SPONSORSHIP GUIDE

2020 Florida Planning Conference
Hilton Orlando, Destination Parkway | September 8-11

DREAM BIG
IMAGINE FLORIDA
ORLANDO | 2020
FLORIDA PLANNING CONFERENCE
Show your support for Florida’s boundless innovation by being a sponsor of the 2020 Florida Planning Conference.

By participating as a sponsor your team will be recognized as a leader focused on improving the quality of life for our state while helping bring top minds together to advance the planning profession. Options for sponsorship allow a range of benefits specifically designed to promote your company or organization.

As partners, APA Florida is committed to mapping the best path to reveal our state’s treasures. The sponsorship or exhibitor opportunities listed on the following pages is your chance to commit.

For more information, please contact:

Alex Magee
fapa@floridaplanning.org
(850) 201-3272

This year’s venue will be at the beautiful Hilton Orlando, Destination Parkway

Please visit floridaplanningconference.org for photos and highlights.
IMAGINE THE FUTURE

Join hundreds of planning, transportation, design, and economic development professionals, engineers, architects, public administrators, consultants, scientists, attorneys, and more in the center of it all and turn big dreams into big plans for Florida’s future.

APA FLORIDA’S MISSION

APA Florida 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
• Land development attorneys
• Architects / developers

THE CONFERENCE WILL INCLUDE:

• Three (3) keynote speakers of national or state significance
• More than seventy (70) professional development sessions
• Seven to ten (7-10) mobile workshops showcasing regional projects and places
• Keynote luncheons and awards
• Networking receptions and entertainment
## Sponsorship Opportunities

### Diamond Annual Sponsor
- Complimentary booth in exhibit hall
- Three complimentary conference registrations
- Preferred seating in main ballroom sessions
- Verbal and on-screen acknowledgment at conference
- On-site signage for maximum visibility
- Full-page ad in conference program & APA Florida’s quarterly publication, Florida Planning Magazine
- Business card ad in Florida Planning Magazine and webpage consultant directory for one year
- Complimentary one-year membership in APA Florida for a new member
- Acknowledgment in Florida Planning Magazine
- Additional benefits and recognition throughout the year *(see page 7)*

**$5,000**

### Platinum Sponsor
- Complimentary booth in exhibit hall
- Three complimentary conference registrations
- Preferred seating in main ballroom sessions
- Verbal and on-screen acknowledgment at conference
- On-site signage for maximum visibility
- Full-page ad in conference program & APA Florida’s quarterly publication, Florida Planning Magazine
- Business card ad in Florida Planning Magazine and webpage consultant directory for one year
- Complimentary one-year membership in APA Florida for a new member
- Acknowledgment in Florida Planning Magazine

**$4,000**

### Gold Sponsor
- Complimentary table in exhibit hall
- Two complimentary conference registrations
- Verbal and on-screen acknowledgment at conference
- On-site signage for maximum visibility
- Half-page ad in conference program & APA Florida’s quarterly publication, Florida Planning Magazine
- Business card ad in Florida Planning Magazine and webpage consultant directory for six months
- Complimentary one-year membership in APA Florida for a new member
- Acknowledgment in Florida Planning Magazine

**$2,500**
SPONSORSHIP OPPORTUNITIES

**DIAMOND ANNUAL**
- One complimentary conference registration
- Verbal and on-screen acknowledgment at conference
- On-site signage for maximum visibility
- 1/4-page ad in conference program & APA Florida’s quarterly publication, Florida Planning Magazine
- Business card ad in Florida Planning Magazine and webpage consultant directory for three months
- Complimentary one-year membership in APA Florida for a new member
- Acknowledgment in Florida Planning Magazine

**PLATINUM** $4,000

**GOLD** $2,500

**SILVER** $1,500

**BRONZE** $500

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<td>Additional Benefits and Recognition Throughout the Year</td>
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EXHIBITOR OPPORTUNITIES

Join us as an EXHIBITOR at the 2020 Florida Planning Conference and gain maximum exposure for your company or organization with professional planners statewide.

