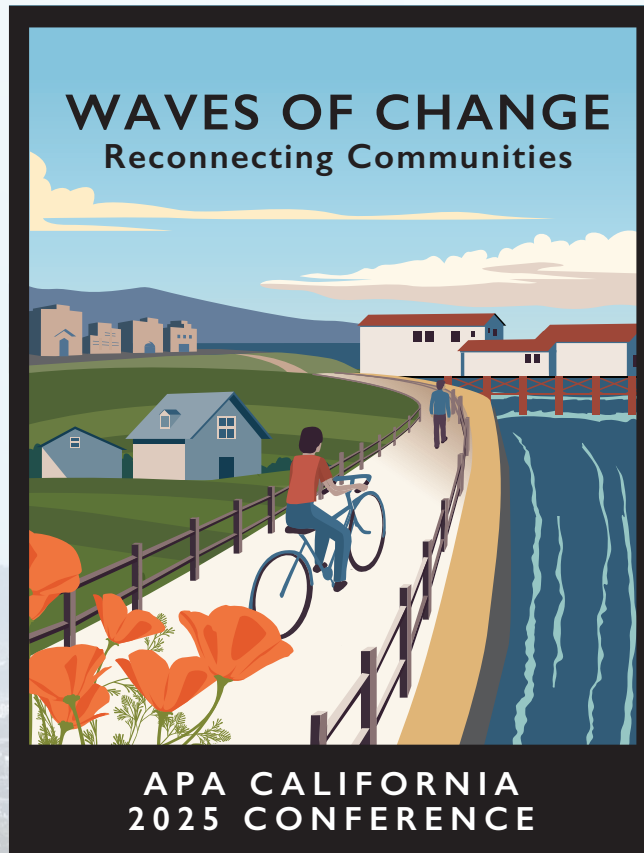


# EXHIBITOR & SPONSORSHIP OPPORTUNITIES



**JOIN US IN MONTEREY, CA  
SEPTEMBER 28 – OCTOBER 1**



American Planning Association  
**California Chapter**

*Creating Great Communities*

## PRESIDENT'S MESSAGE



The American Planning Association, California Chapter (APA California) is thrilled to announce the annual state conference taking place in scenic Monterey, California from September 28 – October 1, 2025! This year's theme, "Waves of Change: Reconnecting Communities", offers a unique opportunity to delve into Monterey's storied approach to urban planning while connecting with fellow professionals from across the state. This premier event brings together professionals, policymakers, academics and community leaders from across the state to discuss the future of urban planning, community development, equity and sustainability.

Monterey's planning legacy reflects a deep commitment to preserving its stunning coastal beauty, historical architecture, and community character. From its pioneering work in coastal zone management to its innovative urban policies aimed at balancing tourism with local livability, Monterey stands as a model of sustainable growth and community engagement. Monterey's historic Cannery Row and the world-famous Monterey Bay Aquarium exemplify a successful blend of adaptive reuse and environmental stewardship, underscoring the city's commitment to thoughtful, sustainable planning. This year's sessions and workshops will highlight Monterey's planning approaches and provide practical tools and inspiration for tackling California's contemporary challenges. Beyond the sessions, Monterey's stunning coastline, vibrant marine life, and rugged landscapes offer the perfect setting for reflection and inspiration. We look forward to welcoming you to Monterey, a city that embodies the very best of California's planning tradition. Don't miss this chance to be part of an event that celebrates both our profession's past and its evolving future in one of California's most beautiful settings. The California Chapter conference is widely recognized as one of the most influential gatherings in the field, offering unparalleled opportunities for networking, professional development and knowledge-sharing. As we prepare for the 2025 conference, we are seeking partners like you to help support this essential event and ensure its success.

Your support is vital to the success of our efforts in elevating and uniting a diverse planning profession. We invite you to explore our wide range of sponsorship packages, emphasizing recognition across various conference offerings and platforms. The benefits associated with each sponsorship level will vary, ensuring a tailored experience for our valued sponsors. Our top-tier "Platinum" sponsors will enjoy recognition at every conference event and special branding opportunities. In line with APA California's commitment to inclusion and equity, our sponsorship packages offer a variety of price points and discounted opportunities to encourage diverse participation in the conference. These options will allow participation to suit every organization's goal and budget. We encourage you to review our sponsorship brochure, and we look forward to kicking off a conversation about how we can collaborate to meet your objectives. Your involvement is crucial to the success of the APA California 2025 Conference, and we eagerly anticipate celebrating with you in Monterey.

