

Exhibitor, Sponsorship, and Advertising Opportunities



The APA California Chapter is pleased to offer you the opportunity to play an important role in this year's annual conference, and to market your services, products, and programs to planners and other conference attendees at this well-attended conference. This following is a brief description of exhibitor, sponsorship, and advertising opportunities.

You are welcome to exhibit, as well as to sponsor an entire event, be one of multiple sponsors for a single event, be one of multiple sponsors for several events, or just place an advertisement in our conference program. The choice is completely up to you!

Exhibitor Opportunities

Booth Exhibitors

Cost \$1,500

30 booths available

- 10' x 6' booth
- One 6' table and 2 chairs
- Booth signage
- 1/4-page ad in conference program
- Company name listed in conference program
- Company name listed on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)
- Up to four exhibitor badges (complimentary for booth staff use only and does not permit attendance at sessions, meals, or events)

Table Exhibits

Cost \$400

Eight tables available

- One 6' table and 2 chairs
- Business Card ad in conference program
- Company name listed in conference program
- Company name listed on the APA California Chapter website
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)
- Up to two exhibitor badges (complimentary for booth staff use only and does not permit attendance at sessions, meals, or events)

Booth and Table Exhibit Information

- One 10' wide x 6' deep exhibit space, 6' table, 2 chairs, ID signage, and wastebasket will be provided at each booth space. Please note: only 10' wide x 6' deep booths are permitted and the APA California Chapter 2010 Conference Committee will not permit blockage of any other exhibitor spaces. You may not exceed these requirements. Poster displays on easels are permitted as long as they do not block other exhibitor spaces.
- Exhibit space set-up is scheduled for November 1, 2010, 12:00 noon - 6:00 pm.
- Exhibit tear-down is scheduled for November 4, 2010 from 11:00 am - 1:00 pm.
- Electricity will be provided through La Costa Resort at an additional charge. Exhibit packets will be emailed within one month prior to the conference. Shipping information will be handled through La Costa Resort only.

Opening Night Reception

Anticipated Attendance: 900

Single Sponsorship Cost: \$21,000

- Full page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 12 tickets to Opening Reception and Reserved Table
- 2 Conference Registrations
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Six Sponsorships Available): \$3,500 each

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 2 tickets to Opening Reception
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Opening Keynote Plenary Session

Anticipated Attendance: 800

Single Sponsorship Cost: \$12,000

- Full page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 8 tickets to Opening Keynote Plenary Session and Reserved Table
- 1 Conference Registration
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$3,000 each

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 2 tickets to Opening Keynote Plenary Session
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Student Scholarship Luncheon

Anticipated Attendance: 200

Single Sponsorship Cost: \$6,000

- 1/2 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 8 tickets to Student Scholarship Luncheon and Reserved Table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$1,500 each

- Business Card ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 2 tickets to Student Scholarship Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Keynote Luncheon

Anticipated Attendance: 900

Single Sponsorship Cost: \$12,000

- Full page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 8 tickets to Keynote Luncheon and Reserved Table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$3,000 each

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 2 tickets to Keynote Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Breakfast/Closing Session

Anticipated Attendance: 400, Single Sponsorship Cost: \$6,000

- 1/2 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 8 tickets to Breakfast/Closing Session and Reserved Table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$1,500 each

- Business Card ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Awards Program

Anticipated Attendance: 900

Single Sponsorship Cost: \$12,000

- Full page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 8 tickets to Awards Luncheon and Reserved Table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$3,000 each

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- 2 tickets to Awards Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

CPF Auction

Anticipated Attendance: 800

Single Sponsorship Cost: \$10,000

- Full page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$2,500 each

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Diversity Event

Anticipated Attendance: 200

Single Sponsorship Cost: \$6,000

- 1/2 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Multiple Sponsorship Costs

(Four Sponsorships Available): \$1,500 each

- Business Card ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)

Afternoon Breaks

Anticipated Attendance: 800 for Each Breakfast

4 Sponsorships Available: \$1,000 each

(Two Sponsors for Each Afternoon Break)

- Business Card ad in conference program
- Company name displayed at breakfast
- Promotional materials handed out at the mobile workshop and 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)

Mobile Workshops

Anticipated Attendance:

Approximately 35 People for Each Mobile Workshop

10 Sponsorships Available: \$250 each

- Business Card ad in conference program
- Company name displayed at mobile workshop
- Promotional materials handed out at the mobile workshop and 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)

Continental Breakfasts

Anticipated Attendance: 800 for Each Breakfast

4 Sponsorships Available:

\$1,000 each (Two Sponsors for Each Breakfast)

- Business Card ad in conference program
- Company name displayed at breakfast
- Promotional materials handed out at the mobile workshop and 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)

Conference Lanyards/Conference Badge

1 Sponsorship Available: \$2,500

- 1/4 page ad in conference program
- Pre-conference recognition on the APA California Chapter website
- Podium recognition
- Promotional materials prominently displaced at event and sponsor table
- Pre-conference attendee list (available 3 weeks prior to conference with name, company, and address ONLY)



2010 APA California Chapter Conference Advertising Opportunities

An additional option is to advertise in the conference program.

