



American Planning Association
California Chapter

Making Great Communities Happen

APA California 2016 Conference

SPONSOR/EXHIBITOR OPPORTUNITIES



2016

APA California Conference

CRAFTING
..... our
Future

The Art
— of —
Planning

Pasadena

OCTOBER
22-25

PASADENA
CONVENTION
CENTER

rev. 10/7/2015



American Planning Association
California Chapter

Making Great Communities Happen

Over 5,000 members strong, APA California is a network of practicing planners, citizens and elected officials committed to urban, suburban, regional and rural planning in the State of California. APA California offers a wide spectrum of member benefits including information, services and support to advance planning in California.

MISSION STATEMENT

The Mission of APA California: Making great communities happen through good planning.

Towards that end APA California will:

- Provide vision and leadership that fosters better planning for California.
- Build public and political support for sound planning.
- Provide its members with the tools, services and support that advance the art and science of planning.

This mission statement has no horizon year; rather, it is to be used as a broad guideline for decisions concerning the more specific strategic objectives, master strategies and action programs.

PAST APA CALIFORNIA CONFERENCE ATTENDEES

2015	Oakland	1,700+
2014	Anaheim	1,236
2013	Visalia	700
2012	Rancho Mirage	716
2011	Santa Barbara	901
2010	Carlsbad	840
2009	Tahoe	490
2008	Los Angeles	1,353
2007	San Jose	1,609
2006	Garden Grove	1,226

Who we are

OUR FUNDAMENTAL VALUES

The mission statement reflects the underlying, fundamental beliefs of APA California's board members, who represent the breadth and geographic diversity of planning in California. These values include:

- **VISION:** The creativity and foresight needed to anticipate future needs of our membership and profession, then develop a consensus-building strategy that addresses those needs.
- **LEADERSHIP:** The ability to organize and command the resources necessary to implement our vision. Critical to the concept of leadership is the balancing of competing needs and interests in a manner that consistently provides the greatest good for the greatest number of our members.
- **DIVERSITY:** The expansion in the development of its leadership and its membership of both ethnic and gender diversity within the Chapter.
- **SUPPORT:** The development, nurturing and preservation of a grass-roots constituency, both in the profession and in the larger community, that recognizes, accepts and advocates the values of good community, regional and other planning programs. The Chapter's commitment to a broad public relations strategy is an example of this support strategy in development.
- **TOOLS, SERVICES AND SUPPORT:** A commitment at every level of the organization to offer our members the tools, services and support to achieve their goals. These include regular membership services such as: a) the newsletter; b) legislative initiatives; c) participation on task forces and local review committees; d) recognition and advancement of our professional goals through comprehensive awards programs; e) a variety of continuing education programs to foster professional growth; f) annual conferences for education and networking; and g) a variety of locally sponsored and produced programs in each of California's eight sections that respond quickly and effectively to member needs at the local level.



www.APACalifornia-Conference.org



EXHIBIT BOOTH AND EVENT SPONSORSHIP PACKAGES

	Full Conference Registrations	Booth Space*	Tickets to Sponsored Event	Logo Recognition on Website	Promotional Materials Displayed on Sponsor Table	Promotional Materials Displayed at Registration Table	Signage and Podium Recognition	Advertisement in Conference Program	Name/Logo + Hyperlink on LA Section Website/Emails	Social Media Recognition	Other
Exhibit Booth & Event Sponsorship Packages											
Marquee Package.....\$30,000	10	Premium**	8 (All Access)	Priority	Priority	Priority	Yes	Full (Prominent) + Double	Yes - through 2016 conference + 6 months	2x month, 14 months + 1x ea. conference day	Media Wall, App, Bag Insert, priority logo at all promotional opportunities
Heritage Package.....\$20,000	8	Premium**	4 (All Access)	Priority	Prominent	Prominent	Yes	Full (Prominent) + Double	Yes - through 2016 conference + 3 months	2x month, 10 months + 1x ea. conference day	Media Wall, App, Bag Insert, priority logo at all promotional opportunities
Rose Package.....\$15,000	6	Premium**	3 (All Access)	Priority	Prominent	Prominent	Yes	Full (Prominent) + Half	Yes - month before, during and after	1x month, 6 months + 2x ea. conference day	Media Wall, App, Bag Insert
Arts & Crafts Package.....\$12,000	4	Premium**	3 (All Access)	Priority	Prominent	Prominent	Yes	Full (Prominent) + Half	-	1x month, before and after	Media Wall, App, Bag Insert
Conference Lanyards (1 available).....\$8,000	2	Premium	1 (All Access)	Prominent	Regular	-	Yes	Full	-	-	Logo on Lanyard
Opening Reception (4 available).....\$6,000	2	Premium	3	Prominent	Regular	-	Yes	Full	-	-	-
Conference Bags (1 available).....\$6,000	2	Premium	-	Prominent	Regular	-	Yes	Full	-	-	Logo on Bag
Opening Plenary Session (4 available).....\$3,000	1	Regular	2	Regular	-	-	Yes	Half	-	-	-
Keynote Event (5 available).....\$3,000	1	Regular	2	Regular	-	-	Yes	Half	-	-	-
Awards Event (5 available).....\$3,000	1	Regular	2	Regular	-	-	Yes	Half	-	-	-
CPF Reception (5 available).....\$3,000	1	Regular	2	Regular	-	-	Yes	Half	-	-	-
Mobile Phone Application (5 available).....\$3,000	1	Regular	-	Regular	-	-	Yes	Half	-	-	-
Student Awards Luncheon (4 available).....\$2,500	1	Regular	2	Regular	-	-	Yes	Quarter	-	-	-
Continental Breakfast (4 available).....\$2,500	1	Regular	-	Regular	-	-	Yes	Quarter	-	-	-
Closing Plenary Session (5 available).....\$2,500	1	Regular	2	Regular	-	-	Yes	Quarter	-	-	-

