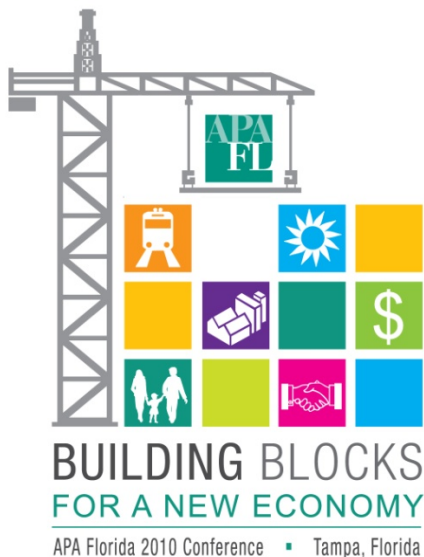


## AMERICAN PLANNING ASSOCIATION, FLORIDA CHAPTER



**Building Blocks**  
**2010 Annual State Conference**  
**Florida Chapter**  
**American Planning Association**  
**Tampa Convention Center, Tampa, FL**  
**September 14-17, 2010**

### **SPONSOR & EXHIBITOR GUIDE**

APA Florida Chapter Contact:  
Julia "Alex" Magee  
Executive Director  
Phone (850) 201-3272  
E-Mail: [fapa@floridaplanning.org](mailto:fapa@floridaplanning.org)

Host Committee Contact:  
Tony LaColla, AICP  
2010 Conference Chair  
813-273-3775 ext. 350  
[lacollaa@plancom.org](mailto:lacollaa@plancom.org)

**Being a Sponsor for the APA Florida Annual Conference is a valuable means to show support for the planning 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. *Due to the difficult economic times in Florida and throughout the country, sponsorship rates have been frozen for the sixth year.***

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

Complimentary Booth in Exhibit Hall  
Two Complimentary Conference Registrations  
Full Page Ad in APA Florida's Quarterly 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 and Webpage Consultant Directory* 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 Three Issues and in webpage Consultant Directory 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 Two Issues and in Webpage Consultant Directory for Three Months

Acknowledgment at APA Florida Conference

Acknowledgment in *Florida Planning* Newsletter

On-Site Signage for Maximum Visibility

## **BRONZE SPONSOR: \$250 to \$1000**

Business Card Ad in Conference Program

Business Card Ad in *Florida Planning* for One Issue

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 conference attendees
  - ✓ All booths are in high profile locations, convenient to meeting rooms
  - ✓ Receptions and breaks will be held in exhibit area
  - ✓ Conference attendees will be reminded by signage, literature and announcements of your participation
- ❖ Network with conference attendees, making valuable contacts for your future
- ❖ Learn the latest in planning innovation and trends 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 Brochure
- ❖ 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 Brochure
- ❖ 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:**

1. 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.
2. 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.
3. An exhibitor information sheet will be provided to you and will include information on exhibit hours, setup and teardown, and loading, unloading, and shipping.
4. 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](mailto:fapa@floridaplanning.org).

**Sign Up**

**Yes, I/We want to be part of the 2010 Annual Conference of the American Planning Association, Florida Chapter. (Please print clearly.)**

**Deadline: August 20, 2010. If you sign up by May 8, 2010, 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 \_\_\_\_\_

**We are signing up as:**

**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 2010, Attn. Ricki Dailey**

**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](mailto:fapa@floridaplanning.org) for further details.