



American Planning Association
California Chapter

Creating Great Communities for All

APA California 2022 Conference

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES



APA CALIFORNIA CONFERENCE

OCTOBER 1-4, 2022 ★ ANAHEIM MARRIOTT





A Message to Our Conference Partners

APA California is excited to return to an in-person State conference! This year's theme – *Celebrating CommUNITY* – underscores our excitement to come together once again, reconnect with colleagues, and celebrate planning achievements, while striving for continued progress into the future.

The conference will be held October 1-4, 2022, at the Anaheim Marriott in the heart of the Anaheim Resort district. The vision and creativity that made Anaheim an international destination will serve as the perfect backdrop for our conference. We know the world has changed substantially since our last in-person State conference, so we are re-evaluating every component of the conference to best suit the profession's contemporary needs and interests. The conference will feature educational sessions and interactive activities designed to inspire curiosity, conversation, and collaboration. For the planners who can't join us in Anaheim, we will be offering real-time streaming of the highest profile conference programming (which will also be accessible to all registrants following the event).

Our efforts to elevate and unite a diverse planning profession is not possible without our partnerships. We invite you to explore our reimagined sponsorship packages! Rather than sponsoring a single event or conference component, sponsors will enjoy increased recognition at multiple conference programs. The number of benefits will vary depending on the sponsorship level. Our top tier "Community Champion" sponsor will be recognized at every conference event, as well as enjoy special branding opportunities. As always, our sponsorship brochure is a jumping-off point, and we welcome conversation about your ideas!

Inclusion has been an important APA priority, so the reimagined sponsorship packages feature discounted opportunities aimed at encouraging more diverse participation in the conference. Back by popular demand, the conference will feature pin trading! All attendees will be encouraged to explore the Exhibit Hall to collect pins and personalize their conference lanyards. This fun activity is sure to draw more traffic to the exhibitor's booths, and we hope to count on your participation!

With so many opportunities to be a part of the conference experience and promote your business, which new sponsorship package will you choose? Thank you for supporting the 2022 APA California Conference, and we look forward to celebrating with you in Anaheim!

Sincerely,



Ashley E. Atkinson

Ashley E. Atkinson, AICP
APA California President



American Planning Association
California Chapter

Creating Great Communities for All



American Planning Association California Chapter

Creating Great Communities for All

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.



Santa Barbara 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 conferences are shown below.

2021	Virtual Conference	1,022
2020	Virtual Conference	1,128
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.





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Application Deadline: August 31, 2022

Exhibitor and Sponsorship Opportunities

	Community Champion	Gold	Silver	Bronze	Exhibit Only*	Friends of APA*	Supporter
SPONSORSHIP LEVEL					Booth Only	No Booth	
Cost	\$15,000	\$11,000	\$7,500	\$5,000	\$3,000	\$1,500	\$500
Full Conference Registrations	4	2	1	1	0	0	0
Opening Reception Additional Tickets	4	2	1	1	0	1	0
Exhibit Booth Type	Premium	Premium	Regular	Regular	Regular	None	None

LOGO RECOGNITION ON:

Opening Reception Photo Booth	✓						
Virtual Recorded General Sessions	✓						
Collectible Conference Pin	✓						
Smartphone Mobile App	✓	✓	✓	✓	✓	✓	
Chapter/Conference Website	✓	✓	✓	✓	✓	✓	Name Only
Conference eNews/CalPlanner Ad	✓	✓	✓	✓	✓	✓	Name Only
Social Media	✓	✓	✓	✓			

EVENT AND VENUE RECOGNITION AT:

Night at the Muzeo Reception**	✓	✓					
Opening Keynote	✓	✓					
Closing Keynote	✓	✓	✓				
Chapter Awards Ceremony	✓	✓	✓				
Legislative Update	✓	✓	✓				
Diversity Summit	✓	✓	✓	✓			
Networking Luncheon**	✓	✓	✓	✓			
Student Awards Luncheon	✓	✓	✓	✓			
Consultants Reception**	✓	✓	✓	✓	✓		
Multiple Engagement Activities**	✓	✓					
On-Site Collaboration Room	✓	✓	✓	✓			

EXHIBIT TABLES ONLY

Government Agency- State, city and regional government agencies (e.g. city and county association of governments, regional water, air quality control or federal agency (e.g. HUD.) Benefits include logo recognition on the smartphone mobile app, conference website, eNews and CalPlanner.	\$1,000
Academic or Non-Profit Organization Benefits include logo recognition on the smartphone mobile app, conference website, eNews and CalPlanner.	\$500

* Discount offered for small, start-up, minority or women-owned businesses. Call Deene Alongi for details.

