



— APA 2007 —
PHILADELPHIA

*The American Planning
Association's National
Planning Conference
is coming to Philadelphia
in 2007!*

2007 History in the Making

The American Planning Association's National Planning Conference is coming to Philadelphia in 2007! The five-day conference, to be held at the Pennsylvania Convention Center from April 14 to April 18th, will attract more than 6,000 planners from across the United States and around the world. In addition to numerous conference sessions and events, we will be featuring more than 80 mobile workshops to showcase the planning accomplishments of communities across the entire tri-state region.

The APA 2007 Local Host Committee includes volunteers from Pennsylvania, New Jersey and Delaware working on conference activities, including exciting special events, a wide range of mobile tours and locally-focused conference sessions, coordinating media relationships, and special student activities. In addition, we are preparing a Planner's Guide to Philadelphia and the Greater Delaware Valley, to be given to each attendee, containing a wealth of information about the region's neighborhoods, history, suggestions about restaurants and activities in the local area, walking tours, and more. We are working hard to raise the bar and make the APA National Planning Conference in Philadelphia the best ever!

The APA 2007 Local Host Committee has several sponsorship and exhibitor opportunities available that will provide your company with high visibility and exposure on a regional and national level. Sponsorships are going to be reserved quickly, so please act now to choose the best opportunity to showcase your services and products.

We are excited to have the opportunity to show the best of our region, and hope that you will agree to join us as a sponsor of the APA 2007 Local Host Committee's activities for the conference.

Please review and return the attached form to reserve your preferred sponsorship or exhibit opportunity, or contact Molly Wirick at the Pennsylvania Planning Association at 717-671-4510 or mawirick@comcast.net for more information.

Sincerely,

Jim Kise, Kise Straw & Kolodner

Charnelle Hicks, CH Planning

APA 2007 LHC
C/O PPA
587 JAMES DRIVE
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PHONE 717.671.4510
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APA 2007 LOCAL HOST COMMITTEE

Sponsorship Opportunities

Franklin Level (\$10,000 or more)

Franklin Sponsors are those who choose to support the Local Host Committee efforts in a substantial way. These sponsors also recognize the valuable marketing opportunities this level of sponsorship provides. Beyond the sense of satisfaction gained from this important partnership, Franklin sponsors receive:

- Opportunity to be the exclusive sponsor of a special event or conference activity
- Prominent signage at the sponsored event or activity
- Ten tickets to the sponsored event or activity
- Prominent listing in the Conference Final Program
- Prominent listing in the Planners Guide, distributed to over 6,000 attendees
- Prominent listing on the 2007 Local Host Committee Web site, with a link to the sponsor's Web site
- Full page advertisement in the February 2007 issue of the PPA newsletter, The Vantage Point
- Opportunity to submit an article featuring a program or project of the sponsor's choice in the February 2007 issue of the PPA newsletter, The Vantage Point
- Use of the conference logo to recognize sponsor's level of commitment to the Host Committee
- Complimentary booth at the 2007 PPA Fall Statewide Conference

Independence Level (\$7,000)

Independence Sponsors are those who choose to support the Local Host Committee through an important contribution as well as make an investment in their own business marketing opportunities. Beyond the sense of satisfaction gained from this important partnership, Independence sponsors receive:

- Opportunity to be a sponsor of a special event or conference activity
- Prominent signage at the sponsored event or activity
- Five tickets to the sponsored event or activity
- Prominent listing in the Conference Final Program
- Prominent listing in the Planners Guide, distributed to over 6,000 attendees
- Prominent listing on the 2007 Host Committee Web site, with a link to the sponsor's Web site
- Half-page advertisement in the February 2007 issue of the PPA newsletter, The Vantage Point
- Opportunity to submit an article featuring a program or project of the sponsor's choice in the February 2007 issue of the PPA newsletter, The Vantage Point
- Use of the conference logo to recognize sponsor's level of commitment to the Host Committee
- Complimentary booth at the 2007 PPA Fall Statewide Conference



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Sponsorship Opportunities

Liberty Level (\$3,000)

Liberty Sponsors are those who choose to support the Local Host Committee through their contribution as well as make an investment in their own business marketing opportunities.

Beyond the sense of satisfaction gained from this important partnership, Liberty sponsors receive:

- Opportunity to be a sponsor of a special event or conference activity
- Prominent signage at the sponsored event or activity
- Two tickets to the sponsored event or activity
- Prominent listing in the Conference Final Program
- Prominent listing in the Planners Guide, distributed to over 6,000 attendees
- Prominent listing on the 2007 Host Committee Web site, with a link to the sponsor's Web site
- Quarter-page advertisement in the February 2007 issue of the PPA newsletter, The Vantage Point
- Use of the conference logo to recognize sponsor's level of commitment to the Host Committee
- Half-price booth at the 2007 PPA Fall Statewide Conference

Keystone Level (\$1,000)

Keystone Sponsors are those who choose to support the Local Host Committee through their contribution as well as make an investment in their own business marketing opportunities.

Beyond the sense of satisfaction gained from this important partnership, Keystone sponsors receive:

- Listing in the Conference Final Program
- Listing in the Planners Guide, distributed to over 6,000 attendees
- Listing on the 2007 Host Committee Web site, with a link to the sponsor's Web site
- Eighth-page advertisement in the February 2007 issue of the PPA newsletter, The Vantage Point
- Use of the conference logo to recognize sponsor's level of commitment to the Host Committee



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Events and Activities to Sponsor

- Local Host Committee special event at the Franklin Institute on Monday evening, April 16, featuring private access to the King Tut exhibit
- Local Host Committee special event at the National Constitution Center on Saturday evening, April 14
- Pennsylvania Planning Association State Chapter Host Event for APA leadership, staff, international planners and other invited guests from around the country at Loews Hotel on Friday night, April 13
- One or more additional Local Host Committee events to be determined
- Student Planners Reception / Hospitality Event at location to be determined
- Planners Guide Publication given to all conference attendees
- Bottled Water (with specially printed labels) for all mobile workshops (over 2,500 bottles)
- Snack Packs (with specially printed packaging) for all orientation tour attendees (over 3,000 snack packs)

Exhibit Opportunities

Exhibit opportunities are available for non-profit and government agencies to showcase special projects or programs. This is an excellent opportunity to showcase exceptional work and to feature partnerships with various consultants, as well. The exhibits take place over four days of the conference at a prominent location. The exhibit fee of \$500 provides representation throughout the conference and is a more affordable option than APA's full exhibit rates.

Exhibitors will receive:

- Three passes for access to the Conference Exhibit Hall
- Six-foot skirted table, two chairs and wastebasket
- Sign with organization's name
- Prominent space in Host Committee exhibit area, centrally located between the Marriott Hotel and Exhibit Hall along the Main Concourse, assuring excellent exposure
- Listing in the Final Conference Program
- Listing in the Planners Guide
- Listing on the 2007 Local Host Committee Web site, with a link to the exhibitor's Web site