



American Planning Association  
**Pennsylvania Chapter**

*Making Great Communities Happen*

planningpa.org

**We invite you to join Pennsylvania's premier planning event of the year – the Pennsylvania Chapter of the American Planning Association (PA APA) 2019 Annual Conference.** This year's conference, *"Rally Around Reading: Rivers, Rails and Renaissance"* takes place October 20 – 22, 2019 at the DoubleTree by Hilton Hotel Reading in Reading, PA. It promises to be one of PA Chapter's best conferences.

The PA APA Annual Conference provides a unique and effective opportunity to showcase your work and capabilities to planning professionals and policy makers from across the Commonwealth. It's also one of the ways to support planning in Pennsylvania by providing valuable networking, education, and development for planners.

Enclosed is the sponsorship brochure that will allow you to choose the marketing opportunity that best suits your needs. The menu of options is varied – **select conference sponsorship, rent prime exhibit space, or advertise** in the Conference Announcement and Final Program. All options are first-come-first-serve and we anticipate space will fill quickly. Selecting your commitment level early will help you to get your first choice of placement as a sponsor, exhibitor, or both. **To sponsor, exhibit and/or advertise go to [www.planningpa.org](http://www.planningpa.org), Events & Training / Annual Conference / Sponsors, Exhibitors & Advertisers and follow instructions!**

Our conference committee is working diligently to plan a creative and innovative event, one that will pair both educational and networking opportunities. We look forward to including you in the continued success of the APA PA Annual Conference!

If you have any questions about the conference, please send an email to [info@planningpa.org](mailto:info@planningpa.org).

On behalf of the Conference Planning Committee and the Lehigh Valley/Berks Section, we look forward to seeing you in Reading!

Sincerely,

Steve Dellinger  
Conference Fundraising Chair



American Planning Association  
Pennsylvania Chapter

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## 2019 Annual Conference

### Sponsorship Exhibits Advertising Opportunities

#### SPONSORSHIPS

##### Diamond \$5,000

- 5 conference registrations
- Full page ad in both programs\*
- Exhibit table
- One-year listing on the website, in the consultant directory section (includes logo)
- Bag inserts: distribution of company literature with conference materials (provided by your company/organization)
- Social media mentions
- E-Blast to APA PA members (copy provided by your company/organization)
- E-List of conference registrants before and after the conference\*\*
- **Exclusive opportunity to underwrite:** Opening Keynote Session, or Plenary, **OR place your logo on:** Lanyards, Phone Wallet, Flash Drive, Tote Bags, Water Bottle, Reusable Straw or Charging Station

##### Platinum \$3,000

- 3 conference registrations
- Half page ad in both programs\*
- Exhibit table
- One-year listing on the website, in the consultant directory section (includes logo)
- Bag inserts: distribution of company literature with conference materials (provided by your company/organization)
- Social media mentions
- E-List of conference registrants before and after the conference\*\*
- **Exclusive opportunity to underwrite:** Welcome Reception, or Pitkin Lecture **OR place your logo on:** Pens, Pencils, Notepad, or Seed Paper

##### Gold \$2,000

- 2 conference registration
- Logo added to website
- Quarter page ad in both programs\*
- Exhibit table at a 50% discount
- Social media mentions
- E-List of conference registrants before and after the conference\*\*
- **Exclusive opportunity to underwrite:** Monday Reception, Continental Breakfast, or Dessert Break

##### Silver \$1,000

- 1 conference registration
- Logo added to website
- 1/8 page ad in both programs\*
- Social media mentions
- E-List of conference registrants before and after the conference\*\*
- Opportunity to underwrite: Refreshment Break, Audio-Visual, Mobile Workshops (not exclusive)

#### EXHIBITS

**SPACE IS LIMITED, RESERVE  
YOUR SPOT TODAY!**

##### Staffed Exhibits \$650

- 1 conference registration
- Listing in Conference Announcement and Final Program
- 6'x30" covered table, one chair and an ID sign
- E-List of conference registrants before and after the conference\*\*

**Electric and internet service is  
available from the convention center  
for additional fees.**

Badges for additional exhibit hall staff may be purchased during regular conference registration. Cost is **\$75 per badge** (good for all exhibit hours). Sorry, **NO BADGE SHARING** permitted.

##### Exhibit Hall Hours

*(subject to change)*

##### **Set Up**

Sunday, 10/20/19, 2:00pm – 5:00pm

##### **Show Hours**

Monday, 10/21/19, 7:00am – 7:00pm

Tuesday, 10/22/19, 7:00am – 2:30pm

##### **Tear Down**

Tuesday, 10/22/19, 2:30pm – 5:00pm

**\* For listing or ad placement in the  
Conference Announcement, payment  
and information must be received by  
June 28, 2019.**

**\*\* E-List of conference registrants sent  
September 30, 2019 will include all  
early-bird registrations. A complete  
list of conference registrants is sent 2  
weeks following the conference.**

#### ADVERTISING

Ads placed in the Conference Announcement promote your organization to 2,500+ PA planners and related professionals. The Conference Announcement is not printed (web only) in order to reduce our carbon footprint. The Final Program reaches approximately 500 conference attendees.

