



Be a part of the largest annual gathering of Pennsylvania’s professional planners and planning officials at the PA Chapter of APA 2012 Annual Conference, October 14 to 16, 2012 at the Bayfront Convention Center and Sheraton Erie in Erie, PA. 500 planners are expected!

<p><b>SPONSORSHIPS</b></p> <p><b>Diamond \$5,000</b></p> <ul style="list-style-type: none"> <li>• 3 conference registrations</li> <li>• Full page ad in both programs*</li> <li>• Exhibit table</li> <li>• E-List of conference registrants before and after the conference**</li> <li>• <b>Exclusive</b> opportunity to underwrite: Opening Keynote Session, Pitkin Lecture, Plenary Session, or the Conference Announcement</li> </ul> <p><b>Platinum \$3,000</b></p> <ul style="list-style-type: none"> <li>• 2 conference registrations</li> <li>• Half page ad in both programs*</li> <li>• Exhibit table</li> <li>• E-List of conference registrants before and after the conference**</li> <li>• <b>Exclusive</b> opportunity to place your logo on: Tote Bags, Lanyards, or Flash Drives</li> </ul> <p><b>Gold \$2,000</b></p> <ul style="list-style-type: none"> <li>• 1 conference registration</li> <li>• Quarter page ad in both programs*</li> <li>• Exhibit table at a 50% discount</li> <li>• E-List of conference registrants before and after the conference**</li> <li>• Exclusive Opportunity to underwrite: Welcome Reception, Monday Reception or Continental Breakfast</li> </ul> <p><b>Silver \$1,000</b></p> <ul style="list-style-type: none"> <li>• 1 conference registration</li> <li>• Business card ad in both programs*</li> <li>• E-List of conference registrants before and after the conference**</li> <li>• Opportunity to underwrite: Refreshment Break, Audio-Visual, Mobile Workshops (not exclusive)</li> </ul>	<p><b>EXHIBITS</b></p> <p><b>Staffed Exhibits \$450</b></p> <p>Includes 1 conference registration, listing in Prelim and Final Programs*, 8’ x 30” table with cover and drape, one chair, waste can and an ID sign. Electric, telephone and internet service available from hotel for additional fees. Badges for additional exhibit hall staff may be purchased during regular conference registration. Cost is \$30 per person per day and includes access to the exhibit area and breaks only.</p> <p><b>Display Only Exhibit \$200</b></p> <p>Includes 4’ x 30” half-table space and listing in Prelim and Final Programs*. Appropriate for flyers and information.</p> <p><b>Exhibit Hall Hours</b>  <i>(subject to change)</i></p> <p><b>Set Up</b>  Sunday, 10/14/12 1:00pm – 5:00pm</p> <p><b>Show Hours</b>  Monday, 10/15/12, 8:00am – 5:00pm  Tuesday, 10/16/12, 8:00am – 4:00pm</p> <p><b>Tear Down</b>  Tuesday, 10/16/12, 4:00pm – 6:00pm</p>	<p><b>ADVERTISING</b></p> <p>Ads placed in the Prelim Program promote your organization to 5,000+ PA planners and related professionals. The Final Program reaches more than 550 conference attendees.</p> <p><b>Rates</b></p> <p><b>Full Color Inside Front/Back Cover or Back Cover available. Add \$100 to Full Page prices below.</b></p> <p><b>Both Programs* - Best Deal!:</b></p> <table border="0"> <tr><td>Full Page Ad</td><td>\$700</td></tr> <tr><td>Half Page Ad</td><td>\$600</td></tr> <tr><td>Quarter Page Ad</td><td>\$475</td></tr> <tr><td>Business Card Ad</td><td>\$300</td></tr> </table> <p><b>Prelim Program Only*:</b></p> <table border="0"> <tr><td>Full Page Ad</td><td>\$500</td></tr> <tr><td>Half Page Ad</td><td>\$400</td></tr> <tr><td>Quarter Page Ad</td><td>\$325</td></tr> <tr><td>Business Card Ad</td><td>\$200</td></tr> </table> <p><b>Final Program Only:</b></p> <table border="0"> <tr><td>Full Page Ad</td><td>\$350</td></tr> <tr><td>Half Page Ad</td><td>\$250</td></tr> <tr><td>Quarter Page Ad</td><td>\$200</td></tr> <tr><td>Business Card Ad</td><td>\$150</td></tr> </table> <p><b>Deadlines</b></p> <p>Preliminary Program – June 22, 2012  Final Program – August 31, 2012</p>	Full Page Ad	\$700	Half Page Ad	\$600	Quarter Page Ad	\$475	Business Card Ad	\$300	Full Page Ad	\$500	Half Page Ad	\$400	Quarter Page Ad	\$325	Business Card Ad	\$200	Full Page Ad	\$350	Half Page Ad	\$250	Quarter Page Ad	\$200	Business Card Ad	\$150
Full Page Ad	\$700																									
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Quarter Page Ad	\$200																									
Business Card Ad	\$150																									
<p><b>* For listing or ad placement in the Prelim Program, payment and information must be received by June 22, 2012.</b></p> <p><b>** E-List of conference registrants sent September 10, 2012. Includes all early-bird registrations. A complete list of conference registrants is sent 2 weeks following the conference.</b></p>																										
<p><b>Specifications</b></p> <ul style="list-style-type: none"> <li>• Full Page 8”w by 10”h</li> <li>• Half Page 8”w by 4.75”h</li> <li>• Quarter Page 3.5”w by 4.75”h</li> <li>• Business Card 3.5”w by 2.25”h</li> </ul> <p>Send high resolution, 300 dpi PDF files to info@planningpa.org. All ads are black &amp; white unless specified. Sizes above are the finished image size of the ad.</p>																										

