



2013 Conference  
Visalia October 6-9  
American Planning Association California Chapter

Visalia Marriott and  
Visalia Convention Center



[www.APACalifornia.com](http://www.APACalifornia.com)

# Exhibitor/Sponsor Opportunities

Submission Deadline: August 15, 2013

The APA California Chapter is pleased to offer you the opportunity to play an important role in the 2013 Annual Conference at the Marriott Hotel and Visalia Convention Center in Visalia, October 6-9, 2013.

Exhibit with us! Sponsor an event! No other conference connects you to more than 1000+ private and public sector planners, land use professionals, and elected/appointed municipal officials. Showcase your products and services. Nothing takes the place of fact-to-face marketing!

## Conference Bags

**1 Sponsorship Available: \$5,000**

- 2 full conference registrations
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on the conference bag
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Full page ad in the conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Conference Lanyards/Badges

**1 Sponsorship Available: \$2,750**

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on front/back of conference lanyard
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Mobile App

**3 Sponsorship Available: \$2,750**

- 1 full conference registration
- Pre-conference company logo recognition on the APA California Chapter website
- Corporate logo on mobile app home page
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

### Booth and Table Exhibit Information

- Booth space consists of one 10 ft. wide x 6 ft. deep exhibit space. Tabletop space consists of one 6 ft. wide x 6 ft. deep space.
- One 6 ft. draped table, 2 chairs, ID signage, and wastebasket will be provided at each tabletop and booth space. Please note: only 10 ft. wide x 6 ft. deep booths are permitted. Booths and poster displays are not permitted to block other exhibitors.
- Exhibit space set-up is scheduled for Sunday, October 6, 2013 from 12:00 noon - 6:00 pm.
- Exhibit tear-down is scheduled for Wednesday, October 9, 2013 from 11:00 am - 1:00 pm.
- Electricity will be provided through the Visalia Marriott and Visalia Convention Center at an additional charge. Exhibit packets will be emailed within three weeks prior to the conference. Shipping logistics handled through Visalia Marriott and Visalia Convention Center only.

**For additional information  
please contact:**

APA California 2013 Conference Office

Lynne C. Bynder, CMP

APA California Chapter 2013 Conference Planner

Email: [lbynder@meetingsxceptional.com](mailto:lbynder@meetingsxceptional.com) • Fax 760.674.2479

**[www.APACalifornia.com](http://www.APACalifornia.com)**

## Exhibit Booth and CPF Reception

**Anticipated Attendance: 800**

**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference company logo recognition on the APA California Chapter website
- 1/2 page ad in the conference program
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Opening Reception

**Anticipated Attendance: 800**

**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Keynote Luncheon

**Anticipated Attendance: 800**

**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 1/2 page ad in conference program
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Opening Plenary Session

**Anticipated Attendance: 800**

**3 Sponsorships Available: 2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Continental Breakfasts

**Anticipated Attendance: 800 for Each Breakfast**

**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- 1/2 page ad in conference program
- Signage and podium recognition
- Promotional materials handed out at sponsor table
- APA California Chapter recognition and representation from your company
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Closing Plenary Session

**Anticipated Attendance: 800**

**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

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## Exhibit Booth and Student Scholarship Luncheon

**Anticipated Attendance: 800**  
**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Booth and Awards Luncheon

**Anticipated Attendance: 800**  
**3 Sponsorships Available: \$2,750**

- 1 full conference registration
- 2 booth-only passes (does not include meals or conference sessions)
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/2 page ad in conference program
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Tabletop and Afternoon Breaks

**Anticipated Attendance: 800 for Each Break**  
**3 Sponsorships Available: \$1,750**

- 1-day conference registration
- 1 table-only pass (does not include meals or conference sessions)
- Company name displayed at breakfast
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- 1/4 page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

