

# APA CALIFORNIA CONFERENCE

Join us in Riverside, California



## EXHIBITOR AND SPONSORSHIP OPPORTUNITIES



American Planning Association  
**California Chapter**

*Creating Great Communities*



**CULTIVATING  
OUR FUTURE**

APA CALIFORNIA 2024 CONFERENCE  
RIVERSIDE CONVENTION CENTER  
SEPTEMBER 28 - OCTOBER 1



## PRESIDENT'S MESSAGE

The American Planning Association, California Chapter (APA California) is thrilled to announce the annual state conference taking place in Riverside, California from September 28 - October 1, 2024! This year's theme, "Cultivating our Future", evokes the spirited history of the Inland Empire and its dynamic future as seen through the lenses of equity, social responsibility, sustainability and environmental stewardship, and educational and technological advancement.

The conference will be held at the Riverside Convention and Entertainment Center in downtown Riverside. The dynamic city of Riverside boasts a rich history, featuring more than 24 nationally registered historic sites and 100 historic city landmarks. The storied National Historic Landmark Mission Inn will serve as the conference hotel, capturing the essence of the region through its enchanting atmosphere with its location in the center of the burgeoning arts and entertainment district. Additionally, the region's long-standing commitment to innovation makes it an enticing destination for an inspiring conference program. In addition to the compelling venues drawing members to the conference, expect a dynamic lineup of educational sessions, enlightening mobile workshops, and engaging activities designed to spark curiosity, foster dialogue, and facilitate collaboration.

Your support is vital to the success of our efforts in elevating and uniting a diverse planning profession. We invite you to explore our wide range of sponsorship packages, emphasizing recognition across various conference offerings and platforms. The benefits associated with each sponsorship level will vary, ensuring a tailored experience for our valued sponsors. Our top-tier "Platinum" sponsors will enjoy recognition at every conference event and special branding opportunities.

In line with APA California's commitment to inclusion and equity, our sponsorship packages offer a variety of price points and discounted opportunities to encourage diverse participation in the conference. These options will allow participation to suit every organization's goal and budget.

We encourage you to review our sponsorship brochure, and we look forward to kicking off a conversation about how we can collaborate to meet your objectives.

Your involvement is crucial to the success of the APA California 2024 Conference, and we eagerly anticipate celebrating with you in Riverside; where history meets innovation, nature inspires, and the community thrives.

Thank you for your continued support!

A handwritten signature in black ink, appearing to read "Andrea Ouse". The signature is fluid and cursive.

Andrea Ouse, AICP  
APA California President

# WHO WE ARE

More than 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 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; and
- Build public and political support for sound planning; and
- Provide its members with the tools, services and support that advance the art and science of planning.

## OUR FUNDAMENTAL VALUES

- **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.



## PAST APA CALIFORNIA CONFERENCE REGISTERED ATTENDEES

2023	Fresno	1,555
2022	Anaheim	1,956
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



# EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	Platinum (Solo Sponsorship)	Gold	Silver	Bronze	Exhibit Only/ Booth Only	Public Agency	Academic	Supporter
Cost	\$25,000	\$15,000	\$9,000	\$6,000	\$3,000	\$1,500	\$500	\$500
Full Conference Registrations	4	2	1	1	1	0	0	0
Opening Reception Additional Tickets	4	2	1	1	0	0	0	0
Exhibit Booth Type	Premium (8'20' booth)	Preferred	Regular	Regular	Regular	None	Regular	None

## LOGO RECOGNITION ON:

Recorded Plenary Sessions	★							
Smartphone Mobile App	★	★	★	★	★	★	★	★
Chapter/Conference Website	★	★	★	★	★	★	★	★
Conference eNews	★	★	★	★	★	★	★	★
Social Media	★	★	★	★				

## EVENT RECOGNITION

Opening Keynote	★							
Opening Keynote Introduction	★							
Closing Keynote	★	★						
Chapter Awards Ceremony	★	★	★					
Legislative Update	★	★	★	★				
Diversity Summit	★	★	★					
Session Room Sponsorship						★		
Opening Reception	★	★						
Networking Luncheon*	★	★	★	★				
Student Awards Luncheon	★	★	★	★			★	
Sponsors' Reception*	★	★	★	★	★			

## EXTRAS: An exhibitor/sponsorship package must be purchased to add an extra below

Lanyards	SOLD OUT
Wifi Network	SOLD OUT
Diversity Summit Speaker Honorarium	\$3,000
Opening Reception Music	\$1,000