** No formal event program. Recognition will be provided on published materials and posted at the event.

1. All regular and premium booths include an 8'x10' space, 8' high back wall drape, (1) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7"x44" ID sign. You may purchase an 8'x20' booth for \$6,000, please contact Deene Alongi for details.
2. All premium booth exhibitors have priority selection. All booths with event sponsorships and academic/non-profit sponsors receive the attendee list prior to the conference (available 2 weeks prior and includes name, company, address, and email address of attendees).
3. Logos and ads are posted on the chapter/conference website and eNews and CalPlanner after payment has been received.
4. Additional event opportunities may be available in the future.

Submit completed applications & questions to: Deene Alongi, Conference Manager, deenealongi@outlook.com, 312-622-4946

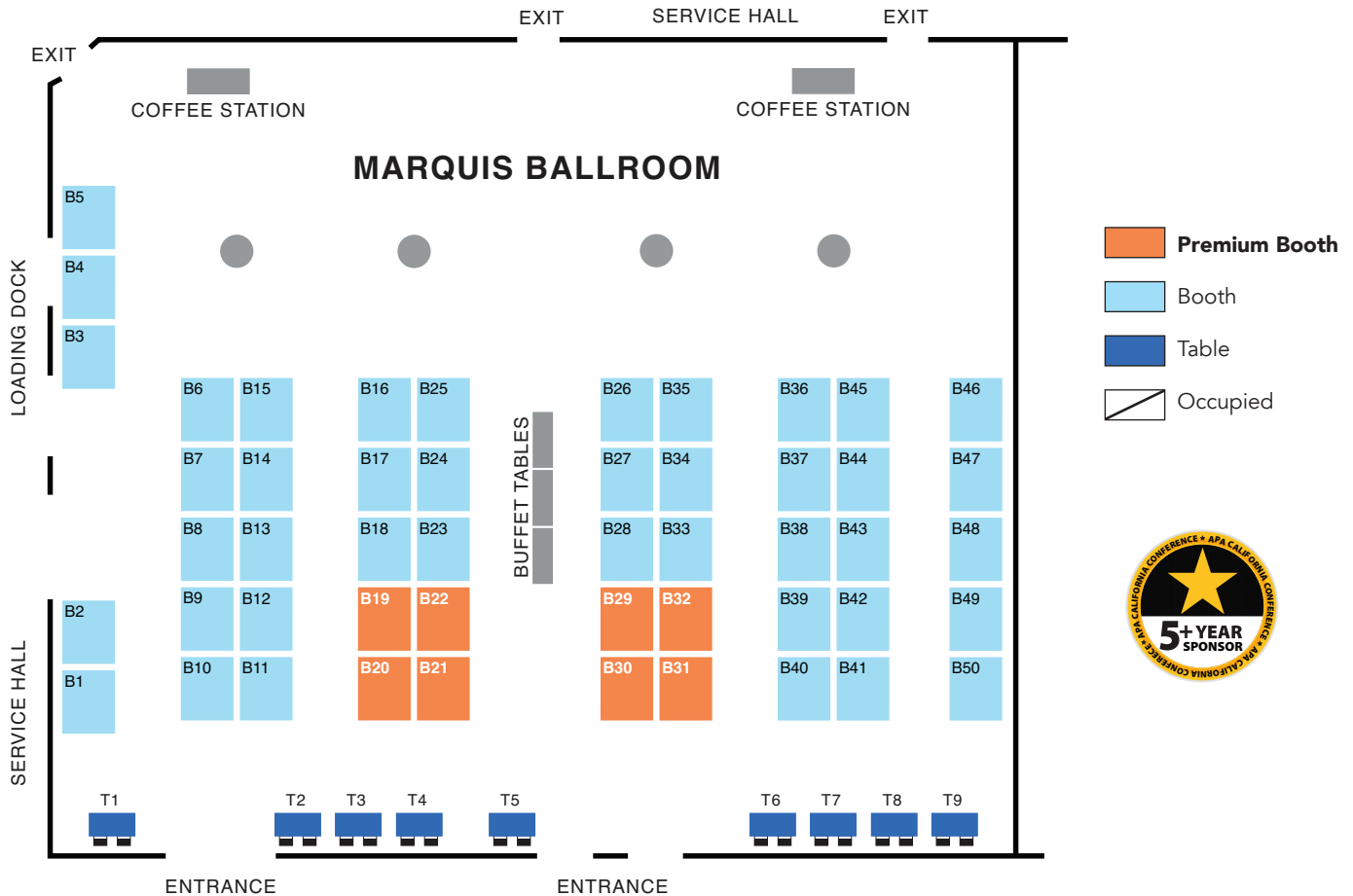


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Anaheim Marriott
Marquis Ballroom



Available BoothB1
Available BoothB2
Available BoothB3
Available BoothB4
Available BoothB5
Available BoothB6
Available BoothB7
Available BoothB8
Available BoothB9
Available BoothB10
Available BoothB11
Available BoothB12
Available BoothB13
Available BoothB14
Available BoothB15
Available BoothB16
Available BoothB17
Available BoothB18
Available Premium BoothB19
Available Premium BoothB20

Available Premium BoothB21
Available Premium BoothB22
Available BoothB23
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Available Premium BoothB31
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Available BoothB41
Available BoothB42
Available BoothB43
Available BoothB44
Available BoothB45
Available BoothB46
Available BoothB47
Available BoothB48
Available BoothB49
Available BoothB50

Available TableT1
Available TableT2
Available TableT3
Available TableT4
Available TableT5
Available TableT6
Available TableT7
Available TableT8
Available TableT9

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



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**Logo and Ad Deadline:
Upon application submittal.**

Sponsorship questions contact:
Deene Alongi, Conference Manager
deenealongi@outlook.com, 312-622-4946

Logo and Business Ad Specifications

Logo and ads are posted after payment has been received.

Logo Specifications - One Size Required

Depending on your sponsorship level, your logo may be used for the smartphone mobile app, APA chapter/conference website, eNews and CalPlanner. Send the best quality logo possible. If your logo has been previously submitted and has since changed, send an updated logo that meet the specifications.