## Exhibit Tabletop and Mobile Workshops

**Anticipated Attendance:**  
**35 People for Each Mobile Workshop**  
**7 Sponsorships Available: \$1,750**

- 1-day conference registration
- 1 tabletop-only pass (does not include meals or conference sessions)
- 1/4 page ad in conference program
- Company name displayed at mobile workshop
- Promotional materials prominently displayed at sponsor table
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)
- Choose a workshop that complements your business

## SPONSOR ONLY OPPORTUNITIES

### Silver Sponsor

**5 Sponsorships Available: \$2,750**  
**Choice of Event**

- 1 full day conference registration
- 2 meal tickets to sponsored event of choice
- 1/2 page ad in conference program
- Promotional materials prominently displayed at sponsor table
- Signage and podium recognition
- Company name displayed at event of choice
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

### Gold Sponsor

**3 Sponsorship Available: \$5,000**  
**Choice of Event**

- 2 full conference registrations
- 3 meal tickets to sponsored event of choice
- Full page ad in conference program
- Prominent ad space on conference website
- Pre-conference logo recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

### Platinum Sponsor

**2 Sponsorship Available: \$7,500**  
**Choice of Event**

- 3 full conference registrations
- 4 meal tickets to sponsored event of choice
- Full page ad in conference program
- Pre-conference logo recognition on the APA California Chapter website
- Pre-conference recognition on the APA California Chapter website
- Signage and podium recognition
- Promotional materials prominently displayed at sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

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# Exhibitor/Sponsor Opportunities

Submission Deadline: August 15, 2013

Please make check payable to APA California and mail to:  
APA California Conference, P.O. Box 214065, Sacramento, CA 95821  
Fax exhibitor and sponsorship submission to: 760.674.2479

Name \_\_\_\_\_ Company Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Exhibit and Sponsor Opportunities

*Note: Booth and tabletop locations are on a first-come first-pay basis. See the next page for booth/tabletop numbers and availability.*

Booth # Choice 1 \_\_\_\_\_ Booth # Choice 2 \_\_\_\_\_ Booth # Choice 3 \_\_\_\_\_  
Tabletop # Choice 1 \_\_\_\_\_ Tabletop # Choice 2 \_\_\_\_\_ Tabletop # Choice 3 \_\_\_\_\_

### Exhibit and Sponsorship Package Opportunities

Conference Bags	<input type="checkbox"/> 1 Available - \$5,000
Conference Lanyards/Conference Badges	<input type="checkbox"/> 1 Available - \$2,750
Exhibit Booth & Mobile App	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & CPF Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Reception	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Keynote Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Opening Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Continental Breakfasts	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Closing Plenary Session	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Student Scholarship Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Booth & Awards Luncheon	<input type="checkbox"/> 3 Available - \$2,750
Exhibit Tabletop & Afternoon Breaks	<input type="checkbox"/> 3 Available - \$1,750
Exhibit Tabletop & Mobile Workshops	<input type="checkbox"/> 7 Available - \$1,750

### Sponsorship Only Opportunities

Silver	<input type="checkbox"/> 5 Available - \$2,750
Gold	<input type="checkbox"/> 3 Available - \$5,000
Platinum	<input type="checkbox"/> 2 Available - \$7,500

### Golf Tournament Sponsorship Opportunities

Foursome Package	<input type="checkbox"/> \$1,000
Beverage Cart Sponsor	<input type="checkbox"/> \$500
Closest to the Pin Sponsor	<input type="checkbox"/> \$250
Longest Drive Sponsor	<input type="checkbox"/> \$250
Tee Sign Sponsor	<input type="checkbox"/> \$100

## 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 permit attendance at sessions, meals, or events) are included in the booth and tabletop costs.

## Please Total the Items Selected Above Here

Sponsorship Package Opportunities Total \$ \_\_\_\_\_ Sponsorship Only Opportunities Total \$ \_\_\_\_\_

I would like to donate an item for the conference registration bag (i.e. pens, notepads, mints, magnets, lapel pins, etc.) *Please note that the 2013 Conference Committee approval is required for items to be included in conference registration bag.*

Item \_\_\_\_\_  
\_\_\_\_\_

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