

APA California 2014 Conference



American Planning Association
California Chapter

Making Great Communities Happen

S P O N S O R / E X H I B I T O R O P P O R T U N I T I E S



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RESORT

rev. 8/9/14

www.APACalifornia-conference.org

SPONSORSHIP OPPORTUNITIES

WORLD OF COLOR OPENING RECEPTION

\$5,000

- Signage and Event recognition
- 1 full conference registration
- 2 tickets to the Opening Reception Event
- Color coded conference badge or ribbon on badge
- Half page ad in conference program
- VIP reserved seating for the *World of Color*® show for 5
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

CARS LAND RECEPTION

\$5,000

- Signage and Event recognition
- 1 full conference registration
- 2 tickets to the Opening Reception Event
- Color coded conference badge or ribbon on badge
- Half page ad in conference program
- VIP reserved seating for the *World of Color*® show for 5
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

OPENING RECEPTION LAWN EVENT

\$1,000

- Signage and Event recognition
- 2 tickets to the Opening Reception Event
- Color coded conference badge or ribbon on badge
- Quarter page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

CONFERENCE LANYARD SPONSOR ONE SIDE ONLY - APA OTHER SIDE

\$5,000
1 AVAILABLE

- 1 full conference registration
- Color coded conference badge or ribbon on badge
- Corporate logo on one side of lanyard, Conference logo on the other side
- Half page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

FLASH DRIVE SPONSOR

\$5,000
1 AVAILABLE

- 1 full conference registration
- Corporate logo on badge holder
- Color coded conference badge or ribbon on badge
- Half page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

CONFERENCE BADGE SPONSOR

\$5,000

- 1 full conference registration
- 2 tickets to the Opening Reception Event
- Corporate logo on badge holder
- Color coded conference badge or ribbon on badge
- Half page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

CONFERENCE BAG SPONSOR ONE SPONSOR ON EACH SIDE

\$5,000

- 1 full conference registration
- 2 tickets to the Opening Reception Event
- Color coded conference badge or ribbon on badge
- Corporate logo on one side of bag - two available
- Half page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

INDIVIDUAL PLANNER SPONSOR

\$250

- Sponsor Member name recognition in the conference program
- Color coded conference badge or ribbon on badge



CORPORATE SPONSOR

\$4,000

- 2 full conference registrations
- Corporate logo throughout conference
- Color coded conference badge or ribbon on badge
- Reserved VIP table for only sponsor and their guests at luncheons
- Half page ad in conference program- in first three pages of program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

EXHIBITOR PACKAGE OPPORTUNITIES

ACTIVITY SPONSORS

Student Awards Luncheon	2 available at \$5,000 each
Keynote Luncheon	4 available at \$2,750 each
Awards Brunch	4 available at \$2,750 each
Consultant Reception	6 available at \$1,500 each
Breakfast	2 available at \$1,250 each
Mobile Workshop	8 available at \$1,000 each
CPF Auction	8 available at \$1,000 each
Diversity Summit	6 available at \$500 each

- Event signage/recognition
- VIP reserved seating at meal for sponsored meal
- One guaranteed slot on sponsored Mobile Workshop with a mobile workshop sponsorship only
- Color coded conference badge or ribbon on badge
- Ad in conference program, size dependent on level
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

ADVERTISING OPPORTUNITIES

WEBSITE

- Color coded conference badge or ribbon on badge
- Pre-conference logo on APA California Chapter website

\$250

MOBILE APP

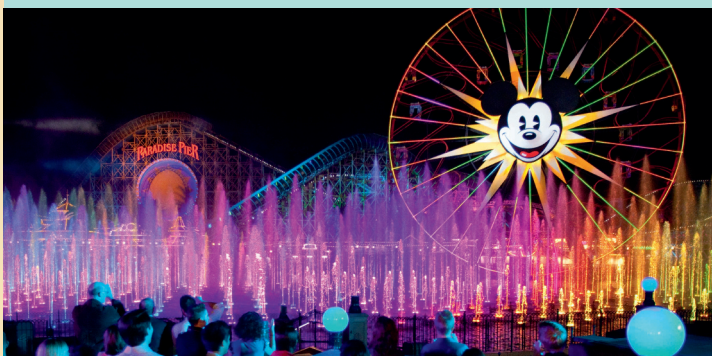
- Color coded conference badge or ribbon on badge
- Identification on APA California Chapter Mobile Application

\$250

PROGRAM

- Color coded conference badge or ribbon on badge
- Business Card advertising in Program

\$150



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EXHIBIT BOOTH

- 1 full conference registration
- 2 tickets to the Opening Reception Event
- Corporate logo on mobile app home page
- Color coded conference badge or ribbon on badge
- Half page ad in conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

\$2,000
25 AVAILABLE

EXHIBIT TABLETOP

- Color coded conference badge or ribbon on badge
- Quarter page ad in Conference program
- Pre-conference logo on APA California Chapter website
- Pre-conference attendee list

\$1,000
10 AVAILABLE

NOTE: A wait list has been established for exhibit booths and tabletops.

