

# BIG STATE. BIG PLANS.

NOVEMBER 6-8, 2019  
WACO, TEXAS

#APATX19



## ABOUT THE CONFERENCE

Hosted by the Texas Chapter of the American Planning Association, APATX19 attracts not only planners, but participants from diverse professions, including engineers, architects, landscape architects, public health professionals, economists, appointed and elected officials—it's open to anyone interested in planning.

APATX19 is poised to continue the energy and excitement of past conferences. As we strive to provide the best value for attendees, we are highly dependent on sponsorships from organizations such as yours. We have five tax-deductible\* sponsorship levels available along with a variety of special workshop and event sponsorship opportunities. While assisting us with providing professional education for participants, these sponsorships also market your organization to conference attendees who come from a variety of different communities, agencies, and organizations.

Exhibit space is also available throughout the conference. In addition, we offer a limited amount of advertisement space in the conference program as an additional way your company to gain exposure to our 2,500+ members.



APATX Board Members with the 2017 Sponsor Banner



#APATX19

www.apatx19.com

www.txplanning.org

# SPONSORSHIP, EXHIBITOR & ADVERTISEMENT OPPORTUNITIES



## PAST CONFERENCE ATTENDEES

2018	Galveston	870
2017	Frisco	850
2016	San Antonio	750
2015	Galveston	750
2014	Frisco	950
2013	Galveston	750
2012	Fort Worth	810
2011	Austin	600
2010	San Antonio	450
2009	Galveston	450
2008	El Paso	350

**APPLICATION DEADLINE:  
FRIDAY, AUGUST 2, 2019**










## WHAT SPONSORSHIPS DO

Sponsorships have assisted the Chapter with the following:

- Putting on the largest professional development and networking city planning conference in Texas
- Bringing in national keynote speakers for our Chapter Conference, which can range from \$5,000 to \$10,000 in speaking fees, as well as recording these keynote speeches for members unable to attend the conference.
- Partnerships with other industries to promote planning to a broader audience.
- Scholarships for students and AICP exam reimbursements.
- Fund the Texas Chapter reception at the National Planning Conference.
- Fund training for elected and appointed officials in rural communities.

rev 2/28/2019

# SPONSOR OPPORTUNITIES

	ANNUAL PLATINUM		GOLD		SILVER	BRONZE
	PRIVATE	MUNICIPAL	PRIVATE	MUNICIPAL		
<b>Cost</b>	\$5,000		\$2,500		\$1,000	\$500
<b>Full Conference Registrations (valued at \$445 each)</b>	2		1			
<b>Full Commissioner Registrations (valued at \$445 each)</b>		4		2		
<b>Exhibit Space</b>	1					
<b>Logo on Conference Giveaway</b>						
<b>Recognition at Texas Reception at 2020 National Conference in Houston</b>						
<b>Additional Tickets (2) for Wednesday and Thursday Events</b>						
<b>Sponsor Recognition at Thursday and Friday Luncheons</b>		 & announced in opening remarks				
<b>Logo Recognition in Brochure and at Conference</b>	Prominent		Regular		Regular	Regular
<b>Logo on APA Texas Website</b>	Included; Logo in APATX Newsletter year-round		Included		Included	Company Name (text) only

## MOBILE WORKSHOP SPONSORSHIP OPPORTUNITIES

AVAILABLE	COST	Includes: 1 ticket for mobile workshop, logo by mobile workshop in conference brochure, and opportunity to provide giveaways to participants at mobile workshop
10 (2 max per mobile workshop)	\$1,500	

Workshops to be announced at [www.apatx19.com/mobileworkshops](http://www.apatx19.com/mobileworkshops)

## EXHIBITOR OPPORTUNITIES

AVAILABLE	COST	Includes: company name printed in Conference Brochure, 2 tickets to Wednesday opening reception, and 2 tickets to Thursday keynote luncheon
20	\$750	

## ADVERTISEMENT OPPORTUNITIES

AD SPACE	COST	Ads will be placed in 2019 Conference Brochure. Limited ad space available. First come, first served, with priority for current annual sponsors.
<b>Half page ad (5" x 3.75")</b>	\$600	
<b>Full page ad (10" x 3.75")</b>	\$1,200	