The Expo Hall 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 great opportunity to market innovative products, educate participants (and the readers of our conference material) about your interests and establish excellent contacts for the future.

Space is limited, so early reservations are required to guarantee availability.

EXHIBIT OPTIONS

FULL BOOTH DISPLAY
$1,250

TABLETOP DISPLAY
$750

AS AN EXHIBITOR, YOU HAVE THE OPPORTUNITY TO:
• Showcase your products and services to all conference attendees
• 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 registering to attend the conference and interacting with participants

ADDITIONAL BENEFITS OF BEING AN APA FLORIDA EXHIBITOR ARE:
• Business card ad in conference brochure
• Recognition in the conference program
• Acknowledgment in the APA Florida Magazine
• Complimentary list of pre-registered attendees
• Inclusion in exhibitors directory provided to all attendees
• Two complimentary tickets to Thursday keynote lunch (booth exhibitors only)
• Two complimentary tickets for Wednesday box lunch
• Two complimentary tickets to one evening reception
IF YOU ARE AN EXHIBITOR, PLEASE NOTE THE FOLLOWING:

1. Exhibitors are not required to register for the APA Florida Planning Conference. However, if you wish to attend any professional or social functions, including keynote addresses, break-out sessions, luncheons, receptions other than those provided for, conference registration is required.

2. Table top and booth spaces are limited, so sign up early. Cancellation refunds may 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, loading and 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). Name tags for registered exhibitors will be provided in conference registration packets.

FURTHER OPPORTUNITIES TO MAXIMIZE YOUR EXPOSURE:

Florida Planning is the official magazine of APA Florida. All APA Florida members receive the quarterly publication, subscribers and other interested persons and organizations.

The Preliminary Conference Program provides 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)

ANNUAL SPONSORSHIPS:

In addition to the benefits listed on page 4, Annual Sponsors also receive recognition and free registration at the annual Public Policy Workshop and all section events, logo inclusion in all chapter and section publications, “hot button” link to company website in monthly e-news, free job advertisements and much more!

To learn more about the benefits of sponsorship please visit florida.planning.org/sponsor.

Contact Alex Magee at the Chapter Office for further information at (850) 201-3272 or fapa@floridaplanning.org.
REGISTRATION FORM

Yes, I/we want to be part of the 2020 Florida Planning Conference. *(Please print clearly)*

Firm/Organization: ________________________________________________________________

Name of Contact: ___________________________ # of Person(s) Attending: _________

Address: _________________________________ Phone: ( ) __________________

City: ________________________________ State: ____ Zip ______________

Fax: ( ) ___________________________ E-mail for Contact: ____________________________

Contact for Required Graphics:

Name: _________________________________ Phone: ( ) __________________

E-mail: ________________________________

We’re signing up as:

2020 Conference Sponsor $___________ 2020 Conference Exhibitor $ ___________

☐ Diamond Annual ($5,000) ☐ Full Booth ($1,250)
☐ Platinum ($4,000) ☐ Table Top Display ($750)
☐ Gold ($2,500) ☐
☐ Silver ($1,500)
☐ Bronze ($500)

TOTAL DUE $ __________________

Method of Payment: ______________________
Enclosed is our check in the amount of $ __________________

Enclosed is our Purchase Order # __________________

DEADLINES

May 17, 2020 - To be included in the Preliminary Conference Brochure
August 2, 2020 - To register as a Sponsor or Exhibitor

REGISTER NOW by using this sponsorship/exhibitor registration form or contact:
Alex Magee, Phone: (850) 201-3272, Fax: (850) 386-4396, Email: fapa@floridaplanning.org

Make checks payable to: APA Florida
Please mail to:
2020 Florida Planning Conference
Attn. Alex Magee, APA Florida
2017 Delta Blvd, Suite 201
Tallahassee, FL 32303