Ad Sizes and Fees

Full Page	7.25"x10" (vertical format)	\$1,750.00
Half Page	7.25"x4.75" (horizontal format)	\$900.00
Quarter Page	3.375"x4.75" (vertical format)	\$500.00
Business Card	3.375"x2.125" (horizontal format)	\$250.00

Digital Ad Specifications

- ONLY DIGITAL FILES WILL BE ACCEPTED
- JPEG, 600 resolution at 100% size or high resolution PDF, black and white or grayscale
- DO IMBED fonts and images
- DO REMOVE ALL RGB, CMYK, AND INDEXED COLOR
- Files smaller than 5 MB can be emailed
- Compressed .sit or .zip files less than 5 MB can be emailed
- Fax hard copy for file verification to 951.596.3646
- Files will be opened and verified. When the file has been verified, a reply email confirmation will be returned.

Ads are due by 9/10/10, 2010 and should be sent to:

Mail/email all digital ads and direct all questions regarding conference program ad specifications to:

Dorina Blythe, GranDesigns, 31807 Green Oak Way, Temecula, CA 92592
Phone/Fax: 951.695.3646 • Email: dorina@grandesigns.us

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.

Conference registration is not included in booth cost. 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 and tabletop costs. To have access to sessions, events, and meals, all exhibitors have the option to pay for a full conference registration, or may purchase individual event and/or meal tickets for exhibit booth staff.

Exhibitor and Sponsorship Questions

Questions about exhibitor space or sponsorships should be made to:
APA California Chapter 2010 Conference Office:

Lynne C. Bynder, CMP, APA California Chapter 2010 Conference Planner
Email: lbynder@meetingxceptional • Fax: 760.674.2479

Exhibitor/Sponsor/Advertising payment deadline - 9/10/10
FOR MORE INFORMATION: www.calapa.org

2010 APA California Chapter Conference Exhibitor, Sponsorship, and Advertising Opportunities Registration



Please make check payable to APA California Chapter and mail to:
APA California Chapter, 925 L Street, Suite 200, Sacramento, CA 95814
Fax exhibitor and sponsorship submission to: 760.674.2479
For questions: lbynder@meetingsxceptional.com

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

Exhibitor Opportunities

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

Exhibitor Opportunities - Cost: \$1,500 Booth # Choice 1 _____ Booth # Choice 2 _____ Booth # Choice 3 _____
Tabletop Opportunities - Cost: \$400 Tabletop # Choice 1 _____ Tabletop # Choice 2 _____ Tabletop # Choice 3 _____

Sponsorship Opportunities

Opening Night	<input type="checkbox"/> Single Sponsorship - \$21,000	<input type="checkbox"/> Multiple Sponsorship (6 available) - \$3,500 each
Opening Plenary Session	<input type="checkbox"/> Single Sponsorship - \$12,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$3,000 each
Keynote Luncheon	<input type="checkbox"/> Single Sponsorship - \$12,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$3,000 each
Awards Program	<input type="checkbox"/> Single Sponsorship - \$12,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$3,000 each
Student Scholarship Luncheon	<input type="checkbox"/> Single Sponsorship - \$6,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$1,500 each
Diversity Event	<input type="checkbox"/> Single Sponsorship - \$6,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$1,500 each
CPF Auction	<input type="checkbox"/> Single Sponsorship - \$10,000	<input type="checkbox"/> Multiple Sponsorship (4 available) - \$2,500 each
Continental Breakfasts	<input type="checkbox"/> Two Sponsorships for each Breakfast	Multiple Sponsorship (6 available) - \$1,000 each
Afternoon Breaks	<input type="checkbox"/> Two Sponsorships for each Break	Multiple Sponsorship (6 available) - \$1,000 each
Mobile Workshops	<input type="checkbox"/> (10 available) - \$250 each	
Conference Lanyards	<input type="checkbox"/> (1 available) - \$2,500	

Advertising Opportunities

☐ Full Page - \$1,750 ☐ Half Page - \$900 ☐ Quarter Page - \$500 ☐ Business Card Ad- \$250

