



American Planning Association
California Chapter

Making Great Communities Happen

APA California 2019 Conference

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES



A RESILIENT FUTURE 2019

CALIFORNIA APA CONFERENCE SANTA BARBARA SEPTEMBER 15-18

The California Chapter of the American Planning Association (APA) invites you to join us at next year's APA State Conference being held in Santa Barbara from September 15 – 18, 2019. Our 2019 conference theme, "A Resilient Future," acknowledges the vital role of professional planners in helping lead our communities to recovery, sustainability, and future prosperity.

The 2019 APA State Conference will be held at the Hilton Santa Barbara Beachfront Resort (formerly the Fess Parker). The Hilton is located across from the beach and a short walk to popular shops, museums, galleries, and restaurants in the Funk Zone, on Stearns Wharf, at East Beach, and along historic State Street, which was designated as a Great Street by APA National.

Who We Are

Approximately 5,000 members strong, APA California is a network of practicing planners, citizens and elected officials who are committed to quality urban, suburban, regional and rural planning in the State of California. APA California offers a wide spectrum of member benefits including continued educational opportunities, American Institute of Certified Planners (AICP) credit offerings, professional trainings, informational and best practice resources, membership services, support to advance visionary land use planning in California, and advocacy on important state planning legislation

Our Mission

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.

Who Attends the Conference?

The APA California conference location changes every year so that we are ever-present throughout the State of California. Every 8 years the conference rotates back to Santa Barbara. As a trade association, we know that 95% of our conference attendees are APA members.

In recent years, the APA California conference has attracted up

to 1,750 practicing public and private sector land use planners from all over California. Attendees of the conference are diverse and range from higher-level management to entry level planners from public agencies, non-profit organizations and consulting firms.

Approximately 60% of attendees are public sector employees and 30% are from the private sector. The remaining 10% are a mix of appointed officials, such as Planning Commissioners.

APA California provides discounted registration for students of land use planning, so we expect our conference will attract college and graduate-level students from local universities and throughout the state.

Planners come to the conference to hear from leaders who are solving real civic problems. The conference is a gathering place for people that care about California's resources and people. Planners tackle a variety of topics during our annual gatherings such as statewide disaster resiliency planning, the housing/jobs balance, affordable housing/homelessness, multi-modal transportation, infrastructure finance, economic development, resource management, environmental protection, and the art and science of public discourse and decision-making.

If you want to connect to the land use community, whether you are trying to solve civic problems, develop housing, fund infrastructure, or protect the environment, you should be with us in Santa Barbara.

Please consider sponsoring the 2019 APA California Conference. See the matrix on the other side for sponsorship levels, exhibitor spaces, and benefits being offered in Santa Barbara next year.

PAST APA CALIFORNIA CONFERENCE REGISTERED ATTENDEES

2018	San Diego	1500+
2017	Sacramento	1,492
2016	Pasadena	1,759
2015	Oakland	1,553
2014	Anaheim	1,236

Contact information and sponsorship opportunities on the back...

Application Deadline: July 15, 2019

Photo by: Jay Sinclari

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www.APACalifornia.org

Interested in sponsoring the 2019 Conference? Please contact: Steve Fort (805) 455-4988 stevef@sepps.com or Jay Higgins 805.617.4563 jay@higginsland.com



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

EXHIBIT BOOTH & EVENT SPONSORSHIP PACKAGES		Quantity Available	Cost	Full Conference Registrations	Booth Space*	Tickets to Sponsored Event	Logo Recognition on Website and Mobile App	Recognition**	Other
Conference Hotel Key Card		1	\$8,000	2	Premium	-	Prominent	A & M	Logo on Hotel Key Card
Conference Lanyards		1	\$8,000	2	Premium	-	Prominent	A & M	Logo on Lanyard
Beach Mat		1	\$8,000	2	Premium	-	Prominent	A & M	Logo on Beach Mat
Optional Item (Bag, Water Bottle, etc.), call/email for details		1	\$8,000	2	Premium	-	Prominent	A & M	Logo on Item
Opening Reception		5	\$6,000	2	Premium	2	Prominent	A, L/S & M	-
Opening Keynote		4	\$3,000	2	Regular	2	Regular	A, L/S & M	-
Awards Event		4	\$3,000	1	Regular	2	Regular	A, L/S & M	-
CPF Auction		4	\$3,000	1	Regular	1	Regular	A, L/S & M	-
Mobile Application		5	\$3,000	1	Regular	-	Regular	A & M	-
Student Awards Luncheon		4	\$2,500	1	Regular	2	Regular	A, L/S & M	-
Continental Breakfast		6	\$2,500	1	Regular	-	Regular	A, L/S & M	-
Closing Keynote		3	\$2,500	1	Regular	2	Regular	A, L/S & M	-
Diversity Summit		3	\$2,500	1	Regular	2	Regular	A, L/S & M	-
EVENT SPONSORSHIP ONLY									
Student Orientation/Walking Tour		4	\$750	-	-	2	Regular	M	-
Mobile Workshop: Santa Rosa Island		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Urban Bike		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Point Mugu Naval Base		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Downtown Ventura Walking		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Ventura Wellness District		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Oil Seeps Boat Tour		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Cannabis Cultivation		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Santa Ynez Wine		2	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Funk Zone Walking and Sips		4	\$1,000	-	-	1 MW	Regular	M	-
Mobile Workshop: Lotusland		2	\$1,000	-	-	1 MW	Regular	M	-
Additional Mobile Workshop		2	\$1,000	-	-	1 MW	Regular	M	-
Minor Collateral (conference pen, etc.), call/email for details									
Special Event (select one): Opening Reception, Opening Keynote		No Limit	\$1,500	-	-	-	-	L/S & M	-
Special Event (select one): Awards, CPF Auction, Closing Keynote		No Limit	\$1,000	-	-	-	-	M	-
Special Event (select one): Student Awards Luncheon, YPG Mixer		No Limit	\$500	-	-	-	-	M	-
Afternoon Break		4	\$500	-	-	-	-	M	-
EXHIBIT BOOTH ONLY									
Government Agency - State, city and regional government agencies (e.g. city and county association of governments, regional water, air quality control, etc.) or federal agency (e.g. HUD, etc.),		1	\$1,000	-	Regular	2 Booth Passes	Regular	-	-
Non-Profit Organization		1	\$500	-	Regular	2 Booth Passes	Regular	-	-
ADVERTISING									
Mobile Application		40	\$1,000	-	Regular	2 Booth Passes	Regular	-	-
Other - Customizable, call/email for details		-	varies	-	-	-	-	-	-

*Premium booth space receives upgraded location in exhibition hall. All prominent booth exhibitors will have priority selection. All booth WITH event sponsors receive the attendee list prior to the conference (available 3 weeks prior with name, company, address & email 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
M - Logo displayed on mobile app