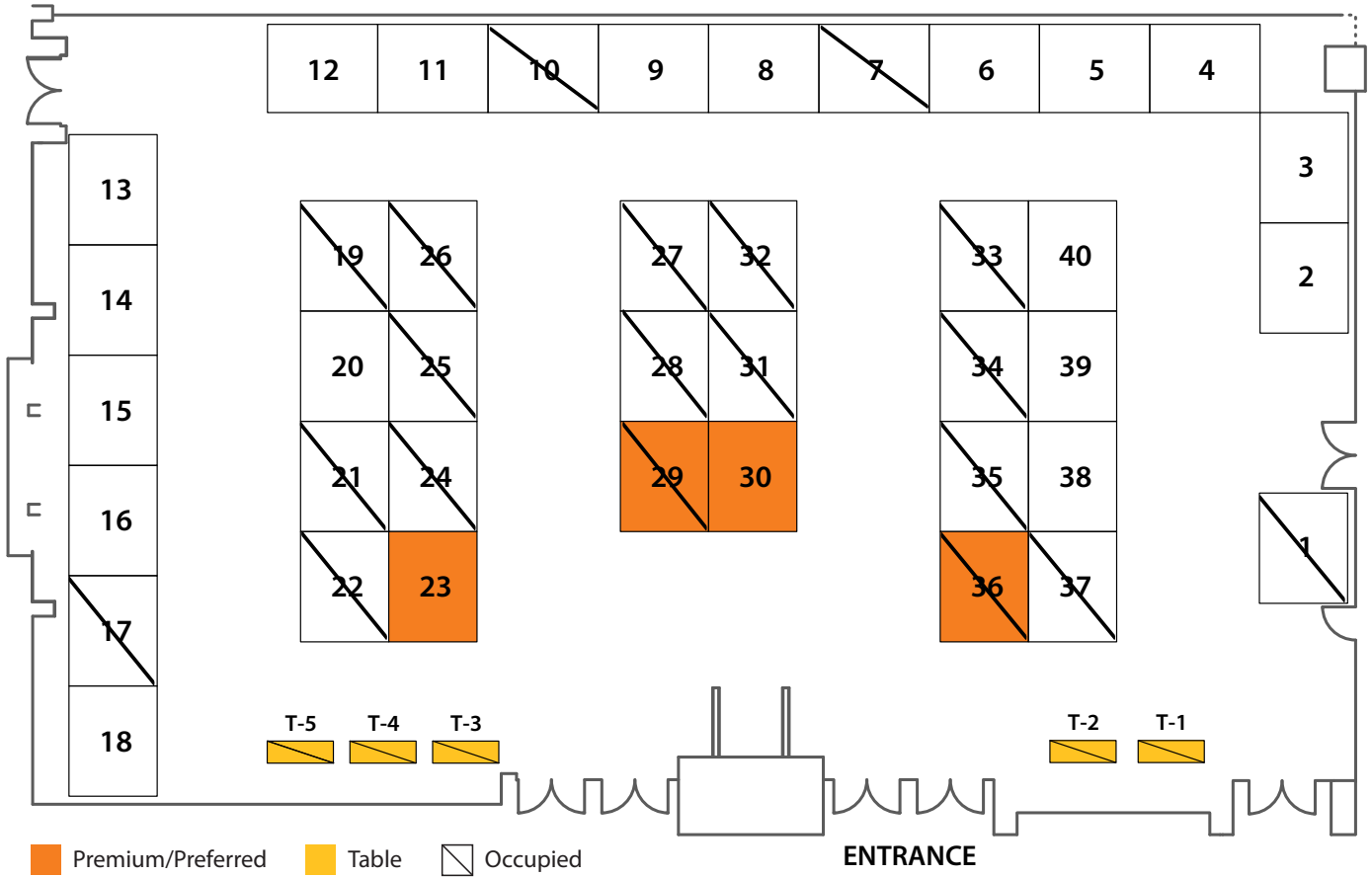
\* No formal event program. Recognition will be provided on marketing materials.

1. All regular, preferred, and premium booths include an (1) 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.
2. All premium and preferred booth exhibitors have priority selection. All sponsors and exhibitors received the attendee list prior to the conference (available 2 weeks prior and includes name, company, address, and email address of attendees) provided payment has been received.
3. Logos and ads are posted on the chapter/conference website and eNews provided payment has been received.



# VENUE MAP

## Riverside Convention and Entertainment Center



Tyler Technologies	B1	Available	B16	Best Best & Krieger LLP	B31
Available	B2	Civic Solutions	B17	Rincon Consultants, Inc.	B32
Available	B3	Available	B18	Albert A. Webb Associates	B33
Available	B4	Harris & Associates	B19	UC Davis Continuing & Professional Ed	B34
Available	B5	Available	B20	Wildlans	B35
Available	B6	Cal Poly San Luis Obispo	B21	<b>Dudek</b>	<b>B36</b>
General Code	B7	National CORE/Amplify Communities	B22	RRM Design Group	B37
Available	B8	<b>Available Premium/Preferred</b>	<b>B23</b>	Available	B38
Available	B9	CSG Consultants, Inc.	B24	Available	B39
Interwest Consulting Group	B10	KTGY	B25	Available	B40
Available	B11	MNS Engineers, Inc.	B26	Occupied	T1
Available	B12	ClientFirst Technology Consulting	B27	Solano Press	T2
Available	B13	Page and Turnbull	B28	Occupied	T3
Available	B14	<b>PlaceWorks</b>	<b>B29</b>	Occupied	T4
Available	B15	<b>Available Premium/Preferred</b>	<b>B30</b>	Occupied	T5

