

Date: September 23, 2017

To: APA California Board of Directors

From: 2018 Conference Co-Chairs Carey Fernandes, Brooke Peterson, and Gary Halbert

Subject: Conference Planning Update for the 2018 Annual Conference, San Diego

Planning for the 2018 conference in San Diego continues to proceed consistent with the Conference Handbook Timing Roadmap. Specifically, our Conference Host Committee has been busy working on the following:

- ✓ Continued recruitment and refinement of the CHC. All subcommittee chair/co-chair positions have been filled and we have strengthened the Sustainability and Student-YPG co-chairs and committee.
- ✓ The second CHC meeting took place on July 13, 2017. Topics addressed included selection of the conference theme, summary of the logo competition, discussion of the 2018 conference giveaway item, and an initial brainstorming discussion on programs, tracks and upcoming schedule. (Appendix A, 2018 Conference Logo)
- ✓ The Sponsorships Subcommittee (Laura Black, City of San Diego and Gary Halbert, City of Chula Vista) prepared the Draft Sponsorship/Exhibitor Package and that draft package has been finalized by the 2018 Conference Co-Chairs and approved by the Chapter Vice President for Conferences. (Appendix B, Sponsorship/Exhibitor Brochure).
- ✓ The Programs Subcommittee has drafted the initial program introduction, tracks, themes, and topics. (Appendix C, DRAFT Program Intro/Tracks & Topics). A couple of Programs Subcommittee highlights:
 - The subcommittee is strategizing on how to structure the final ½ day; and
 - Developing a series of panels that evaluate where we've been and where we're going both with issues and as an organization in honor of APA's 75th anniversary. The CHC will be looking for input and inviting certain esteemed APA California planners to participate (CPR and others).
- ✓ CHC has been working with Dorina and the Vice President for Conferences on logo, giveaways, and the Sponsorship/Exhibitor brochure for promotion at the 2017 Conference.
- ✓ CHC continues to work with Angie Spearman regarding site/program logistics, exhibitor functional space and layout, and other miscellaneous conference planning efforts.

Next Steps:

2018 CHC upcoming efforts will be focused on two priorities - Call for Presentations and Sponsorships.

- ✓ CHC will hold its third meeting to finalize the Call for Presentations. The CHC co-chairs will coordinate review and approval of the Call for Presentations with the Vice President for Conferences in October for release following the conference (early November).
- ✓ The CHC Sponsorship Committee (and CHC as a whole) will work to promote the conference and secure exhibitors and sponsors.
- ✓ Conference co-chairs will continue to work on the draft conference budget to prepare for approval at the Board Retreat in January 2019.

- ✓ The initial Contractors Coordination Call with the Vice President for Conferences and Chapter contractors, and 2018 co-chairs will occur is scheduled for October 12, 2017.
- ✓ The Mobile Workshops, Sustainability, and Student-YPG subcommittees will begin initial programming efforts.

APPENDIX A





American Planning Association
California Chapter

Making Great Communities Happen

APA California 2018 Conference

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES



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 CONFERENCE REGISTERED ATTENDEES

2017	Sacramento	1,400
2016	Pasadena	1,759
2015	Oakland	1,553
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



Application Deadline: August 1, 2018

Sunset Cliffs, Pacific Shoreline. Source: Joanne DiBona, San Diego.org



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

	Quantity Available	Cost	Full Conference Registrations	Booth Space*	Tickets to Sponsored Event	Logo Recognition on Website and Mobile App	Recognition**	Advertisement in Conference Program	Other
Exhibit Booth & Event Sponsorship Packages									
Conference Lanyards	1	\$8,000	2	Premium	-	Prominent	A & P	Full	Logo on lanyard
Conference Bags	1	\$8,000	2	Premium	-	Prominent	A & P	Full	Logo on bag
Opening Reception	4	\$6,000	2	Premium	2	Prominent	A, L/S & P	Full	-
Keynote Luncheon	4	\$3,000	1	Regular	2	Regular	A, L/S & P	Half	-
Awards Event	4	\$3,000	1	Regular	2	Regular	A, L/S & P	Half	-
CPF Auction	4	\$3,000	1	Regular	1	Regular	A, L/S & P	Half	-
Mobile Application	3	\$3,000	1	Regular	-	Regular	A & P	Half	-
Student Awards Luncheon	4	\$2,500	1	Regular	2	Regular	A, L/S & P	Quarter	-
Continental Breakfast	6	\$2,500	1	Regular	-	Regular	A, L/S & P	Quarter	-
Closing Plenary Session	3	\$2,500	1	Regular	2	Regular	A, L/S & P	Quarter	-

