

Marketing Opportunities

About the Conference

The PA Chapter of the APA Annual Conference is the largest annual gathering of professional planners and planning officials in the Commonwealth. The conference takes place October 4-6 at the Dolce Valley Forge and draws a diverse group of nearly 500, including professional planners, planning officials, engineers, lawyers, landscape architects, architects, developers, and real estate and economic development professionals. This year's conference will also be marketed to prospective attendees from New Jersey and Delaware, providing our sponsors, advertisers, and exhibitors with even more marketing exposure!

Sponsorships

Conference Sponsors are recognized in the Conference Program, on the PA Chapter Sponsor Board, and in all conference marketing materials distributed for the conference. Sponsorship levels include complimentary conference registrations, free or discounted advertising, and exhibit space. When you also choose to sponsor a refreshment break or special event, your company name will be prominently displayed, both at the event and in the Conference Program. Sponsors who commit by June 30, 2009 are also recognized in the Preliminary Program, distributed to more than 5,000 potential attendees.

Exhibit Areas

Exhibits are located in a high traffic area where all refreshment breaks take place to increase attendee visits with exhibitors. Exhibitor names are also listed in the Final Conference Program and each exhibitor receives a list of conference attendees. A limited amount of exhibit space is available and is confirmed on a first-come-first-serve basis!

Advertisements

Advertisements placed in the Preliminary Program promote your organization to over 5,000 planners and related professionals across Pennsylvania. You may also choose to advertise in the Conference Program, which is distributed to nearly 500 attendees. One or both of these advertisement options provide excellent marketing opportunities!

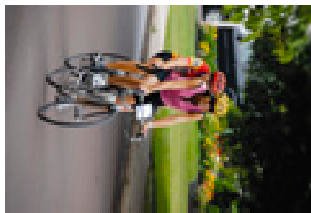
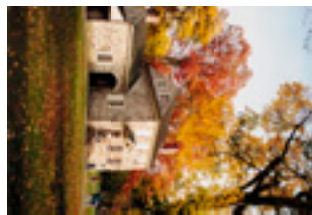
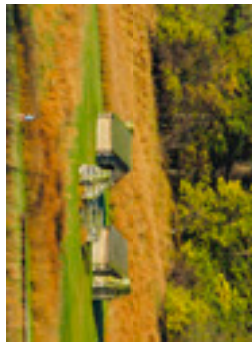
From a satisfied sponsor:

... sponsoring the annual PA Chapter of APA conference has been a valuable investment. ... raised our visibility among the planning community in Pennsylvania and demonstrated that our firm has a real interest in planning and a willingness to support the PA Chapter of APA. The conference also has allowed our firm to share ... our capabilities and experience as well as cutting edge projects. Exhibiting also provides an outstanding opportunity for company representatives to network with other planners. ~ Gannett Fleming, Inc.



**PA Chapter of the
American Planning
Association**

**Annual Conference
October 4-6, 2009
Sponsorship Opportunities**



PA Chapter of the American Planning Association
587 James Drive
Harrisburg PA 17112

SPONSORSHIPS

Diamond Sponsorship: \$5,000

Includes 3 conference registrations, full page ad in both programs, exhibit booth, and electronic list of conference registrants.

Diamond sponsors may underwrite one of the following:

- Opening Reception
- Opening Plenary
- Pitkin Luncheon
- Monday Reception
- Preliminary Program

Platinum Sponsorship: \$3,000

Includes 2 conference registrations, 1/2 page ad in both programs, exhibit booth, and electronic list of conference registrants.

Platinum sponsors may underwrite one of the following:

- Final Program
- Continental Breakfast
- Conference Tote Bags
- Conference Flash Drives

Gold Sponsorship: \$2,000

Includes 1 conference registration, 1/4 page ad in both programs, exhibit booth at 50% discount, and electronic list of conference registrants.

Gold sponsors may underwrite one of the following:

- Morning Refreshment Breaks
- Afternoon Refreshment Breaks

Silver Sponsorship: \$1,000

Includes 1 conference registration, business card ad in both programs, and an electronic list of conference registrants.

Silver sponsors may underwrite one of the following:

- Reception Entertainment Awards
- Conference Decorations
- Conference Signs
- Mobile Workshops

**Return to: PA Chapter of APA, 587 James Dr, Harrisburg, PA 17112-2273
Call 717-671-4510 with questions.**

Organization: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Email: _____

AS A SPONSOR!

- Diamond Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor

AS AN ADVERTISER!

- Preliminary Program only
Size _____
- Final Program only
Size _____
- Both Programs

ADVERTISING RATES

Preliminary Program Only:

Business Card (3.5" w x 2.25"h)	\$200
1/4 page (3.5" w x 4.75" h)	\$325
1/2 page (8" w x 4.75" h)	\$400
Full Page (8" w x 10" h)	\$500

Conference Program Only:

Business Card (3.5" w x 2.25"h)	\$150
1/4 page (3.5" w x 4.75" h)	\$200
1/2 page (8" w x 4.75" h)	\$250
Full Page (8" w x 10" h)	\$350

Preliminary and Conference Programs:

Business Card (3.5" w x 2.25"h)	\$300
1/4 page (3.5" w x 4.75" h)	\$475
1/2 page (8" w x 4.75" h)	\$600
Full Page (8" w x 10" h)	\$700

Deadlines for Ad Artwork:

Preliminary Program - June 30, 2009
 Final Program - August 21, 2009

Send press-quality 300 dpi PDF files to
 sgalbraith@shermer-assoc.com.



American Planning Association
 Pennsylvania Chapter
 October 4-6
 Dolce Valley Forge

EXHIBITORS

Staffed Exhibits

The rental fee for staffed exhibits is \$450.00 which includes a 6' x 2-1/2' draped table, two chairs, a waste-basket and an identification sign. Electrical and telephone services are available for additional fees from the Dolce Valley Forge.

Each staffed exhibit includes 1 full conference registration with admission to all conference activities, including the Opening Reception, held on Sunday, October 4, and all sessions and conference meals.

Additional Exhibit Hall badges (no meals or sessions) available at \$25.00 per badge per day.

Display-Only Exhibits

If you are unable to staff a booth for the Conference, you may purchase 1/2 of a display table space for pamphlets and other information at a cost of \$200 per space.

Exhibit Hall Schedule

Set-up: Sunday, October 4, 12 noon to 5:00 pm.
 Open: Monday, October 5, 7:00 am to 5:00 pm and Tuesday, October 6, 8:00 am to 2:30 pm.
 Tear-Down: Tuesday, October 6, 2:30 to 4:30 pm.
(subject to change)

Reduce, Reuse, Recycle! Greening the Annual Conference

The PA Chapter of APA supports efforts to reduce the impact of our annual conference on the environment.

We strongly encourage our sponsors, advertisers, and exhibitors to use promotional products that are produced in responsible ways from recycled, recyclable, and rapidly renewable materials.

AS AN EXHIBITOR!

- Staffed exhibit
- Number of additional exhibit hall badges
- Display-only exhibit