## PA Chapter of APA 2012 Annual Conference Sponsorship, Exhibitor and Advertiser Order Form

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

### **SPONSORS:**

1. **Indicate Sponsorship Level:** \_\_\_\_\_ \$ \_\_\_\_\_

Diamond \$5,000     Platinum \$3,000     Gold \$2,000     Silver \$1,000

2. **We would like to underwrite the following:** \_\_\_\_\_ (see page 1 for options).

3.  **Yes, we will have a Exhibit Table.** Please sign and return Exhibitor Agreement (see page 4). Indicate table choice under Exhibitors section below.

4.  **Yes, we will place an Advertisement in the Program(s).** Please complete the Advertisers section below.

### **EXHIBITORS:**

1. **Select Exhibit Type:**  Staffed Exhibit \$450 OR  Display-only Exhibit \$200    \$ \_\_\_\_\_

2. **Select Exhibit Table Location (see floorplan page 5):**

*Please note:* Table assignments are confirmed on a first-come-first-serve basis for all **paid** exhibitors. Early registration is encouraged. All exhibit tables are located in Ballroom East. All day-time events take place on the same floor.

\_\_\_\_\_ 1st Choice    \_\_\_\_\_ 2nd Choice    \_\_\_\_\_ 3<sup>rd</sup> Choice

3. **Please sign and return Exhibitor Agreement (see page 4).**

*Please Note:* Staffed exhibits include full conference registration for one attendee. Exhibiting organizations may purchase extra Exhibit Day Badges at \$75 per badge (good for all exhibit hours). Extra Exhibit Day Badges will be available for purchase during conference registration (opens late July). Sorry, no badge sharing permitted.

### **ADVERTISERS:**

1. **Select Ad Size:** \_\_\_\_\_ \$ \_\_\_\_\_

Full Page     Half Page     Quarter Page     Business Card  
 Color Inside Front/Back Cover or Back Cover add \$100 (availability limited)

2. **Select the Program(s) your Ad will appear in:**

Both Programs    OR     Prelim Program Only    OR     Final Program Only

3. **Payment and ad files must be received by:**

June 22, 2012 for inclusion in the Prelim Program. August 31, 2012 for inclusion in the Final Program.

**TOTAL AMOUNT DUE:**    \$ \_\_\_\_\_

**PAYMENT:**

Total Payment Due: \$ \_\_\_\_\_

**Check Payment:**

Check enclosed: Make payable to PA Chapter of APA.

