



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

2013 Annual Conference Sponsorship Exhibits Advertising Opportunities

Be a part of the largest annual gathering of Pennsylvania's professional planners and planning officials at the PA Chapter of APA 2013 Annual Conference, October 20 – 22, 2013 at the Hilton Harrisburg in Harrisburg, PA.
500 planners are expected!

SPONSORSHIPS

Diamond \$5,000

- 3 conference registrations
- Full page ad in both programs*
- Exhibit table
- Logo added to website
- E-List of conference registrants before and after the conference**
- **Exclusive** opportunity to underwrite: Opening Keynote Session, Pitkin Lecture, Plenary Session, or the Conference Announcement

Platinum \$3,000

- 2 conference registrations
- Half page ad in both programs*
- Exhibit table
- Logo added to website
- E-List of conference registrants before and after the conference**
- **Exclusive** opportunity to place your logo on: Tote Bags, Lanyards, or Flash Drives

Gold \$2,000

- 1 conference registration
- Logo added to website
- Quarter page ad in both programs*
- Exhibit table at a 50% discount
- E-List of conference registrants before and after the conference**
- Exclusive Opportunity to underwrite: Welcome Reception, Monday Reception or Continental Breakfast

Silver \$1,000

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

EXHIBITS

Staffed Exhibits \$450

Includes 1 conference registration, listing in Conference Announcement and Final Programs*, 8' x 30" table with cover and drape, one chair, waste can and an ID sign. Electric, telephone 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.

Display Only Exhibit \$200

Includes 4' x 30" half-table space and listing in Conference Announcement and Final Programs*. Appropriate for flyers and information.

Exhibit Hall Hours

(subject to change)

Set Up

Sunday, 10/20/13 1:00pm – 5:00pm

Show Hours

Monday, 10/21/13, 7:30am – 7:00pm

Tuesday, 10/22/13, 7:30am – 2:30pm

Tear Down

Tuesday, 10/22/13, 2:30pm – 5:00pm

*** For listing or ad placement in the Conference Announcement, payment and information must be received by June 21, 2013.**

**** E-List of conference registrants sent September 13, 2013 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 3,000+ PA planners and related professionals. The Final Program reaches more than 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	\$700
Half Page Ad	\$600
Quarter Page Ad	\$475
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	\$350
Half Page Ad	\$250
Quarter Page Ad	\$200
1/8 Page Ad	\$150

Deadlines

Conference Announcement – **June 21, 2013**

Final Program – **August 30, 2013**

Specifications

- Full Page 4.75" w by 9" h NO bleed
- Full Page 6" w by 10.5" h, full page with bleed, add .125" bleed
- ½ Page horizontal 4.75" w by 4.25" h
- ½ Page vertical 2.25" w by 9" h
- ¼ Page horizontal 4.75" w by 2.125" h
- ¼ Page vertical 2.25" w by 4.25" h
- 1/8 Page 2.25" w by 2.125" h

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

PA Chapter of APA 2013 Annual Conference Sponsorship, Exhibitor and Advertiser Order Form

Organization: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

SPONSORS:

1. Indicate Sponsorship Level: \$ _____

☐ Diamond \$5,000 ☐ Platinum \$3,000 ☐ Gold \$2,000 ☐ Silver \$1,000

2. We would like to underwrite the following: _____ (see page 1 for options, or call us).

3. ☐ Yes, we will have an Exhibit Table. Please sign and return Exhibitor Agreement (see page 4). Indicate table choice under Exhibitors section below.

4. ☐ Yes, we will place an Advertisement in the Program(s). Please complete the Advertisers section below.

EXHIBITORS:

1. Select Exhibit Type: ☐ Staffed Exhibit \$450 **OR** ☐ Display-only Exhibit (half table) \$200 \$ _____

2. Select Exhibit Table Location (see floor plan page 5):

Please note: Table assignments are confirmed on a first-come-first-serve basis for all **paid** exhibitors. Early registration is encouraged. All exhibit tables are located in the York/Lebanon Ballroom.

_____ 1st Choice _____ 2nd Choice _____ 3rd Choice

3. Please sign and return Exhibitor Agreement (see page 4).

Please Note: Staffed exhibits include full conference registration for one attendee. Exhibiting organizations may purchase extra Exhibitor Passes at \$75 per badge (good for all exhibit hours). Extra Exhibitor Passes will be available for purchase during conference registration (opens late July). **Sorry, no badge sharing permitted.**

ADVERTISERS:

1. Select Ad Size: \$ _____

☐ Full Page ☐ Half Page ☐ Quarter Page ☐ Eighth Page
☐ Color Inside Front/Back Cover or Back Cover add \$100 (availability limited)

2. Select the Program(s) your Ad will appear in:

☐ Both Programs OR ☐ Conference Announcement Only OR ☐ Final Program Only

3. Payment, logo and ad files must be received by:

June 21, 2013 for inclusion in the Conference Announcement. August 30, 2013 for inclusion in the Final Program.

TOTAL AMOUNT DUE: \$ _____

PAYMENT:

Total Payment Due: \$ _____

Check Payment:

☐ Check enclosed: Make payable to PA Chapter of APA.

Credit Card Payment:

☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Credit Card # _____

Expiration Date _____

3-digit CVV2 code (4-digit for AMEX) from your card _____

Amount Authorized to Bill: _____

Billing Address (if different from above):

Name on Card: _____

Address: _____

City, State, Zip: _____

Cardholder Signature _____

RETURN COMPLETED FORMS WITH PAYMENT TO:

PA Chapter of APA
587 James Drive
Harrisburg, PA 17112-2273
Fax: 717-545-9247

QUESTIONS:

Contact the Chapter Office at
717-671-4510
info@planningpa.org

PA Chapter of APA 2013 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 Hall. 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 2013 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 2, 2013**, 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: _____