The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)*
- PDF - high resolution, 300 dpi
- JPEG - high resolution, 300 dpi

Logo Specifications Box is actual size, live area

- 300 px (wide) x 126 px (tall)
- eps (vector) format preferred (pdf, jpeg OK)
- Full color
- Fonts converted to curves
- Transparent background
- No border
- Make your logo fit this entire space as much as possible, edge to edge.

***We can only guarantee best quality with EPS (not placed, native files preferred) 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 in all applications they may be used in for the conference.

Business Ad Specifications

As part of your sponsorship, your company receives a business card size ad that will be posted on the chapter/conference website and CalPlanner. Please refer to the sponsor opportunities page of this brochure.

Ad Specifications box is actual size, live area

- 252 px (wide) x 144 px (tall)
- eps (vector) format preferred (pdf, jpeg OK)
- Full color
- Fonts converted to curves
- Transparent background
- Add a 1 pt. black border around your ad

Submit the logo and ad to, or for information regarding specifications:

Dorina Blythe • dorina@GranDesigns.us

Logo and Ad Submission Deadline: Upon application submittal.

Logo and ads are posted after payment has been received.

Sponsor cancellation policy: No refund will be given if sponsorship is cancelled after August 17, 2022.



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Application Deadline:
August 31, 2022

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

Sponsor Application

Logos and ads are posted after payment has been received.

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 LEVEL

Community Champion	\$15,000	Friends of APA (no booth)	\$1,500
Gold	\$11,000	Government Agency (table only)	\$1,000
Silver	\$7,500	Supporter (no booth)	\$500
Bronze	\$5,000	Academic or Non-Profit (table only)	\$500
Exhibit Booth Only	\$3,000	Customizable	\$

PLEASE TOTAL THE ITEMS SELECTED ABOVE HERE \$

BOOTH AND TABLE SELECTION

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.

1st Choice

2nd Choice

3rd Choice

CREDIT CARD AND ACH PAYMENTS

Once you have been invoiced, you will have the option to pay by credit card or ACH.

CHECK PAYMENT

Check #

Include a copy of this application with your check made payable to
APA California Conference and mail to:
APA California Conference, PO Box 171171, Boise, ID 83717

Sponsor cancellation policy: No refund will be given if sponsorship is cancelled after August 17, 2022.