



American Planning Association  
California Chapter

Making Great Communities Happen

# APA California 2015 Conference

## SPONSOR/EXHIBITOR OPPORTUNITIES



### APA CALIFORNIA 2015 OAKLAND

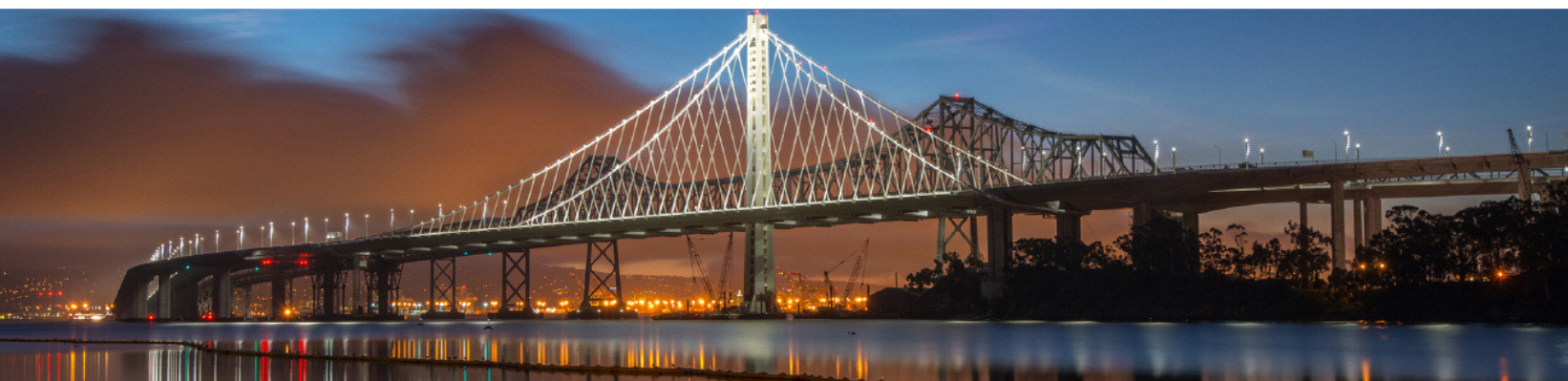
ROOTED IN AUTHENTICITY



**DEADLINE EXTENDED!**  
**SEPTEMBER 1, 2015**

## ANNUAL CONFERENCE OCTOBER 3-6, 2015 OAKLAND CITY CENTER MARRIOTT

rev. 8/7/15



American Planning Association  
California Chapter

Making Great Communities Happen

## 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.



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:

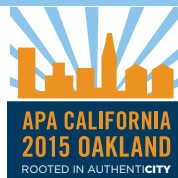
- Provide vision and leadership that fosters better planning for California.
- Build public and political support for sound planning.
- Provide its members with the tools, services and support that advance the art and science of planning.

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 CONFERENCES

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

[www.APACalifornia-Conference.org](http://www.APACalifornia-Conference.org)



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# 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	Signage and Podium Recognition	Advertisement in Conference Program	Other
<b>EXHIBIT BOOTH &amp; EVENT SPONSORSHIP PACKAGES</b>								
Conference Lanyards (1 available) <b>SOLD OUT</b> \$6,000	2	Premium		Prominent	•	•	Full	Logo on Lanyard
Conference Bags (1 available) <b>SOLD OUT</b> \$6,000	2	Premium		Prominent	•	•	Full	Logo on Conference Bag
<b>NEW SPONSORSHIP LEVEL!</b> Opening Reception (3 available).....\$4,000	1	Premium	2	Prominent	•	•	Full	
Plenary Luncheon (3 available) <b>SOLD OUT</b> \$3,000	1	Premium	2	•		•	Half	
Opening Keynote Speaker (4 available) <b>SOLD OUT</b> \$3,000	1	Premium	2	•		•	Half	
Awards Luncheon (4 available) <b>SOLD OUT</b> \$3,000	1	Premium	2	•		•	Half	
CPF Reception (4 available).....\$3,000	1	Premium	2	•		•	Half	California Planning Foundation Benefit for Student Scholarships
Mobile Application (3 available) <b>SOLD OUT</b> \$3,000	1	Premium		•		•	Half	Logo on Mobile App
Student Awards Luncheon (4 available) <b>SOLD OUT</b> \$2,500	1	•	2	•		•	Quarter	
Continental Breakfast (2 available) <b>SOLD OUT</b> \$2,500	1	•		•		•	Quarter	Advertisement Display During Event
Closing Plenary Session (3 available) <b>SOLD OUT</b> \$2,500	1	•	2	•		•	Quarter	