Event Sponsorship Only

Internet Access Stations (8 available).....\$2,500	-	-	(1) Day Pass	-	-	Regular	Sign Only	Quarter	-	1x each conference day	-
Student Session/Mixer (2 available).....\$2,000	-	-	2	-	-	-	-	Business Card	-	1x each conference day	-
Specific Event Sponsorship (No Limit).....\$1,500	-	-	-	-	-	-	Sign Only	Business Card	-	-	-
Opening Reception, Opening Plenary, Keynote Luncheon											
Specific Event Sponsorship (No Limit).....\$1,000	-	-	-	-	-	-	Sign Only	Business Card	-	-	-
Awards Event, CPF Reception, Closing Plenary Session											
Mobile Workshop (10 available).....\$1,000	-	-	(1) Mobile WS	-	-	-	Sign Only	Business Card	-	-	-
Afternoon Breaks (3 available).....\$1,000	-	-	2	-	-	-	Sign Only	Business Card	-	-	-
Diversity Summit (4 available).....\$750	-	-	(1) Event Pass	-	-	-	Sign Only	Business Card	-	-	-
Specific Event Sponsorship (No Limit).....\$500	-	-	-	-	-	-	Sign Only	Business Card	-	-	-
Student Awards Reception, Continental Breakfast											

Exhibit Booth Only

Public Agency (5 available).....\$1,000	-	Regular	(2) Booth Passes	Regular	-	-	-	-	-	-	-
Non-Profit Organization (5 available).....\$500	-	Regula	(2) Booth Passes	Regular	-	-	-	-	-	-	-

Advertising

Conference Bag Pen (1 available).....\$2,000	-	-	-	-	-	-	-	Business Card	-	-	-
Media Projection Wall (15 available).....\$1,500	-	-	-	-	-	-	On Wall	Business Card	-	-	1x each conference day
Table Top Exhibits/Ads (10 available).....\$1,000	-	-	-	-	-	-	-	Business Card	-	-	-
Conference Bag Insert (3 available).....\$500 - \$1,500	-	-	-	On App	-	-	-	Variable	-	-	-
Mobile Application (10 available).....\$500	-	-	-	-	-	-	-	-	-	-	-
Program (30 available).....\$250 - \$1,500	-	-	-	-	-	-	-	Variable	-	-	-
Other - Customizeable.....please call/email	Variable	-	-	-	-	-	-	-	-	-	-

*Premium booth space receives upgraded location in exhibition hall. All premium booth exhibitors will have priority selection. **Double booth incentive for bookings before 12/15/2015. All booth and event sponsors receive attendee list prior to conference (available 3 weeks before with name, company, address).



Submission Deadline: July 15, 2016

SPONSORSHIP/EXHIBITOR OPPORTUNITIES

Interested in sponsoring the 2016 Conference?
Please contact Tricia Robbins Kasson at tricia.robbins.kasson@gmail.com or 323.552.3231 for more information.

Name _____ Company Name _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____
Company Website Address: _____

Company name exactly as you would like written when logo is not used/provided: _____
If logo has been previously submitted to APA California, the most current logo will be used. To submit an updated/new logo, refer to the **Ad/Logo Spec Sheet**.