**Credit Card Payment:**

Visa    MasterCard    Discover    AMEX

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

3-digit CVV2 code (4-digit for AMEX) from the back of your card \_\_\_\_\_

Amount Authorized to Bill: \_\_\_\_\_

Billing Address (if different from above):

Name on Card: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**RETURN COMPLETED FORMS WITH PAYMENT TO:**

PA Chapter of APA  
587 James Drive  
Harrisburg, PA 17112-2273  
Fax: 717-545-9247

**QUESTIONS:**

Contact the Chapter Office at  
717-671-4510  
info@planningpa.org

<p><b>Office Use Only:</b>  Received: _____</p> <p><input type="checkbox"/> Sponsor   <input type="checkbox"/> Exhibit   <input type="checkbox"/> Ad</p> <p>Paid by: <input type="checkbox"/> Check   <input type="checkbox"/> Credit Card</p> <p>Amount: _____</p>
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## **PA Chapter of APA 2012 Annual Conference Exhibitor Agreement**

Arrangements for shipment of materials and equipment and other set-up requirements are at the Exhibitor's sole expense.

Exhibitors should come to the Conference Registration Desk to obtain badges. All exhibiting company representatives must be registered. Your badge will permit entry into the Exhibit Hall. PA Chapter of APA requests strict adherence to the opening and closing hours. PA Chapter of APA reserves the right to make changes, for compelling reasons, to the dates and hours. Such changes, however, will be made known in advance.

Exhibitors shall comply fully with all applicable national, state, county, city and hotel fire and safety regulations, as well as any further rules and regulations PA Chapter of APA adopts.

PA Chapter of APA makes no warranties and Exhibitors are responsible for any loss, damage, or injury to their exhibits, other property, or persons and/or any claims in any way arising out of their exhibiting at the 2012 Annual Conference. Exhibitor is required to provide all insurance and/or policy riders to cover all exhibit space contents. Exhibitors expressly release PA Chapter of APA from any such responsibility or liability.

All insurance, including (without limitation) business interruption and public liability coverage, is the sole responsibility of the Exhibitor. PA Chapter of APA does not maintain insurance covering Exhibitors, and Exhibitors expressly release PA Chapter of APA from any such responsibility or liability. There will be NO overnight staffed security, and exhibitors are advised to remove any and all valuable equipment.

No exhibitor shall use any space outside the assigned space. No exhibitor shall assign, sublet, or share the space allotted without the advance knowledge and consent of PA Chapter of APA. Exhibitors must show only products provided by them in the regular course of their business.

Exhibitors agree to display and/or represent their products and/or services in a dignified and decorous manner. Exhibitors agree to identify, display, and/or represent their businesses, products, and/or services truthfully, accurately and consistently with the information provided in the application. Any display or conduct that, at PA Chapter of APA's sole discretion, is not in keeping with the general decorum of the event and/or purposes and objectives of the event, is grounds for removal of the exhibit, by the Exhibitor at the Exhibitor's expense, promptly upon notification by PA Chapter of APA. Prohibited activities by Exhibitors include (but are not limited to) any conduct or attention-getting devices of any kind that annoy, disturb, or in any way interfere with other exhibits.

No signs or other articles shall be affixed, nailed or otherwise attached to walls, doors, etc., in such a manner to deface or destroy them. Likewise, no attachments shall be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to those restrictions.

No refunds of any fees are made in the case of cancellations or removal of exhibits. Should an Exhibitor need to cancel in writing prior to September 1, 2012, all exhibit fees will be refunded less a \$100 administration charge. Additionally, Exhibitors agree to reimburse PA Chapter of APA for all costs incurred by PA Chapter of APA, including reasonable attorneys' fees, in handling or responding to any violations of any provision of the Application/Agreement.

The Exhibitor agrees to indemnify and hold harmless PA Chapter of APA for any claims for loss, damage, or injury, including reasonable attorneys' fees, connected with the Exhibitor's exhibit at the Conference and expressly releases PA Chapter of APA from any such liability.

It is the responsibility of the Exhibitor to pay any and all licensing fees for any music or motion picture equipment used in the Exhibitor's space.

Acceptance of Agreement subject to final approval by PA Chapter of APA.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Exhibits Floor Plan Bayfront Convention Center - Ballroom East

Bayfront Convention Center Grand Ballroom

