

WHAT DO WE DO NOW?

APA·FLORIDA conference 2011 palm beach, florida

Job-Creation
Urban Renewal
Panama Canal 2014
Sustainable Development
Water Shortages
Ballot-Box Planning
State Planning
Climate Change
APA FLORIDA 2011



APA Florida Annual State Conference – FACT SHEET

APA Florida's Mission

The Florida Chapter of the American Planning Association (APA) provides statewide leadership in the development of sustainable communities by advocating excellence in planning, providing professional development for its members, and working to protect and enhance the natural and built environments.

Who does APA Florida serve?

Planners	Local Governments
Engineers	Regional Governments and Agencies
Transportation Planners/Engineers	Water Management Agencies
Environmental Planners/Engineers	Many other regulatory agencies statewide
Architects	Land Development Attorneys
Developers	

Preliminary 2011 Conference Information

**The Breakers Resort, Palm Beach,
September 7 – 10, 2011**

Conference Theme: What Do We Do Now?

The planning profession faces uncertainty in both the short term and long term - planning in Florida has changed. Our profession is facing new challenges and we as a profession are faced with the question 'What do we do now?' This theme, "WHAT DO WE DO NOW?", lends itself to several significant issues challenging Florida's planners:

- Changing Florida's Growth Management System: Hometown Democracy, DCA Sunset, Needed Reforms, Expanding Citizen's Planning Rights
- Planning for the Future: Climate Change/Sea Level Rise/Safe Growth
- New Directions Impacting Planning: TMDLs & EPA Settlement/new Numeric Standards (2011), water woes, energy woes, high-speed rail
- Citizen-Wise Growth Financing (Who Pays for New Growth?): Mobility Fees, Impact Fee Waivers, subsidies (economic development, new stadiums, for-profit development)
- Planners and Planning in the Recession/Post-Recession: Success Stories, Opportunities, Disasters, Retraining

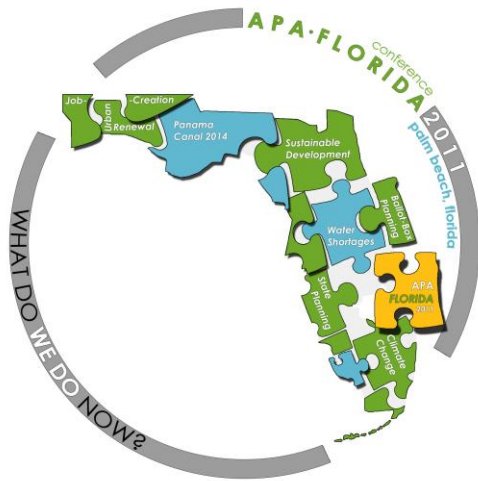
The conference will include:

Three (3) Keynote Speakers of national or state significance
Sixty (60) professional development sessions
Eight (8) mobile workshops showcasing regional projects and places

Attendance at Past Conferences:

2010 Conference - 650	2007 Conference – 750
2009 Conference - 675	2006 Conference – 700
2008 Conference – 850	

AMERICAN PLANNING ASSOCIATION, FLORIDA CHAPTER



What Do We Do Now?

2011 Annual State Conference

Florida Chapter

American Planning Association

The Breakers Resort, Palm Beach, FL

Treasure Coast Section

September 7-10, 2011

SPONSOR & EXHIBITOR GUIDE

APA Florida Chapter Contact:

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Executive Director

Phone (850) 201-3272

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Host Committee Contact:

Kim Glas-Castro, AICP

2011 Conference Chair

561-838-4542

kim.glascastro@ruden.com

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 seventh 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 \$999

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.

Sign Up

Yes, I/We want to be part of the 2011 Annual Conference of the American Planning Association, Florida Chapter. (Please print clearly.)

Deadline: August 1, 2011. If you sign up by May 13, 2011, 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 2011, 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 for further details.

APPENDIX
Sponsors of Recent APA Florida Conferences

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Jacksonville Transportation Authority
Laura Turner Planning

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Real Estate Research Consultants
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Swan
Team 8
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2008 Conference Sponsors:

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Zyscovich Architects

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Wendy S. Grey Land Use Planning

2007 Conference Sponsors:

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Hillsborough County MPO
Land Design South

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