EXHIBIT BOOTH AND EVENT SPONSORSHIP PACKAGES

- ☐ Marquee Package\$30,000
- ☐ Heritage Package\$20,000
- ☐ Rose Package\$15,000
- ☐ Arts & Crafts Package.....\$12,000
- ☐ Conference Lanyards (1 available).....\$8,000
- ☐ Opening Reception (4 available).....\$6,000
- ☐ Conference Bags (1 available)\$6,000
- ☐ Opening Plenary Session (4 available).....\$3,000
- ☐ Keynote Event (5 available)\$3,000
- ☐ Awards Event (5 available)\$3,000
- ☐ CPF Reception (5 available).....\$3,000
- ☐ Mobile Phone Application (5 available)\$3,000
- ☐ Student Awards Luncheon (4 available).....\$2,500
- ☐ Continental Breakfast (4available)\$2,500
- ☐ Closing Plenary Session (5 available)\$2,500

ADVERTISING

- ☐ Conference Bag Pen (1 available).....\$2,000
- ☐ Media ProjectionWall (15 available).....\$1,500
- ☐ Table Top Exhibits/Ads (10 available)\$1,000
- ☐ Conference Bag Insert (3 available).....\$500 - \$1,500
- ☐ Mobile Application (10 available)\$500
- ☐ Program (30 available).....\$250 - \$1,500
- ☐ Other - CustomizeablePlease call/email

EVENT SPONSORSHIPS ONLY

- ☐ Internet Access Stations (8 availalbe).....\$2,500
- ☐ Student Session/Mixer (2 available).....\$2,000
- ☐ Specific Event Sponsorship (No Limit).....\$1,500
Opening Reception, Opening Plenary, Keynote Luncheon
Event: _____
- ☐ Specific Event Sponsorship (No Limit)\$1,000
Awards Luncheon, CPF Reception, Closing Plenary Session
Event: _____
- ☐ Mobile Workshop (8 available)\$1,000
- ☐ Afternoon Breaks (3 available)\$1,000
- ☐ Diversity Summit (4 available).....\$750
- ☐ Specific Event Sponsorship (No Limit).....\$500
Student Awards Reception, Continental Breakfast
Event: _____

EXHIBIT BOOTH ONLY

- ☐ Public Agency (5 available).....\$1,000
- ☐ Non-Profit Organization (5 available).....\$500

Exhibitor Registration

Exhibits are for the support of the conference and promotion of your product, service, or program and have been created for flexibility in price and level of exposure. Exhibit locations are on a first-come, first-pay basis. A specified number of complimentary exhibitor badges (complimentary for booth staff use only and does NOT permit attendance at sessions, meals, or events) are included in the booth costs.

Please Total the Items Selected Above Here

Sponsorship Package Opportunities Total \$ _____ Sponsorship Only Opportunities Total \$ _____

The 2016 Conference Committee approval is required for items to be included in conference registration bag.

Item _____

Please make check payable to APA California and mail to: APA California Conference, P.O. Box 1733, Elk Grove, CA 95759
To pay with a credit card, contact Francine Farrell at ategoresources@live.com • Fax exhibitor and sponsorship submission to: 916.896.1918

Logo Submission Deadline: Upon contract submittal.
Ad Submission Deadline: September 23, 2016

PROGRAM AD AND LOGO SPECIFICATIONS

LOGO SPECIFICATIONS

Depending on your sponsorship level, your logo may be used for the Conference Mobile App, APA website, the printed program and signage. Please send the best quality logo that is possible. If a logo has been previously submitted and has since changed, please send an updated logo that meet the specifications below.

- Send black & white AND color if both are available.

The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)
- PDF - high resolution, 300 dpi, 3"x4" min. at 100% size
- JPEG - high resolution, 300 dpi, 3"x4" min. at 100% size

**We can only guarantee best quality with eps files that are submitted to specifications.*

Note: Do not send png files or any files that were used in/as part of a website. They are not high enough resolution for use in print.

PROGRAM AD SPECIFICATIONS

- JPEG or PDF, 300 resolution at 100% size, black and white or grayscale.
- DO IMBED FONTS.
- A confirmation email will be sent when the file is received and verified.
- If you are interested in specific ad placement or color in the print program, please call 323.552.3231 for additional pricing information.

SIZES AND FEES*

** Fees apply if purchased without sponsorship.*

Full Page5" wide x 9.75" tall\$2,000
Half Page5" wide x 4.75" tall\$1,200
Quarter Page2.5" wide x 4.75" tall\$750
Business Card2.5" wide x 2.25" tall\$475

Submit ad and logo; or for information regarding specifications, please contact:
Dorina Blythe • dorina@GranDesigns.us • 951.695.3646

For questions about sponsorship contracts, please contact:
Tricia Robbins Kasson • tricia.robbins.kasson@gmail.com • 323.552.3231

For questions about sponsor payments, please contact:
Francine Farrell • ategoresources@live.com • 916.715.5479

CANCELLATION POLICY

If written cancellation of a sponsor/exhibitor contract is received by 7/15/16, a full refund will be made.
If written cancellation of a sponsor/exhibitor contract is received by 8/5/16, an 80% refund will be made.
No refunds or cancellations accepted after 8/5/16.