<b>EVENT SPONSORSHIP ONLY</b>								
Specific Event Sponsorship (No Limit) .....\$1,500 Opening Reception, Opening Plenary, Keynote Luncheon				•		Sign Only	Half	
Specific Event Sponsorship (No Limit) .....\$1,000 Awards Luncheon, CPF Reception, Closing Plenary Session				•		Sign Only	Quarter	
Specific Event Sponsorship (No Limit) .....\$500 Student Awards Reception, Continental Breakfast				•		Sign Only	Bus Card	
Mobile Workshop (8 available) .....\$1,000				•		Sign Only	Quarter	1 Mobile Workshop Registration
Afternoon Breaks (3 available) .....\$1,000			2	•		Sign Only	Bus Card	Advertisement Display During Event
Diversity Summit (4 available) .....\$750				•		Sign Only	Half	

<b>EXHIBIT BOOTH ONLY</b>								
Public Agency (5 available) .....\$1,000		•		•				2 Booth Only Passes
Non-Profit Organization (5 available).....\$500		•		•				2 Booth Only Passes

<b>ADVERTISING</b>								
<b>NEW SPONSORSHIP LEVEL!</b> Planner's Guide (3 available).....\$1,000								Full page ad to appear in the digital and printed Planner's Guide.
Mobile Application (10 available) .....\$500				•				Logo on Mobile App
Program (30 available)..... \$250 - \$1,500				•			Variable	Business Card to Full Page
Table Top Exhibits/Ads (10 available) .....\$1,000				•			Quarter	Unmanned Tables Not in Exhibitor Hall

**EXTENDED Submission Deadline: September 1, 2015**

# SPONSORSHIP/EXHIBITOR OPPORTUNITIES

Interested in sponsoring the 2015 Conference?

Please contact Darcy Kremin at 925-207-1089 or darcy2015@norcalapa.org 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 or new logo, refer to the *Ad/Logo Spec Sheet* and send logo to dorina@grandesigns.us

## EXHIBIT BOOTH AND EVENT SPONSORSHIP PACKAGES

- Conference Lanyards (1 available) **SOLD OUT** \$6,000
- Conference Bags (1 available) **SOLD OUT** \$6,000
- Opening Reception (3 available) \$4,000
- Plenary Luncheon (4 available) **SOLD OUT** \$3,000
- Opening Keynote Speaker (4 available) **SOLD OUT** \$3,000
- Awards Luncheon (4 available) **SOLD OUT** \$3,000
- CPF Reception (4 available) \$3,000
- Mobile Application (3 available) **SOLD OUT** \$3,000
- Student Awards Luncheon (4 available) **SOLD OUT** \$2,500
- Continental Breakfast (2 available) **SOLD OUT** \$2,500
- Closing Plenary Session (3 available) **SOLD OUT** \$2,500

## ADVERTISING

- Website (10 available) \$250
- Planner's Guide (3 available) \$1,000
- Mobile Application (10 available) \$500
- Program (30 available) \$250 - \$1,500
- Table Top Exhibit/Ads (10 available) \$1,000

## EVENT SPONSORSHIPS ONLY

- 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: \_\_\_\_\_
- Specific Event Sponsorship (No Limit) \$500  
Student Awards Reception, Continental Breakfast  
Event: \_\_\_\_\_
- Mobile Workshop (8 available) \$1,000
- Afternoon Breaks (3 available) \$1,000
- Diversity Summit (4 available) \$750

## 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 \$ \_\_\_\_\_

I would like to donate an item for the conference registration bag (i.e. pens, note pads, mints, magnets, lapel pins, etc.) **The 2015 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 1, 2015**

# 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

### SPECIFICATIONS

- JPEG or PDF, 300 resolution at 100% size, black and white or grayscale
- DO IMBED FONTS
- DO REMOVE ALL RGB, CMYK AND INDEXED COLOR
- A confirmation email will be sent when the file is received and verified.

### SIZES AND FEES\*

\* Fees apply if purchased without sponsorship.

- Full Page . . . . .5" wide x 9.75" tall . . . . . \$1,500
- Half Page . . . . .5" wide x 4.75" tall . . . . . \$850
- Quarter Page . . . . .2.5" wide x 4.75" tall . . . . . \$500
- Business Card . . . . .2.5" wide x 2.25" tall . . . . . \$250

**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:  
Darcy Kremin • darcy2015@norcalapa.org • 925.207.1089**

**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 7/15/15, a full refund will be made. If written cancellation of a sponsor/exhibitor contract is received by 8/1/15, an 80% refund will be made. No refunds or cancellations accepted after 8/1/15.