Please Sum the Items Selected Above Here

Exhibitor Opportunities Total \$ _____

Sponsorship Opportunities Total \$ _____

Advertising Opportunities Total \$ _____

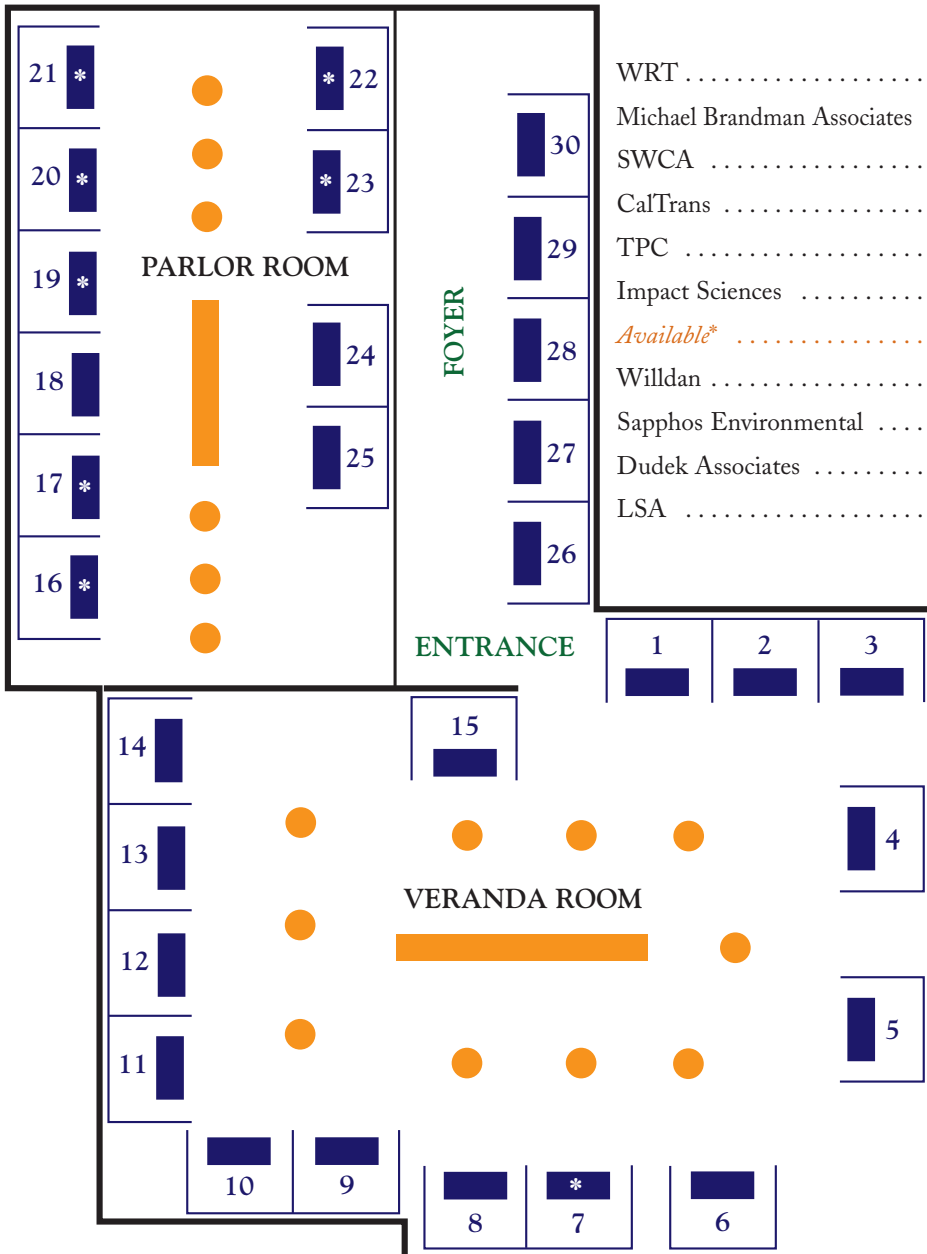
I would like to provide a cash donation in the amount of \$ _____

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 2010 Conference Committee approval is required for items to be included in conference registration bag.* Item _____

2010 APA California Chapter Conference

Thank You Exhibitors!

T1 T2 T3 T4 T5 T6 T7 T8
 ENTRANCE



Exhibitors

WRTBooth 1
 Michael Brandman Associates ..Booth 2
 SWCABooth 3
 CalTransBooth 4
 TPCBooth 5
 Impact SciencesBooth 6
*Available**Booth 7
 WilldanBooth 8
 Sapphos EnvironmentalBooth 9
 Dudek AssociatesBooth 10
 LSABooth 11

RECONBooth 12
 William Self Associates, Inc. ..Booth 13
 WildlandsBooth 14
 Gresham/SavageBooth 15
*Available**Booth 16
*Available**Booth 17
 Fehr & PeersBooth 18
*Available**Booth 19
*Available**Booth 20
*Available**Booth 21
*Available**Booth 22
*Available**Booth 23
 RRM Design GroupBooth 24
 ESABooth 25
 EDAW AECOMBooth 26
 PBS&JBooth 27
 EnerGovBooth 28
 RBF ConsultingBooth 29
 Bonterra ConsultingBooth 30

UC DavisTable 1
 Sustainable CommunitiesTable 2
 ICF InternationalTable 3
 UltraSystemsTable 4
*Available**Table 5
*Available**Table 6
*Available**Table 7
 VisionscapeTable 8

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