## FRIENDS OF APA OPPORTUNITIES

COST	Limited to individuals only. Names to be printed in Conference Brochure.
\$200	

# ADDITIONAL OPPORTUNITIES

	WHEN	AVAILABLE	COST
Professional Headshots	Thursday, November 7 9 am - 4 pm	1	\$3,000
Opening Reception Boat Tour on the Brazos	Wednesday, November 6 7 - 10 pm	1	\$2,000
6th Annual Leadership Forum	Wednesday, November 6 3:30 - 5:30 pm	1	\$1,000

## PROFESSIONAL HEADSHOTS

One of the biggest hits of the APATX17 conference in Frisco was offering free professional headshots to all attendees. This was made possible by sponsorships. The Chapter will secure a vendor to attend for a full day of the conference to take headshots for anyone looking to update their photo. This was especially useful for students and young professionals to have their first professional headshot.

## OPENING RECEPTION BOAT TOUR ON THE BRAZOS

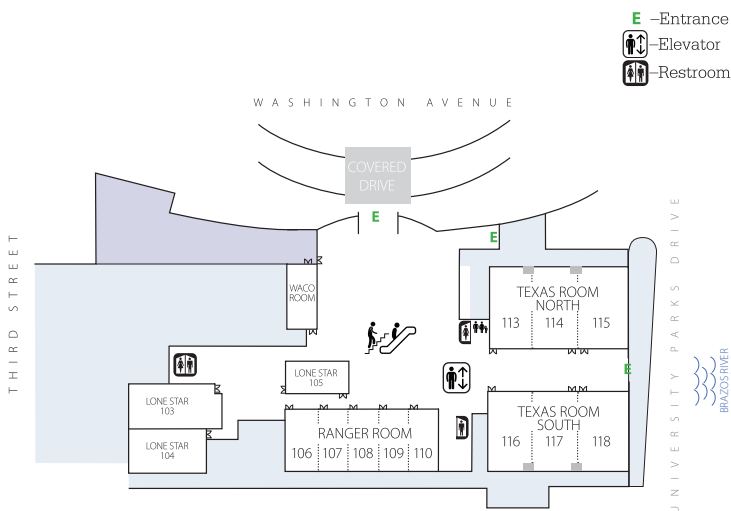
Sponsor this unique activity, managed by Waco River Safari and Captain Ryan, during the Chapter's Opening Reception on the Brazos River. Continuous boat rides on the Brazos River will be offered from the event site (Indian Springs Park) to Baylor's McLane Stadium. Alcohol permitted on the boat. Weather permitting.

## 6TH ANNUAL LEADERSHIP FORUM

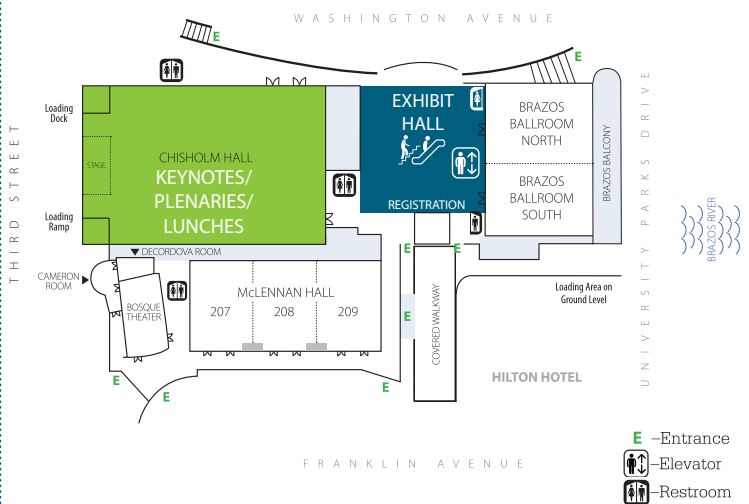
Over the past 5 years, the Emerging Planning Leaders (EPL) have built a successful training for members looking to improve their leadership skills and learn about the benefits of getting involved with APA. The Chapter and EPL are looking into bringing in a professional leadership development speaker for this forum, and this sponsorship would cover the speaker fee and associated travel costs.

