



American Planning Association  
Pennsylvania Chapter

*Making Great Communities Happen*



**2021 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\*\*

### Exhibit Hall Hours

*(subject to change)*

#### Set Up

Sunday, 10/17/21, 2:00pm – 5:00pm

#### Show Hours

Monday, 10/18/21, 7:00am – 7:00pm

Tuesday, 10/19/21, 7:00am – 2:30pm

#### Tear Down

Tuesday, 10/19/21, 2:30pm – 5:00pm

**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 **\$100 per badge** (good for all exhibit hours). Sorry, **NO BADGE SHARING** permitted.

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

### Deadlines

Conference

Announcement – **June 25, 2021**

Final Program – **August 27, 2021**

### 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

**\* For listing or ad placement in the Conference Announcement, payment and information must be received by June 25, 2021.**

**\*\* E-List of conference registrants sent September 30, 2021 will include all early-bird registrations. A complete list of conference registrants is sent 2 weeks following the conference.**

## PA Chapter of APA 2021 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 2021 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 10, 2021**, 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: \_\_\_\_\_