

2006 PPA CONFERENCE MARKETING OPPORTUNITIES

About the Conference

The Pennsylvania Planning Association (PPA) conference is the largest annual gathering of planning officials and professional planners in the Commonwealth. The conference, which will be held October 22-24 at the Hilton Harrisburg, draws a diverse group of over 550 attendees, including professional planners and planning officials, engineers, lawyers, landscape architects, architects, developers, and real estate and economic development professionals.

Sponsorships

Sponsors have the opportunity to be recognized in the Conference Programs, on the PPA Sponsor Board, and in all relevant materials distributed before and during the conference. Depending on sponsorship level, a sponsor receives complimentary conference registrations, and free or discounted advertising and exhibit space. In addition, if you sponsor a break or special event, your name will be prominently displayed, both at the event and in the Conference Programs. Sponsors who sign up before June 1 will also be recognized in the Preliminary Program.

Exhibit Areas

Exhibits are located in a high traffic area, and refreshment breaks will be located in the exhibit area to increase traffic. Names of exhibitors will be listed in the Final Conference Program. Exhibitors are provided a list of Conference attendees. A limited amount of exhibit space is available and will be provided on a first-come first-served basis.

Advertisements

Advertisements placed in the Preliminary Program get your name out to over 5,000 planners and related professionals across the state. You may also choose to advertise in the Conference Program, which is distributed to over 550 attendees. One or both of these advertisement options provide an excellent opportunity to market your organization.

PPA Annual Conference
October 22-24, 2006
Sponsorship
Opportunities



PPA
587 James Drive
Harrisburg PA 17112

SPONSORSHIPS

Diamond Sponsorship: \$5,000

Includes 3 full registrations, free full page ad in both programs, free exhibit booth, and an electronic list of all conference registrants.

Diamond sponsors may underwrite the following:

Opening Reception
Pitkin Fundraiser
Pitkin Luncheon
Preliminary Program

Platinum Sponsorship: \$3,000

Includes 2 full registrations, free 1/2 page ad in both programs, free exhibit booth, electronic list of conference registrants.

Platinum sponsors may underwrite the following:

Opening Plenary
Final Program
Continental Breakfast
Conference Portfolios or Tote Bags

Gold Sponsorship: \$2,000

Includes 1 full registration, free 1/4 page ad in both programs, 1/2 price exhibit booth, electronic list of conference registrants.

Gold sponsors may underwrite the following:

Morning refreshment breaks
Afternoon refreshment breaks

Silver Sponsorship: \$1,000

Includes 1 full registration, free business card ad in both programs, electronic list of conference registrants.

Silver sponsors may underwrite the following:

Reception entertainment
PPA Awards
Mobile workshops
Conference Florals

ADVERTISING RATES

Preliminary Program/Registration Only

Business Card (3.5 w x 2.25" h)	\$200
1/4 page (3.5 w x 4.75" h)	\$325
1/2 page (8 w x 4.75" h)	\$400
Full Page (8 w x 10" h)	\$500

Conference Program Only

Business Card (3.5 w x 2.25" h)	\$150
1/4 page (3.5 w x 4.75" h)	\$200
1/2 page (8 w x 4.75" h)	\$250
Full Page (8 w x 10" h)	\$350

Preliminary and Conference Programs

Business Card (3.5x 2.25")	\$300
1/4 page (3.5 x 4.75")	\$475
1/2 page (8 x 4.75")	\$600
Full Page (8 x 10")	\$700

Deadline for camera ready ad copy:

For Preliminary Program:

June 1, 2006

For Final Program:

August 31, 2006



EXHIBITORS

Staffed Exhibits

The three-day rental fee for staffed exhibits is \$450.00. This includes a 6' x 2-1/2' draped table, two chairs, a wastebasket and an identification sign. Electrical and telephone services are available for additional fees from the Hilton.

Each staffed exhibit will be provided with one full conference registration. This entitles the holder to admission to all conference activities, including the Opening Reception, which will be held on Sunday, October 22 at the Harrisburg Transportation Center, as well as all sessions and conference meals. Two additional Exhibit Hall badges will also be included.

Display-Only Exhibits

If you are unable to staff a booth for the Conference, you may purchase 1/2 of a display table space for pamphlets and other information at a cost of \$200 per space.

Exhibitors may set up Sunday, October 22 between noon and 6:00 pm. The Exhibit Area will be open from Monday morning, October 23 to Tuesday afternoon, October 24.

Please return to: PPA, 587 James Drive, Harrisburg, PA 17112

Call 717-671-4510 with questions.

Organization: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

I want to take advantage of these marketing opportunities at the 2006 PPA Annual Conference:

As a SPONSOR!

_____ Diamond Sponsor
_____ Platinum Sponsor
_____ Gold Sponsor
_____ Silver Sponsor

As an ADVERTISER!

_____ Preliminary Program only
Size _____
_____ Final Program only
Size _____
_____ Both Programs
Size _____

As an EXHIBITOR!

_____ Staffed exhibit
_____ Display-only exhibit