Event Sponsorship Only									
Student Orientation/Walking Tour	5	\$2,000	-	-	2	-	L/S & P	Business Card	-
Specific Event Sponsorship: (select one): Opening Reception, Opening Keynote Luncheon	No Limit	\$1,500	-	-	-	-	L/S & P	Business Card	-
Specific Event Sponsorship: (select one): Awards, CPF Auction, Closing Plenary Session	No Limit	\$1,000	-	-	-	-	L/S & P	Business Card	-
Specific Event Sponsorship (select one): Student Awards Luncheon, YPG Mixer	No Limit	\$500	-	-	-	-	L/S & P	Business Card	-
Mobile Workshop	10	\$1,000	-	-	1 Mobile WS	-	P	Business Card	-
Afternoon Break	3	\$1,000	-	-	2	-	L/S & P	Business Card	-
Diversity Summit	4	\$750	-	-	1 Event Pass	-	L/S & P	Business Card	-

Exhibit Booth Only									
Public Agency	3	\$1,000	-	Regular	2 Booth Passes	Regular	-	-	-
Non-Profit Organization	2	\$500	-	Regular	2 Booth Passes	Regular	-	-	-

Advertising									
Conference Pen	1	\$1,000	-	-	-	-	-	Business Card	Logo on pen
Mobile Application	10	\$500	-	-	-	-	-	-	Logo on app
Program	30	\$250-\$1,500	-	-	-	-	-	Variable	-
Other - Customizable please call/email	-	Variable	-	-	-	-	-	-	-

*Premium booth space receives upgraded location in exhibition hall. All prominent booth exhibitors will have priority selection.
All booth and event sponsors receive attendee list prior to conference (available 3 weeks before with name, company, address).

** Recognition includes one or several of the following:
A - Acknowledgement at podium during conference announcements

L/S - Logo displayed on PowerPoint slide or large sign at event
P - Logo in conference program
rev. 9/12/17

Application Deadline:
August 1, 2018

APA SAN DIEGO
OCT 7-10
California Conference 2018

EXHIBITOR AND SPONSORSHIP
OPPORTUNITIES

Interested in sponsoring the 2018 Conference?
Please contact Laura Black at
Laurablack04@gmail.com, 619.459.0225
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: _____

EXHIBIT BOOTH AND EVENT SPONSORSHIP PACKAGES

- ☐ Conference Lanyards (1 available).....\$8,000
- ☐ Conference Bags (1 available).....\$8,000
- ☐ Opening Reception (4 available).....\$6,000
- ☐ Keynote Luncheon (4 available).....\$3,000
- ☐ Awards Luncheon (4 available).....\$3,000
- ☐ CPF Auction (6 available).....\$3,000
- ☐ Mobile Application (3 available).....\$3,000
- ☐ Student Awards Luncheon (4 available).....\$2,500
- ☐ Continental Breakfast (4 available).....\$2,500
- ☐ Closing Plenary Session (3 available).....\$2,500

ADVERTISING

- ☐ Conference Pen (1 available).....\$1,000
- ☐ Mobile Application (10 available).....\$500
- ☐ Program (30 available).....\$250 - \$1,500
- ☐ Other - Customizable.....Please call/email

EVENT SPONSORSHIPS ONLY

- ☐ Student Orientation/Walking Tour (5 available).....\$2,000
- ☐ Specific Event Sponsorship (No limit, select one).....\$1,500
Opening Reception, Opening Keynote Luncheon
Event:_____
- ☐ Specific Event Sponsorship (No limit, select one).....\$1,000
Awards Luncheon, CPF Auction, Closing Plenary Session
Event:_____
- ☐ Specific Event Sponsorship (No limit, select one).....\$500
Student Awards Luncheon, YPG Mixer
Event:_____

- ☐ Mobile Workshop (10 available).....\$1,000
- ☐ Afternoon Break (3 available).....\$1,000
- ☐ Diversity Summit (4 available).....\$750

EXHIBIT BOOTH ONLY

- ☐ Public Agency (3 available).....\$1,000
- ☐ Non-Profit Organization (2 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 booth passes (complimentary for booth staff use only and does NOT permit attendance at sessions, meals, or events) are included in the booth costs.