##### Rates

**Full Color Inside Front/Back Cover or Back  
Cover available. Add \$100 to Full Page  
prices below.**

##### **Both Programs\* - Best Deal!:**

Full Page Ad	\$900
Half Page Ad	\$700
Quarter Page Ad	\$500
1/8 Page Ad	\$300

##### **Conference Announcement Only:**

Full Page Ad	\$500
Half Page Ad	\$400
Quarter Page Ad	\$325
1/8 Page Ad	\$200

##### **Final Program Only:**

Full Page Ad	\$500
Half Page Ad	\$400
Quarter Page Ad	\$325
1/8 Page Ad	\$200

##### **Bag Inserts Only:**

Distribution of company literature with conference materials (provided by your company/organization) \$300

##### Deadlines

Conference

Announcement – **June 28, 2019**

Final Program – **August 30, 2019**

##### Specifications

- Full Page 7.5" w by 10" h (vertical) NO bleed
- Half Page 7.5" w by 4.875" h (horizontal) NO bleed
- Quarter Page 3.625" w by 4.875" h (vertical) NO bleed
- Eighth Page 3.625" w by 2.3125" h (horizontal) NO bleed

Send high resolution, 300 dpi PDF files to [info@planningpa.org](mailto:info@planningpa.org). All ads are black & white unless specified. Sizes above are the finished image size of the ad.

## PA Chapter of APA 2019 Annual Conference Exhibitor Agreement

Arrangements for shipment of materials and equipment and other set-up requirements such as electricity are at the Exhibitor's sole expense.

Exhibitors should come to the Conference Registration Desk to obtain badges. All exhibiting company representatives must be registered. Your badge will permit entry into the Exhibit space. PA Chapter of APA requests strict adherence to the opening and closing hours. PA Chapter of APA reserves the right to make changes, for compelling reasons, to the dates and hours. Such changes, however, will be made known in advance.

Exhibitors shall comply fully with all applicable national, state, county, city and hotel fire and safety regulations, as well as any further rules and regulations PA Chapter of APA adopts.

PA Chapter of APA makes no warranties and Exhibitors are responsible for any loss, damage, or injury to their exhibits, other property, or persons and/or any claims in any way arising out of their exhibiting at the 2019 Annual Conference. Exhibitor is required to provide all insurance and/or policy riders to cover all exhibit space contents. Exhibitors expressly release PA Chapter of APA from any such responsibility or liability.

All insurance, including (without limitation) business interruption and public liability coverage, is the sole responsibility of the Exhibitor. PA Chapter of APA does not maintain insurance covering Exhibitors, and Exhibitors expressly release PA Chapter of APA from any such responsibility or liability. There will be NO overnight staffed security, and exhibitors are advised to remove any and all valuable equipment.

No exhibitor shall use any space outside the assigned space. No exhibitor shall assign, sublet, or share the space allotted without the advance knowledge and consent of PA Chapter of APA. Exhibitors must show only products provided by them in the regular course of their business.

Exhibitors agree to display and/or represent their products and/or services in a dignified and decorous manner. Exhibitors agree to identify, display, and/or represent their businesses, products, and/or services truthfully, accurately and consistently with the information provided in the application. Any display or conduct that, at PA Chapter of APA's sole discretion, is not in keeping with the general decorum of the event and/or purposes and objectives of the event, is grounds for removal of the exhibit, by the Exhibitor at the Exhibitor's expense, promptly upon notification by PA Chapter of APA. Prohibited activities by Exhibitors include (but are not limited to) any conduct or attention-getting devices of any kind that annoy, disturb, or in any way interfere with other exhibits.

No signs or other articles shall be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner to deface or destroy them. Likewise, no attachments shall be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to those restrictions.

No refunds of any fees are made in the case of cancellations or removal of exhibits. Should an Exhibitor need to cancel in writing prior to **September 13, 2019**, all exhibit fees will be refunded less a \$100 administration charge. Additionally, Exhibitors agree to reimburse PA Chapter of APA for all costs incurred by PA Chapter of APA, including reasonable attorneys' fees, in handling or responding to any violations of any provision of the Application/Agreement.

The Exhibitor agrees to indemnify and hold harmless PA Chapter of APA for any claims for loss, damage, or injury, including reasonable attorneys' fees, connected with the Exhibitor's exhibit at the Conference and expressly releases PA Chapter of APA from any such liability.

It is the responsibility of the Exhibitor to pay any and all licensing fees for any music or motion picture equipment used in the Exhibitor's space.

Acceptance of Agreement subject to final approval by PA Chapter of APA.

Signature: X\_\_\_\_\_

Date: \_\_\_\_\_

# Central Park Ballroom and Foyer

