

American Planning Association, Florida Chapter



InterContinental Hotel
Miami, FL
September 10-13, 2008

Sponsor and Exhibitor Guide

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Sustainability...just plan it.
2008 Annual State Conference Florida Chapter
American Planning Association
InterContinental Hotel, September 10-13

SPONSOR & EXHIBITOR GUIDE

Being a SPONSOR for the APA Florida Annual Conference is a valuable means to show support for the architects of our future. By participating as a Sponsor you can help advance the planning profession and, in the process, improve the quality of life for our state. PLUS take advantage of a range of benefits specially designed to promote your company or organization.

PLATINUM SPONSOR **\$3,500 or greater**

Complimentary Booth in Exhibit Hall.
Two Complimentary Conference Registrations.
Full Page Ad in APA Florida's Monthly Publication, *Florida Planning* (\$500 value, issue of your choice).
Full Page Ad in Conference Program.
Complimentary One Year Membership in APA Florida.
Business Card Ad in *Florida Planning* for One Year.
Acknowledgment at APA Florida Conference.
Acknowledgment in *Florida Planning* Newsletter.
On-Site Signage for Maximum Visibility.

GOLD SPONSOR **\$2,000**

Complimentary Table in Exhibit Hall.
One Complimentary Conference Registration.
Half Page Ad in APA Florida's Publication, *Florida Planning* (\$300 value, issue of your choice).
Half Page Ad in Conference Program.
Complimentary One Year Membership in APA Florida.
Business Card Ad in *Florida Planning* for Six Months
Acknowledgment at APA Florida Conference.
Acknowledgment in *Florida Planning* Newsletter.
On-Site Signage for Maximum Visibility.

SILVER SPONSOR **\$1,000**

1/4 Page Ad in APA Florida's Publication, *Florida Planning* (\$175 value, issue of your choice).
1/4 page Ad in Conference Program.
Complimentary One Year Membership in APA Florida.
Business Card Ad in *Florida Planning* for Three Months.
Acknowledgment at APA Florida Conference.
Acknowledgment in *Florida Planning* Newsletter.
On-Site Signage for Maximum Visibility.

BRONZE SPONSOR **Less than \$1000**

Business Card Ad in Conference Program.
Business Card Ad in *Florida Planning* for One Month.
On-Site Signage for Maximum Visibility.
Acknowledgment in Conference Program.
Acknowledgment in *Florida Planning* Newsletter.

Join us as an EXHIBITOR at the APA Florida Annual Conference and gain maximum exposure for your company or organization with professional planners statewide. The Expo will feature consulting firms, government agencies, professional associations, educational organizations and vendors offering a wide variety of services and products of interest to professionals in planning and related fields. This is a grand opportunity to market innovative products, educate participants (and the readers of our publications) about your interests and establish excellent contacts for the future. Space is limited, so early reservations are required to guarantee availability.

As an Exhibitor, you will have the opportunity to:

- Showcase your products and services with all conferees.
 - ◆ All booths are in high profile locations, convenient to meeting rooms.
 - ◆ Receptions and breaks will be held in exhibit area.
 - ◆ Conferees will be reminded by signage, literature and announcements of your participation.
- Network with conferees, making valuable contacts for future dealings.
- Learn the latest in planning approaches and developments by attending the conference and interacting with participants.

Additional benefits of being an APA Florida Exhibitor are:

Full Display Booth (\$1000)

- ◆ Business Card Ad in Conference Program
- ◆ Additional Recognition in the Conference Program.
- ◆ Special Acknowledgment in the APA Florida Newsletter.
- ◆ Complimentary List of Pre-Registered Attendees

Table Top Display (\$500)

- ◆ Business Card Ad in Conference Program
- ◆ Additional Recognition in the Conference Program.
- ◆ Special Acknowledgment in the APA Florida Newsletter.
- ◆ Complimentary List of Pre-Registered Attendees

If you are an exhibitor, please note the following:

- The Exhibit space will be located around the beautiful atrium in the center of the hotel. As such, the space cannot be secured. All exhibitors will need to remove computers and other valuables at the end of each day and store them in their rooms. APA Florida is not responsible for any loss.
- Exhibitors are not required to register for the APA Florida Conference. However, if you wish to attend any professional or social functions, including keynote addresses, break-out sessions, lunches or receptions, conference registration is required.
- Table and booth space are assigned on a first-come, first-served basis. Space is limited and sells out quickly. Therefore, cancellation refunds will be given in full provided the space can be sold to another exhibitor.
- An exhibitor information sheet will be provided to you and will include information on exhibit hours, setup and teardown, and loading, unloading, and shipping.
- An exhibitor registration packet will be provided to you at your exhibit booth or table. It will contain badges for all unregistered exhibitors (if names are provided in advance of the conference). Name tags for registered exhibitors will be provided in conference registration packets.

Further Opportunities to Maximize your Exposure

Florida Planning: *Florida Planning* is the official newsletter of the Florida Chapter of APA. All APA Florida members receive it, as do APA Chapters nationwide, major Florida newspapers and broadcast outlets, subscribers and other interested persons and organizations. The *Florida Planning* issues mailed prior to the Conference, including the Preliminary Conference Program, provide a great opportunity for Exhibitors to announce their involvement at the Conference. Advertising costs are as follows: **Full Page** (\$500); **½ Page** (\$300); **¼ Page** (\$175). Contact the Chapter office for further information at (850) 201-3272 or fapa@floridaplanning.org.

YES! SIGN US UP!

Yes, I/We want to be part of the 2008 Annual Conference of the American Planning Association, Florida Chapter. **(Please print clearly.)**

Deadline: July 31, 2008. If you sign up by April 20th, you will be listed in the preliminary conference program!

Firm/Organization:

Name of Contact: _____ Person(s) Attending: _____

Address: _____

Phone: (____) _____ Fax: (____) _____

E-mail for Contact:

Contact for Required Graphics:

Phone Number _____ E-Mail Address _____

Sign Us Up as Follows:

- Sponsor _____
 - Platinum (\$3,500 or greater)
 - Gold (\$2000)
 - Silver (\$1,000)
 - Bronze (under \$1000)

- Exhibitor _____
 - Full Booth (\$1,000)
 - Table Top Display (\$500)

Total Due: _____

Method of Payment:

- Enclosed is our check in the amount of \$ _____.
- Enclosed is our government purchase order # _____.

Make checks payable to: Florida Chapter, APA

Please mail to: APA Florida Conference 2008
Florida Chapter, APA
2040 Delta Way
Tallahassee, FL 32303

Sign up NOW by using this Sponsorship/Exhibitor Registration form or contact the Chapter office at 850-201-3272 (phone), 850-386-4396 (fax), or fapa@floridaplanning.org for further details.