Booth 1st Choice _____ Booth 2nd Choice _____ Booth 3rd Choice _____

PLEASE TOTAL THE ITEMS SELECTED ABOVE HERE

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

Please make check payable to **APA California Conference** 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, 2018

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 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 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. **No color ads.**
- 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 contact Laura Black at Laurablack04@gmail.com, 619.459.0225 for additional pricing information.

SIZES AND FEES*

*Fees apply if purchased without sponsorship.

Full Page5" wide x 9.75" tall ...\$1,500
Half Page5" 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 ad and logo specifications, please contact:
Dorina Blythe • dorina@GranDesigns.us

For questions about sponsorship contracts, please contact:
Laura Black • Laurablack04@gmail.com • 619.459.0225

For questions about sponsor payments, please contact:
Francine Farrell • ategoresources@live.com • 916.226.5512

CANCELLATION POLICY

If written cancellation of a sponsor/exhibitor contract is received by 7/15/18, a full refund will be made.
If written cancellation of a sponsor/exhibitor contract is received by 8/5/18, an 80% refund will be made.

No refunds or cancellations accepted after 8/5/18.



Application Deadline: August 1, 2018

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

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619.459.0225 for more information.

Marina Tower Lobby Level

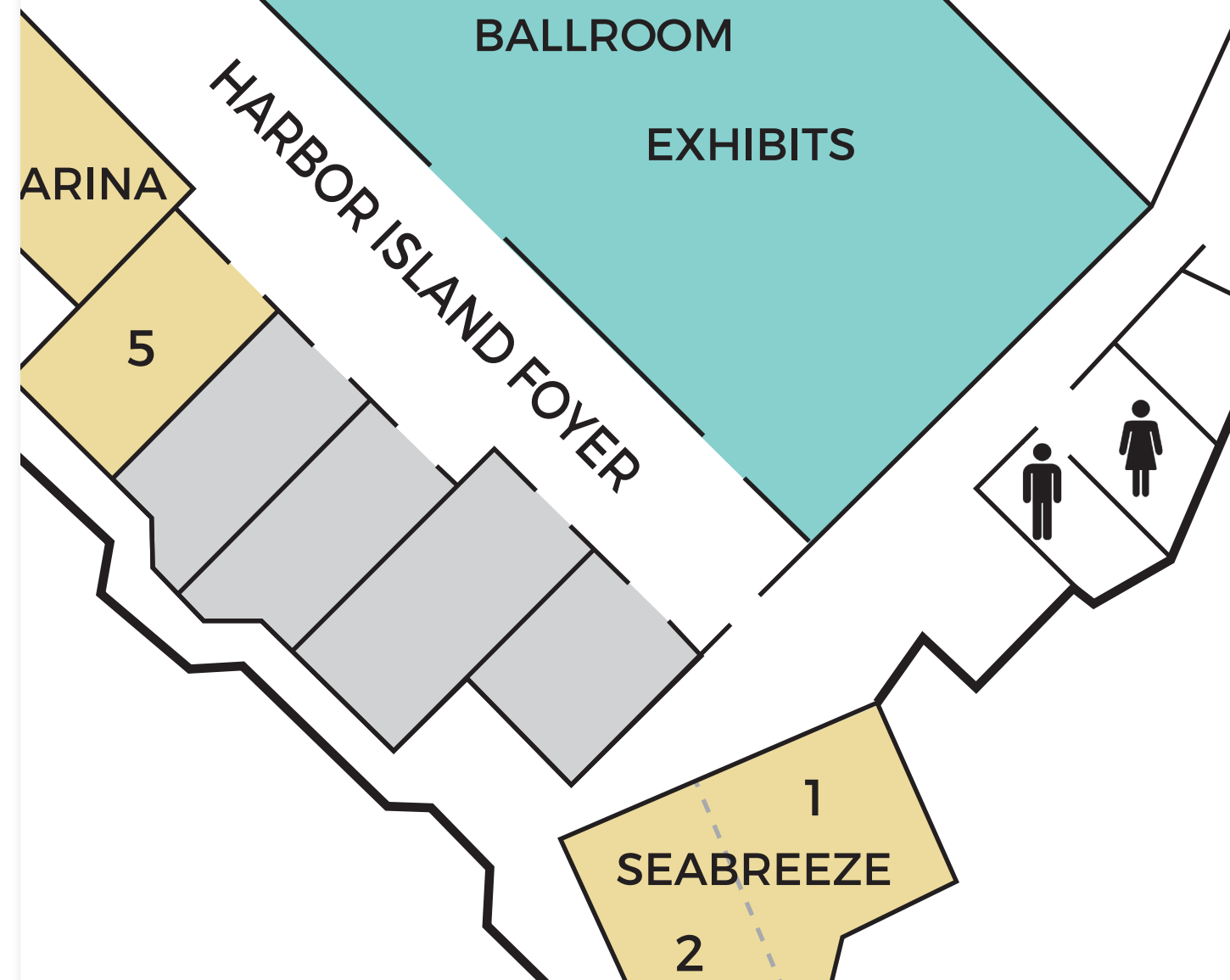


Marina Tower Lobby Level

VIEW
YER

- Conference Registration and Information
- Premium Exhibit Booth
- Exhibit Booth
- Exhibit Table
- Session Rooms
- Special Events
- Booth/Table Reserved

ER



APPENDIX C

APA California - 2018 CHC Programs Subcommittee

Call for Sessions – DRAFT 9/13/2017

Planners talk about shapes and shaping all the time. Phrases like, “the shape of things to come”, or how “plans shaped a community”, are part of everyday conversation. For the California APA 2018 Conference, we’re seeking sessions about how something you did changed the shape of a community. Perhaps you shaped something that changed you, or even our profession. We want to hear about projects or ideas that have transformed, or shapeshifted, unexpectedly. And of course, we want to hear about shapes that were intended to be one thing, but ended up as another. Mostly we want to hear about your ideas for the shape of the future, and your plans to get us all there.