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, September 14, from 7:00 am to 12:00 noon.
- Exhibit tear-down is scheduled for Monday, September 15, 6:00 pm.
- Electricity will be provided through the Disneyland® Hotel at an additional charge. Exhibit packets will be emailed within three weeks prior to the conference. Shipping logistics handled through the Disneyland® Hotel.



American Planning Association California Chapter

Making Great Communities Happen

WHO WE ARE

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

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

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.



Submission Deadline: July 15, 2014

SPONSORSHIP / EXHIBITOR OPPORTUNITIES

Please make check payable to APA California and mail to:
APA California Conference, P.O. Box 214065, Sacramento, CA 95821
To pay with a credit card, contact Francine Farrell at ategoresources@live.com
Fax exhibitor and sponsorship submission to: 916.485.6615

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

Exhibit and Sponsor Opportunities

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

Booth # Choice 1 _____ Booth # Choice 2 _____ Booth # Choice 3 _____

Exhibit and Sponsorship Package Opportunities

World of Color Opening Reception	Limited number - \$5,000 each	<input type="checkbox"/>
Conference Badge Sponsor (1 each side)	2 available - \$5,000 each	<input type="checkbox"/>
Conference Bag Sponsor (1 each side)	2 available - \$5,000 each	<input type="checkbox"/>
Cars Land	\$5,000 each	<input type="checkbox"/>
Conference Lanyard Sponsor	1 available - \$5,000 each	<input type="checkbox"/>
Flash Drive Sponsor	1 available - \$5,000 each	<input type="checkbox"/>
Corporate Sponsor	\$4,000 each	<input type="checkbox"/>
Breakfast Sponsor	2 available - \$1,250 each	<input type="checkbox"/>
Opening Lawn Reception	\$1,000 each	<input type="checkbox"/>
Individual Planner Sponsor	\$250 each	<input type="checkbox"/>

Exhibitor Package Opportunities

Exhibit Booth	SOLD OUT 25 available - \$2,000 each	<input type="checkbox"/>
Exhibit Tabletop	SOLD OUT 10 available - \$1,000 each	<input type="checkbox"/>

NOTE: A wait list has been established for exhibit booths and tabletops.

Activity Sponsors

Student Luncheon Sponsor	2 available - \$5,000 each	<input type="checkbox"/>
Keynote Luncheon Sponsor	4 available - \$2,750 each	<input type="checkbox"/>
Awards Luncheon Sponsor	4 available - \$2,750 each	<input type="checkbox"/>
Consultant Reception	6 available - \$1,500 each	<input type="checkbox"/>
Mobile Workshop Sponsor	8 available - \$1,000 each	<input type="checkbox"/>
CPF Auction	8 available - \$1,000 each	<input type="checkbox"/>
Diversity Summit	6 available - \$500 each	<input type="checkbox"/>

Advertisers Only

Website Sponsor	\$250 each	<input type="checkbox"/>
Mobile App Sponsor	\$250 each	<input type="checkbox"/>
Program Sponsor	\$150 each	<input type="checkbox"/>

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, note pads, mints, magnets, lapel pins, etc.) *Please note that the 2014 Conference Committee approval is required for items to be included in conference registration bag.*

Item _____

For additional information please contact:

Sheri Vander Dussen, AICP • svanderdussen@anaheim.net • 714.765.5010

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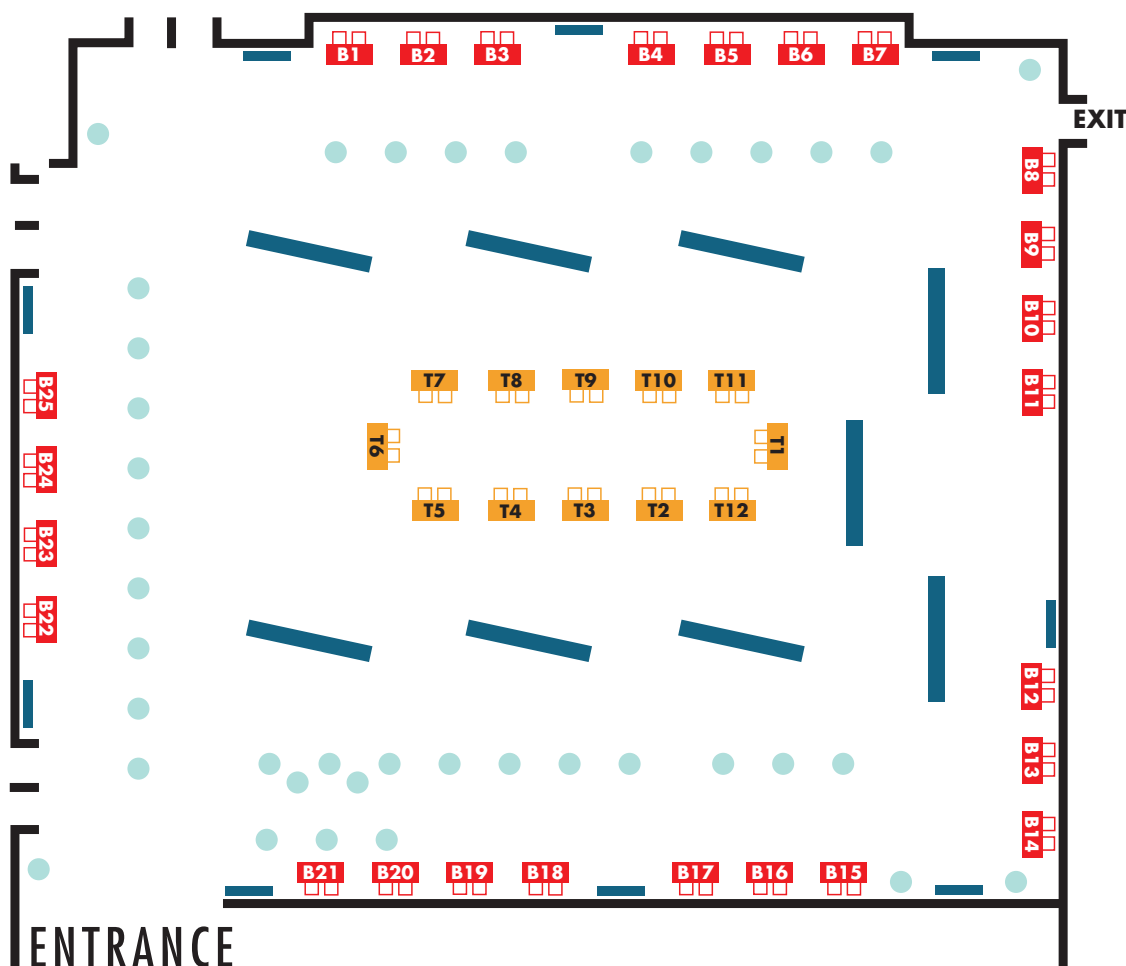
rev. 8/9/14

BOOTHS & TABLETOPS ARE SOLD OUT!

NOTE: A wait list has been established for exhibit booths and tabletops.

rev. 8/9/14

DISNEYLAND EXHIBIT HALL



CONFERENCE EXHIBITORS

Fehr & PeersBooth 1
 Silver & Wright, LLPBooth 2
 PlaceWorksBooth 3
 Transpo GroupBooth 4
 Interwest Consulting GroupBooth 5
 USC Ross Minority Program.....Booth 6
 AECOMBooth 7
 CalTransBooth 8
 OppSitesBooth 9
 BAEBooth 10
 KTGyBooth 11
 Wildlands Inc.Booth 12
 ESABooth 13

WildanBooth 14
 LSA Associates, Inc.Booth 15
 RRM Design Group.....Booth 16
 BonTerra Psomas.....Booth 17
 Kimley-Horn.....Booth 18
 Kimley-Horn.....Booth 19
 Dudek.....Booth 20
 Helix Environmental Planning ...Booth 21
 Baker International.....Booth 22
 Benchmark Resources.....Booth 23
 RJM DesignBooth 24
 Raimi + AssociatesBooth 25

Lilley Planning GroupTable 1
 Vista Planning.....Table 2
 UC Davis ExtensionTable 3
 GPA ConsultingTable 4
 Rincon Consultants, Inc.Table 5
 VisionScape ImageryTable 6
 California Sign AssociationTable 7
 Analytical Environmental Services ...Table 8
 Solano PressTable 9
 VCS EnvironmentalTable 10
 Ascent Environmental Inc.Table 11
 Ecorp ConsultingTable 12

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