Thank you for your continued support!

A handwritten signature in dark ink that reads "Carey J. Fernandes". The script is fluid and cursive, with a large, stylized 'C' at the beginning.

Carey Fernandes, AICP  
APA California President

## WHO WE ARE

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

## WHY SPONSOR?

Gain unparalleled access to California’s most influential planners, policymakers, and industry professionals.

Obtain valuable exposure to thousands of engaged attendees shaping the future of urban, rural, and regional planning across the state.

Increase brand visibility, attract new customers, and build relationships with key planning decision-makers.

Connect with the leaders influencing the next generation of planning solutions.

Invest in the future of the planning profession by supporting California’s premier planning event.

PAST APA CALIFORNIA  
CONFERENCE REGISTERED ATTENDEES

2024	Riverside	2,034
2023	Fresno	1,555
2022	Anaheim	1,956
2021	Virtual Conference	1,022
2020	Virtual Conference	1,128
2019	Santa Barbara	1,519





## EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	Platinum (Solo Sponsorship)	Diamond (Two Sponsorships)	Gold (Two Sponsorships)	Silver	Bronze	Copper (Booth)	Custom (No booth)	Supporter (No booth)	Public Agencies & Nonprofits	Academic
Cost	\$25,000	\$20,000	\$15,000	\$10,000	\$6,000	\$3,000	\$2,000	\$500	\$1,500	\$500
Full Conference Registrations	4	3	2	1	1	1	0	0	0	0
Opening Reception Additional Tickets	4	3	2	1	1	0	0	0	0	0
Exhibit Booth Type	Premium (8'20' booth)	Preferred	Preferred	Regular	Regular	Regular	None	None	None	Regular

## LOGO RECOGNITION ON:

Smartphone Mobile App	★	★	★	★	★	★	★	★	★	★
Chapter/Conference Website	★	★	★	★	★	★	★	★	★	★
Conference eNews	★	★	★	★	★	★	★	★	★	★
Section Newsletter	★	★								
Chapter Social Media	★	★	★	★	★					
Section Social Media	★	★	★							

## EVENT RECOGNITION

Student Reception or Diversity Reception	★									
Opening Keynote	★	★								
Opening Keynote Introduction	★	★								
Closing Keynote	★	★	★							
Chapter Awards Ceremony	★	★	★	★						
Legislative Update	★	★	★	★	★					
Diversity Summit	★	★	★	★						
Session Room Sponsorship								★		
Opening Reception	★	★	★							
Networking Luncheon	★	★	★	★	★					
Sponsors' Reception	★	★	★	★	★	★				

