcase your expertise and share insights with your peers

# please note

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The demand for our in-person conference has experienced a significant surge, with four of our recent events selling out within weeks. Moreover, there has been a notable increase in the number of agencies bringing staff members.

APNA is experiencing rapid growth, which is truly remarkable. We take great pride in our achievements and recognize the pivotal role our annual conference plays for every attendee and sponsor. We invite you to join us and discover the myriad benefits APNA has to offer!

# sponsorship levels

Offerings	Mix & Mingle Opening Reception Sponsor 	APNA Honors: Industry Excellence Sponsor 	Closing Reception Sponsor 	Keynote Speaker Sponsor 	Technology Sponsor
Cost	\$8,500	\$7,500	\$6,500	\$5,500	\$4,500
3-minute company presentation	✓	✓	✓	✓	
30-second video message	✓	✓	✓	✓	✓
Display signage at event	✓	✓	✓		
Exhibitor table	✓	✓	✓	✓	✓
Conference registrations	2	2	1	1	1
Program listing	100 Words + Logo	100 Words + Logo	100 Words + Logo	50 Words + Logo	Logo
Sponsored Email	✓	✓	✓	✓	✓

 Exclusive Opportunity, Note that Keynote is One Exclusive for Thursday, and One Exclusive for Friday.

Offerings	Lanyards Partner 	Lunchtime Luminary Sponsor	Swag Bag Sponsor 	Rise & Shine Breakfast Sponsor
Cost	\$4,000	\$4,000	\$3,500	\$3,000
1-minute company presentation				
30-second video message	✓	✓	✓	✓
Display signage at event		✓	✓	✓
Program listing	50 Words + Logo	Logo	Logo	Logo
Sponsored Email	✓	✓	✓	✓
Customization	Logo on Lanyards		Logo on bag along with APNA logo	
Vendor Table	✓			

**ALL SPONSORSHIPS \$2500 AND ABOVE WILL INCLUDE YOUR COMPANY LOGO ON OUR EXCLUSIVE CONFERENCE STEP & REPEAT**

Offerings	Coffee & Beverage Station Sponsor	New Agency Workshop Sponsor	Board of Directors Breakfast	Breakfast or Lunch Co-Sponsor	Legacy Sponsor
Cost	\$2,500	\$2,500	\$1,500	\$1,500	\$1,500
30-second video message	✓	✓	✓	✓	✓
Program listing	Logo	Logo	Logo	Logo	Logo
Customization	Logo on beverage napkins				
Sponsored Email		1 email to workshop attendees			
Social Media	✓	✓	✓	✓	✓

Offerings	Swag Bag Insert	Coffee Station Supporter
Cost	\$400	\$250
Social Media Mention	1	1
Logo on Website		
Name listed in Program	✓	✓

**All sponsors will receive the following:**

- Company logo on the APNA Conference web page
- Logo inclusion in all conference e-blasts
- Sponsor Ribbon for conference name badge
- Dedicated social media mentions of your company as sponsor
  - (1, 2, 3, or 4 depending on your sponsorship level)
- Dedicated sponsor slide shown during the conference

**Check out our other budget-friendly opportunities:**

- Vendor Table Only - \$1,500
  - *All individuals at the table must hold a conference registration to be present during the conference.*
- Dedicated Email to APNA Database - \$750
- Add a Vendor Table to a Sponsorship Level - \$1000
  - (*\$1,500 level & above, upon availability*)

**Full page** in conference program  
**\$500**

**Half page** in conference program  
**\$300**

**Secure Your Sponsorship Now!**

Full description of what each sponsorship package includes available on our website!

Don't see what you're looking for? We're happy to work with you and your budget to create an exciting opportunity for you to sponsor the 2026 APNA Conference. Reach out to Kellie, [admin@theapna.org](mailto:admin@theapna.org) to craft a custom sponsorship for your organization.

# helpful information

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- No refunds on sponsorship and advertising payments.
- Sponsorship's are a on a first-come, first-serve basis.
- No sponsorship is secure until payment received.
- If permitted during sponsored event, sponsors are responsible for providing their own signage.
- Unless indicated, sponsorship does not include conference registration. A conference registration is required of all attendees and vendors.
- Sponsorship does not include membership fee to APNA.
- Sponsors are responsible for registering and securing their own hotel and transportation to and from conference.
- Sponsors are permitted to provide business literature or products at their exhibitor table only, unless otherwise indicated for a specific sponsored event.
- Staff are permitted to attend with the purchase of a conference registration.
- No children allowed during conference functions.
- Any questions should be directed to Kellie Geres, [admin@theapna.org](mailto:admin@theapna.org)

## **Fine print:**

If your package includes a vendor table but don't feel like vending, no worries! We got you covered. You can trade in your table for a sponsored blog post and two extra social media posts, including reels or stories, to get your brand out there in style.

Upon confirmation of sponsorship, sponsors will receive a detailed email including all relevant deadlines for submitting materials. It is the sponsor's responsibility to adhere to these deadlines. Failure to submit materials by the deadline may result in the forfeiture of opportunities for inclusion in the program or event.

*"Sponsoring the APNA Conference is one of the best decisions we have made for our business, it is a truly unique event in our industry, there's nothing else like it!*

*We have made so many friends, built relationships, established partnerships, and met many customers and potential customers as conference sponsors. APNA also treats sponsors very well, it's not always easy to get conference attendees to actually engage with sponsors, they truly make it a priority and that makes a huge difference. We are very grateful to APNA and the conference and will be sponsors for life!"*

**Aakash Goel, Enginehire**