# LOGO AND BUSINESS AD SPECIFICATIONS

**Sponsorship questions? Contact us at [conference2024@apacalifornia.org](mailto:conference2024@apacalifornia.org) or (916) 634-7287**

## LOGO SPECIFICATIONS – ONE SIZE REQUIRED

Depending on your sponsorship level, your logo may be used on the smartphone mobile app, APA California chapter and/or conference website and eNews. Send the best quality logo possible. If your logo has been previously submitted and has since changed, send an updated logo that meets 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 or JPEG would be acceptable
- Full color, transparent background
- Fonts converted to curves
- No border
- Make your logo fit this entire space as much as possible, edge to edge

\* We can only guarantee best quality with EPS files (not placed, native files preferred) that are submitted to specifications. Note: Do not send files that were used in/as part of a website as they are not high enough resolution in all applications that may be used for the conference.

## BUSINESS AD SPECIFICATIONS

As part of your sponsorship, your company receives a business card sized ad that will be posted on the APA California Chapter and/or conference website. 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 or JPEG would be acceptable
- Full color
- Fonts converted to curves
- Transparent background
- Add a 1 pt. black border around your ad



**LOGO AND ADS ARE POSTED AFTER PAYMENT HAS BEEN RECEIVED.**

**Sponsor cancellation policy: No refund will be given if sponsorship is cancelled after July 26**

# SPONSOR APPLICATION

Sponsorship questions? Contact us at [conference2024@apacalifornia.org](mailto:conference2024@apacalifornia.org) or (916) 634-7287

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company name exactly as you would like it written when a logo is not used/provided.

## SPONSORSHIP LEVEL

### Exhibitor/Sponsorship Packages

<input type="checkbox"/>	Platinum	\$25,000
<input type="checkbox"/>	Gold	\$15,000
<input type="checkbox"/>	Silver	\$9,000
<input type="checkbox"/>	Bronze	\$6,000
<input type="checkbox"/>	Exhibit Booth Only	\$3,000
<input type="checkbox"/>	Academic (with booth)	\$500
<input type="checkbox"/>	Supporter (no booth)	\$500
<input type="checkbox"/>	Public Agency	\$1,500

**Extras** An Exhibitor/Sponsorship package must be purchased to add an extra below (Platinum – Exhibit only levels).

<input type="checkbox"/>	Opening Reception Music	\$1,000
<input type="checkbox"/>	Lanyards	SOLD OUT
<input type="checkbox"/>	Wifi Network	SOLD OUT
<input type="checkbox"/>	Diversity Summit Speaker Honorarium	\$3,000

**PLEASE TOTAL THE ITEMS  
SELECTED ABOVE HERE \$ \_\_\_\_\_**

## CREDIT CARD AND ACH PAYMENTS

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

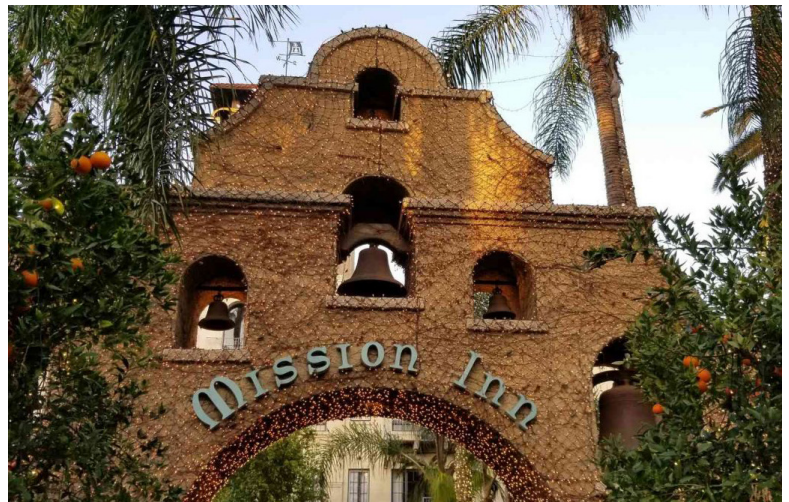
## CHECK PAYMENT

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

## EXHIBIT BOOTH SELECTION

Exhibit booths 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 booth locations are on a first-come, first-pay basis.

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_



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