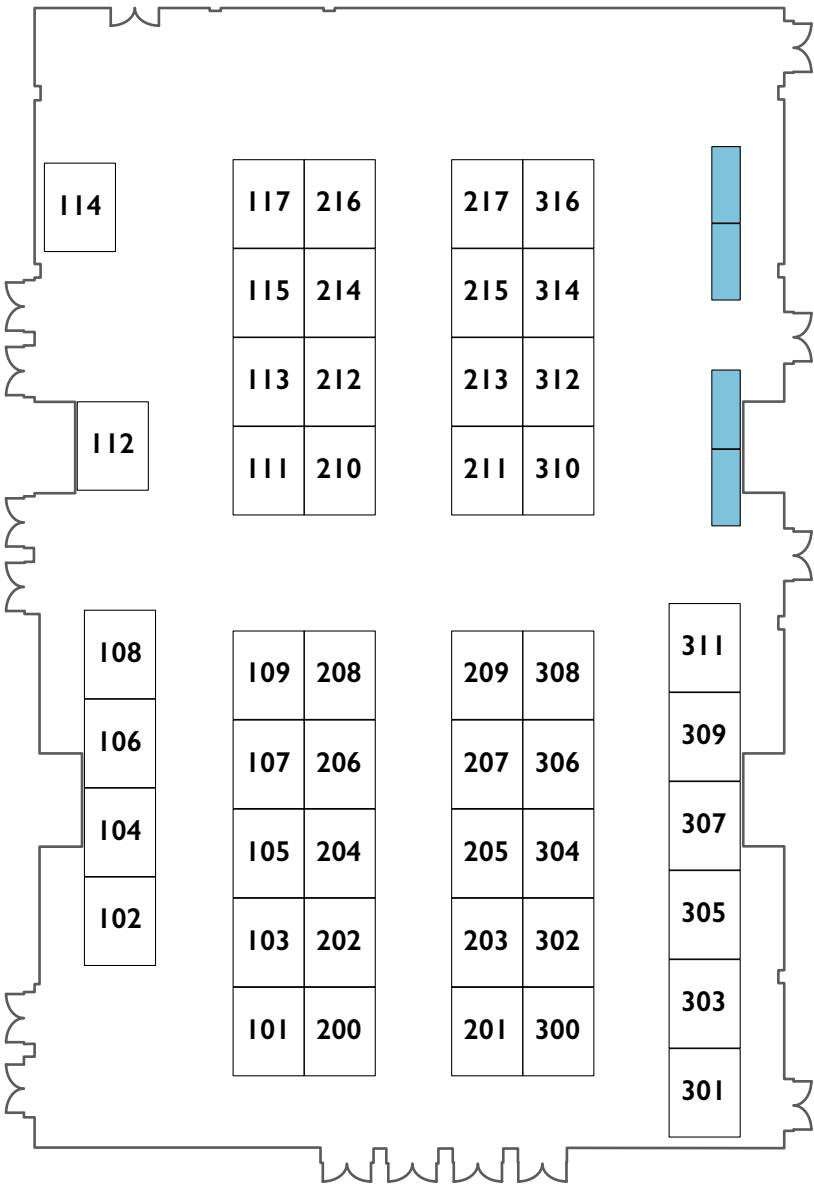
**EXTRAS:** \* Must commit to bronze or above to add on. \*\* Required to add on Custom Level to secure, does not come with booth.

Lanyards *	SOLD									
Student Awards Luncheon **	\$5,000									
Phone Charging/Work Station *	\$4,500								Bronze or higher	
Hydration Station *	\$4,500								Bronze or higher	
Wi-fi**	SOLD									
Mascot *	SOLD									
Award Ceremony **	SOLD									
Diversity Stipends and Scholarships	\$1,000 each									
Diversity Mixer **	\$5,000 each of 3 available									
Student Mixer **	\$5,000 each of 3 available									
Coffee *	\$2,000 each of 3 available								Bronze or higher	

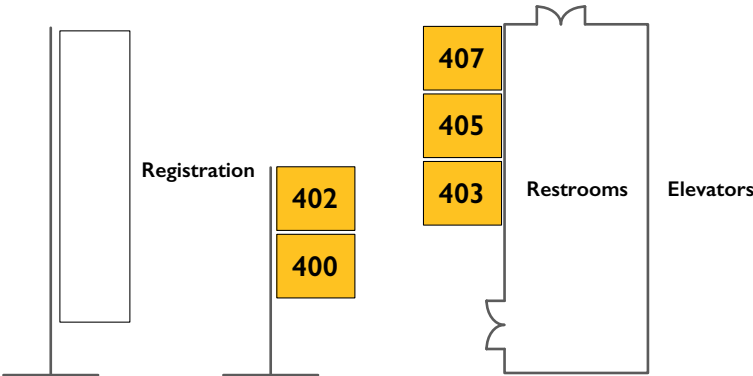


VENUE MAP

Portola Hotel & Spa



← to Monterey  
Conference Center  
and Marriott



Premium/Preferred Table

## LOGO AND BUSINESS AD SPECIFICATIONS

Sponsorship questions? Contact us at [events@apacalifornia.org](mailto:events@apacalifornia.org) or (916) 634-7287.

### LOGO SPECIFICATIONS – ONE SIZE REQUIRED

Depending on your sponsorship level, your logo may be used on the smartphone mobile app, APA California chapter and/or conference website and eNews. Send the best quality logo possible. If your logo has been previously submitted and has since changed, send an updated logo that meets the specifications.

