



American Planning Association
California Chapter

Creating Great Communities for All

To All 2020 Conference Sponsors and Exhibitors:

First, thank you very much for your support of the APA California annual conference. Many of you have sponsored the conference for successive years. Whether you are a new or sustaining sponsor, your support and participation are pivotal to the success of this annual event. Planners look forward to the conference for professional development and networking opportunities, and sponsor exhibit booths and events have been an integral feature at every conference.

As you know, the COVID-19 pandemic has required restricting large group gatherings. While we all look forward to reopening the economy, convening large meetings following the shelter-in-place period will continue to necessitate precautionary public health protocols. The APA California Board has been closely monitoring the situation, with foremost priority on the health and safety of our members and their families. Social distancing guidelines are likely to extend into the Fall and Winter seasons to address continuing public health risks. The current assessment is that holding an in-person conference is not advisable and attendance will likely suffer. While much planning has occurred for the anticipated 2020 conference in Riverside, the APA California Board has made the difficult decision to postpone the Riverside conference to Fall 2021.

While we hope to see you in Riverside next year, the APA California Board believes that it is even more important this year to hold an event to connect with our members and share the most current information on how to practice our profession during this challenging time.

We are excited to announce that APA California will be organizing a multi-day virtual conference this Fall. With the availability of versatile video conferencing options, we can offer multiple sessions and events with excellent interactive and networking capabilities. We are also enthusiastic about the platforms that are available to showcase our sponsors. We anticipate a variety of sponsorship opportunities, such as reservable "chat rooms" for firms to interact with conference attendees and gather professional contacts, pre-session sponsor videos, and even our Consultants Reception in a virtual exhibit hall. We welcome any suggestions you may have and would welcome sponsors hosting a trivia night or other fun networking activities.

A Virtual Conference Committee is being formed to organize the conference. We appreciate your patience and will get back to you with specifics on how we plan to transfer your current sponsorship to an innovative virtual conference format. We are optimistic that the conference will be highly attended especially given the favorable news that the recent APA National virtual conference quickly sold out and considerably exceeded expectations.

If you have any questions or would like to suggest sponsorship ideas for the virtual conference, please contact Hanson Hom, VP for Conferences, at hansonapa@gmail.com.

Thank you again for your continuing support and commitment to APA California!

Sincerely,

Julia Lave Johnston, Chapter President
Hanson Hom, Chapter Vice President for Conferences