



Creating Great Communities

Virtual Statewide Conference Sponsor and Exhibitor Opportunities

SEPTEMBER 14 - 16, 2020





Over 6,000 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.



San Diego Conference Opening Reception.

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

The past registration at our recent in-person conferences are shown below. We envision the attendance at our 2020 virtual conference will exceed the average attendance at our in-person conferences.

2019	Santa Barbara	1,519
2018	San Diego	1,665
2017	Sacramento	1,462
2016	Pasadena	1,759
2015	Oakland	1,553
2014	Anaheim	1,236
2013	Visalia	700
2012	Rancho Mirage	716

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



Virtual Statewide Conference

Sponsor and Exhibitor Opportunities

Select one event if more than one is listed below each price point.	P1 \$15,000	P2 \$12,000	P3 \$7,000	SI \$4,000	S2 \$2,500	CI \$1,000	C2 \$500
	Opening Keynote	Diversity Summit Legislative Update Awards Program Closing Keynote	Diversity Summit Legislative Update Awards Program Closing Keynote	Session Networking Mobile Workshop Mobile App	Session Networking Mobile Workshop	Diversity Mixer Student Mixer	Non-Profits Universities*
Recognition at Sponsored Event or Session							
60-second video at sponsored premier event	✓	✓					
30-second video at sponsored premier event			✓				
Acknowledgment at start of sponsored event				✓	✓		
Logo highlighted at sponsored event						✓	
All sponsor logos displayed on background slides at all premier events	✓	✓	✓	✓	✓	✓	✓
Conference Networking Opportunities							
Opportunity to host a company branded event	✓	✓	✓				
Publicized booth time for networking							
a. Three hours	✓	✓					
b. Two hours			✓	✓			
c. One hour					✓	✓	✓
Push notifications on mobile app	✓	✓	✓				
Access to conference registration list	✓	✓	✓	✓	✓		
Recognition on Conference Website/App							
Logo highlighted with sponsored event/session	✓	✓	✓	✓	✓	✓	
Resource page with business card ad, contact information and website link	✓	✓	✓	✓	✓	✓	✓
Mobile app sponsor highlighted on app				✓			
Conference Registration							
Three admissions	✓						
Two admissions		✓	✓	✓			
One admission					✓	✓	✓
For an additional \$3,000 — become an annual sponsor. Benefits are outlined below. Chapter cosponsored webinar CM credits for qualifying activities Logo on chapter homepage Advertisement of events in the APA California eNews weekly newsletter Article in APA California eNews and CalPlanner				For all questions about sponsorships or a customizable sponsorship package, please contact Deene Alongi at 312-622-4946.			
				*C2 Universities can advertise networking events on conference website.			

Logo and Ad Submission Deadline: Upon contract submittal.

Submit completed applications and questions to:
Deene Alongi at deenealongi@outlook.com, 312-622-4946



Virtual Statewide Conference Logo and Business Ad Specifications

Logo Specifications

Depending on your sponsorship level, your logo may be used for the Conference Mobile App and/or APA website. 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 to the right.

- 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.

Business Card Ad Specifications

As part of many sponsorships, your company may receive a business card size ad that will be posted on the conference website. Please refer to Sponsor and Exhibitor Opportunities page of this brochure.

Ad Size: 3.5" wide x 2" tall (add border around your ad)
Ad Color: Full color or greyscale
Ad Formats: PDF, JPEG, TIF, EPS (all fonts converted to curves)
Ad Resolution: 300 at original size

Submit logo and ad; or for information regarding logo and ad specifications, please contact:
Dorina Blythe • dorina@GranDesigns.us

Logo and Ad Submission Deadline: Upon contract submittal.

Logos and ads are posted after payment has been received.

Sponsor and Exhibitor Cancellation Policy

Full refund is available if cancelled by August 14, 2020.

Submit completed application and questions about sponsoring to:
Deene Alongi deenealongi@outlook.com, 312-622-4946

Check Payments: Make check payable to APA California and mail to: APA California Conference, PO Box 171171, Boise, ID 83717
Credit Card Payment: Contact Laura Dee at • simplybookkeepingpro@outlook.com

www.APACalifornia-Conference.org

Application Deadline: September 1, 2020

Submit completed applications and questions to: Deene Alongi at deenealongi@outlook.com, 312-622-4946



Virtual Statewide Conference Sponsor and Exhibitor Application

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

Company Website Address: _____

Company name exactly as you would like written when logo is not used/provided: _____

SPONSORSHIP PACKAGES

(P1) Opening Keynote	\$15,000	(S1) Networking	\$4,000
(P2) Diversity Summit	\$12,000	(S1) Mobile Workshop	\$4,000
(P2) Legislative Update	\$12,000	(S1) Mobile App	\$4,000
(P2) Awards Program	\$12,000	(S2) Session	\$2,500
(P2) Closing Keynote	\$12,000	(S2) Networking	\$2,500
(P3) Diversity Summit	\$7,000	(S2) Mobile Workshop	\$2,500
(P3) Legislative Update	\$7,000	(C1) Diversity Mixer	\$1,000
(P3) Awards Program	\$7,000	(C1) Student Mixer	\$1,000
(P3) Closing Keynote	\$7,000	(C2) Non-Profit	\$500
(S1) Session	\$4,000	(C2) Universities	\$500
Annual Sponsor	\$3,000		

PLEASE TOTAL THE ITEMS SELECTED ABOVE HERE \$

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