The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)\*
- PDF – high resolution, 300 dpi
- JPEG – high resolution, 300 dpi

### LOGO SPECIFICATIONS – BOX IS ACTUAL SIZE, LIVE AREA

- 300 px (wide) x 126 px (tall)
- EPS (vector) format preferred; PDF or JPEG would be acceptable
- Full color, transparent background
- Fonts converted to curves
- No border
- Make your logo fit this entire space as much as possible, edge to edge

\*We can only guarantee best quality with EPS files (not placed, native files preferred) that are submitted to specifications. Note: Do not send files that were used in/as part of a website as they are not high enough resolution in all applications that may be used for the conference.

### BUSINESS AD SPECIFICATIONS

As part of your sponsorship, your company receives a business card sized ad that will be posted on the APA California Chapter and/or conference website. Please refer to the sponsor opportunities page of this brochure.

### AD SPECIFICATIONS – BOX IS ACTUAL SIZE, LIVE AREA

- 252 px (wide) x 144 px (tall)
- EPS (vector) format preferred; PDF or JPEG would be acceptable
- Full color
- Fonts converted to curves
- Transparent background
- Add a 1 pt. black border around your ad

Logo and ads are posted after payment has been received.



Sponsor cancellation policy: No refund will be given if sponsorship is cancelled after July 28

# SPONSOR APPLICATION

Sponsorship questions? Contact us at [events@apacalifornia.org](mailto:events@apacalifornia.org) or (916) 634-7287

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company name exactly as you would like it written when a logo is not used/provided.

## SPONSORSHIP LEVEL

### Exhibitor/Sponsorship Packages

<input type="checkbox"/>	Platinum Level	\$25,000
<input type="checkbox"/>	Diamond Level	\$20,000
<input type="checkbox"/>	Gold Level	\$15,000
<input type="checkbox"/>	Silver Level	\$10,000
<input type="checkbox"/>	Bronze Level	\$6,000
<input type="checkbox"/>	Copper Level - (Booth)	\$3,000
<input type="checkbox"/>	Custom (No booth)	\$2,000
<input type="checkbox"/>	Supporter (No booth)	\$500
<input type="checkbox"/>	Public Agencies & Nonprofits	\$1,500
<input type="checkbox"/>	Academic	\$500

PLEASE TOTAL THE ITEMS  
SELECTED ABOVE HERE \$ \_\_\_\_\_

### Extras

\* Must commit to bronze or above to add on.

\*\* Required to add on Custom Level to secure, does not come with booth.

<input type="checkbox"/>	Lanyards *	
<input type="checkbox"/>	Student Awards Luncheon **	\$5,000
<input type="checkbox"/>	Phone Charging/Work Station *	\$4,500
<input type="checkbox"/>	Hydration Station *	\$4,500
<input type="checkbox"/>	Wi-fi **	
<input type="checkbox"/>	Mascot *	
<input type="checkbox"/>	Award Ceremony **	
<input type="checkbox"/>	Diversity Stipends and Scholarships	\$1,000 each
<input type="checkbox"/>	Diversity Mixer **	\$5,000 each of 3 available
<input type="checkbox"/>	Student Mixer **	\$5,000 each of 3 available
<input type="checkbox"/>	Coffee *	\$2,000 each of 3 available

## EXHIBIT BOOTH SELECTION

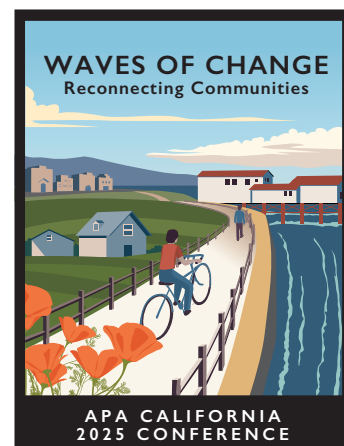
Exhibit booths are designed to support the conference and promote your product, service, or program, offering a range of pricing options and exposure levels. Booth selection will begin once the submission deadline has passed, with priority given based on the order in which submissions and payments are received. Payment must be received prior to booth selection.

## CREDIT CARD AND ACH PAYMENTS

Once you have been invoiced, you will have the option to pay by credit card or ACH.

## CHECK PAYMENT

Include a copy of this application with your check made payable to APA California Conference and mail to: APA California Conference, PO Box 171171, Boise, ID 83717



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