# FLOOR PLANS

## FIRST FLOOR



## SECOND FLOOR



THANK YOU TO 2018'S ANNUAL SPONSORS!



To view all of our 2018 sponsors, please visit: [www.txplanning.org/exhibitors-and-sponsors](http://www.txplanning.org/exhibitors-and-sponsors)





American Planning Association  
**Texas Chapter**

*Making Great Communities Happen*

# APATX19 SPONSOR & EXHIBITOR REGISTRATION

Company Name			
Website			
Address			
City	State	ZIP	
Contact Name	Phone	Fax	
Email			
Company name exactly as you would like written when logo is not used/provided			

## CONFERENCE SPONSORSHIP PACKAGES

<input type="checkbox"/>	Annual Platinum Sponsor - Private	\$5,000
<input type="checkbox"/>	Annual Platinum Sponsor - Municipal	\$5,000
<input type="checkbox"/>	Gold Sponsor - Private	\$2,500
<input type="checkbox"/>	Gold Sponsor - Municipal	\$2,500
<input type="checkbox"/>	Silver Sponsor	\$1,000
<input type="checkbox"/>	Bronze Sponsor	\$500

## EXHIBIT SPACES

<input type="checkbox"/>	Exhibit Space	\$750
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All exhibit spaces include an electrical outlet. Other services may incur additional costs.

## TOTAL FEE:

## TO REGISTER

- Please send completed reservation form and check payable to "APA Texas Chapter" for the amount due to: Mike McAnelly, Executive Administrator, APA Texas Chapter, 9629 Fallbrook Drive, Dallas, Texas 75243.
- Send logo or advertisement file to [christinas@plano.gov](mailto:christinas@plano.gov). Files are not needed for Exhibitors who are not also sponsors.

## GENERAL QUESTIONS

- Contact Mike McAnelly at [administrator@apatexas.org](mailto:administrator@apatexas.org) or 214.850.9046.

## EXHIBITOR QUESTIONS & CORRESPONDENCE

- Contact Rob Rae at [rroe@walterpmoore.com](mailto:rroe@walterpmoore.com) or 214.740.6220.

## QUESTIONS ON LOGO OR AD FILES

- Contact Christina Sebastian at [christinas@plano.gov](mailto:christinas@plano.gov).

## CANCELLATION POLICY

- On or before August 2: \$25 cancellation fee.
- After August 2: No refund for cancellation.

## ADDITIONAL OPPORTUNITIES

<input type="checkbox"/>	Mobile Workshop Sponsor	\$1,500
	Workshop Name (if known)	
<input type="checkbox"/>	Advertisement - Full Page (10" x 3.75")	\$1,200
<input type="checkbox"/>	Advertisement - Half Page (5" x 3.75")	\$600
<input type="checkbox"/>	Friends of APA	\$200
<input type="checkbox"/>	Professional Headshots	\$3,000
<input type="checkbox"/>	Opening Reception Boat Tour on the Brazos	\$2,000
<input type="checkbox"/>	6th Annual Leadership Forum	\$1,000

## LOGO SPECIFICATIONS

Please send the best quality logo possible. Send without a background (transparency on).

Send black & white AND color if both are available. The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)\*
- PDF - high resolution, 300 ppi, 3"x4" min. at 100% size
- PNG - high resolution, 300 ppi, 3"x4" min. at 100% size

\*We can only guarantee best quality with EPS files that are submitted to specifications.

## BROCHURE AD SPECIFICATIONS

- JPEG or PDF. Resolution 300 at 100% size
- Do embed fonts

Thank you for helping us make the 2019 APA Texas Conference a success!

\*The APA Texas Chapter is a 501(c)(3) educational non-profit organization. Donations are tax deductible to the extent allowed by law. Verify with your accountant or tax advisor.

[www.txplanning.org](http://www.txplanning.org)