Conference Tracks

Planning for Inclusion – One Size Fits All?

As California continues to evolve as a wonderfully diverse state, how do we ensure that planning safeguards the physical character and diversity of a community? How do planners provide opportunities to address affordability and shape the equitable redevelopment of communities for all? Is it possible to plan for inclusion while avoiding homogeneity?

- Community Engagement
- Demographics and Multi-Generational Issues
- Ethics
- Food Systems
- Housing
- Rural and Small-Town Planning
- Social and/or Environmental Equity

Solutions and Innovation

Planning has a role in shaping solutions, crossing borders, and inspiring innovation. We seek out new partnerships and creative approaches to challenges. When faced with new methods and technology, do we find the same results? How does the need for sustainable solutions lead to lasting results for places and people?

- Climate Change
- Collaborative Partnerships
- Comprehensive/General Plans
- Education
- Energy
- Finance
- Health
- Parks, Open Space and Greenways
- Planning Best Practices

- Regional Planning
- Resiliency/Adaptation
- Sustainability
- Technology

Interfaces: Where Things Collide

What happens when different priorities exert force on one another (e.g. environmental protection vs. the affordable housing crisis)? How is the approach to planning changing in the midst of increased pressure at the intersections of competing needs and priorities?

- Active Transportation/Complete Streets
- Economic Development
- Ecosystems
- Environmental Planning
- Historic Preservation
- Infrastructure
- Law/Law Advocacy
- Public Participation
- Transportation

Good Intentions, Unintended Consequences

Whether it is a community initiative, project goal, or regulation, it all starts with good intentions -- sometimes the best of intentions. When the unintended consequences start to overshadow good intentions, do you stop and question, stay the course, change direction, or withdraw?

- Mixed Land Use
- Planning History and Theory
- Urban Design
- Zoning, Codes and Ordinance