



American Planning Association
Virginia Chapter

Making Great Communities Happen

New Directions in Planning: Reflecting, Responding and Redesigning our Communities



2010 Annual Conference

**Sheraton Norfolk Waterside Hotel
Norfolk, Virginia
May 3-5, 2010**

Exhibitor/Sponsor Package



American Planning Association
Virginia Chapter

Making Great Communities Happen

Dear Colleague and APA Virginia Supporter:

The 2010 American Planning Association - Virginia Chapter (APA Virginia) Conference will be held at the Sheraton Norfolk Waterside in Norfolk, Virginia, Monday May 3rd to Wednesday, May 5th. We hope that you can join us in our continuing efforts in *Making Great Communities Happen!*

New Directions in Planning: Reflecting, Responding and Redesigning our Communities is the theme for our annual conference and we have an excellent selection of sessions lined up for the over 300 planners, zoning officials, engineers, designers, and development professionals expected to attend.

Planning touches almost every aspect of everyday life. The APA Virginia Conference is an excellent opportunity to network and meet others in the land planning industry as well as community development, economic development, historic preservation, architecture, transportation, housing, education, politics, and recreation. We would like to extend an invitation to you to be an exhibitor or sponsor at the 2010 conference.

We will have an opening reception, keynote luncheon and the annual awards presentation, a social networking event at a Downtown Norfolk venue, and a hospitality suite.

APA Virginia greatly appreciates all sponsors and exhibitors, not only because of their contribution to the content of an outstanding conference program, but also for defraying the costs for conference attendees. APA Virginia will acknowledge each contributing organization to the fullest extent possible for a successful program. Please review the attached contract form for more information.

This is an exciting time for planning in Virginia, and Norfolk is a noteworthy venue, so please join us for this wonderful opportunity. Thank you for your consideration. Please contact us with any questions.

Sincerely,

Elizabeth R. Friel, AICP
Vice-President, Chapter Affairs, APA Virginia

Robin Morrison
Chapter Administrator, APA Virginia
804-754-4120
www.apavirginia.org

Conference Exhibitor/Sponsorship Packages

Your Conference Exhibit or Sponsorship will help APA Virginia provide various programs and activities for conference attendees. Sponsorships provide you with display space to showcase your abilities, display materials, and to network with planning professionals during the conference and to market your business throughout the year.

Bronze Mermaid Exhibitor - \$250

- One 6-foot skirted table at the 2010 Annual Conference.
- Quarter page (3 1/2" x 3 1/2") conference program ad.



Silver Mermaid Exhibitor - \$500

- One 6-foot skirted table at the 2010 Annual Conference.
- Quarter page (3 1/2" x 3 1/2") conference program ad.
- **Your choice** - Business card size ad in APA Virginia newsletter for one year **or** Banner ad on VAPA "Jobs" webpage for one year.



Gold Mermaid Exhibitor - \$750

- One 6-foot skirted table at the 2010 Annual Conference.
- Full page (7" x 7 1/2") conference program ad.
- **Your choice** - Business card size ad in APA Virginia newsletter for one year **or** Banner ad on APA Virginia "Jobs" webpage for one year.
- Your logo placed on both online and final conference registration package.



Platinum Mermaid Exhibitor/Event Sponsor - \$1000

- One 6-foot skirted table at the 2010 Annual Conference.
- Logo and name on display boards at conference.
- Quarter page (3 1/2" x 3 1/2") conference program ad.
- **Your choice** - Business card size ad in APA Virginia newsletter for one year **or** Banner ad on APA Virginia "Jobs" webpage for one year.
- Your logo placed on both online and final conference registration package.
- Recognition and opportunity to speak at the event and two tickets to the event.



Event Sponsor -	\$250	\$500	\$750
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Choice of one of the following events:

- Opening Reception
- Hospitality Suite
- Tuesday Evening Reception
- Annual Meeting Breakfast

Event Sponsors will be recognized at the event as well as receive tickets to the event.



American Planning Association
Virginia Chapter

EXHIBITOR/SPONSOR CONTRACT
2010 PLANNING CONFERENCE
MAY 3-5, 2010
NORFOLK, VIRGINIA

Making Great Communities Happen

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-mail: _____

Authorized Representative: _____

Name(s) for Badge(s): _____

Authorized Signature* (Not valid unless signed): _____

Company Description: _____

Please circle your choice:

- Bronze Mermaid Exhibitor** **\$250.**
- Silver Mermaid Exhibitor** **\$500.**
- Gold Mermaid Exhibitor** **\$750.**
- Platinum Mermaid Exhibitor/Event Sponsor** **\$1000.**

Event Sponsor - Circle Event Choice and level.

Opening Reception	Hospitality Suite
Tuesday Evening Reception	Annual Meeting Breakfast
\$250. \$500.	\$750. \$ _____
TOTAL ENCLOSED	
\$ _____	

APA Virginia
 2231 Oak Bay Lane, Richmond, VA 23233
 Phone: (804) 754-4120
 Fax: (804) 754-0801
 Federal Tax ID: 52-1296766

**The exhibitor agrees to hold APA Virginia and the Sheraton Norfolk Waterside harmless from any and all claims, judgments and expenses of litigation arising out of any property loss or damage, or personal injury or death caused by or arising out of the use of leased space.*

APA Virginia
2231 Oak Bay Lane
Richmond VA 23233

Exhibitor/Sponsor
Registration
2010 Annual Conference



Norfolk, VA May 3-5, 2010

HOTEL INFORMATION

Sheraton Norfolk Waterside Hotel
777 Waterside Drive
Norfolk VA 23510
sheraton.com/norfolk

From North

- Take Interstate 95 South toward Richmond.
- Just before Richmond, take Interstate 295 South (toward Norfolk, VA Beach).
- Bypass Richmond, then get back onto Interstate 64 East.
- Continue to Interstate 264 West and take Exit 284A (toward Norfolk).
- Follow Exit 9 to Waterside Drive. The hotel will be on your left.

From West

- Take Route 58 East (toward Norfolk).
- Follow 58 East to Interstate 264 East (toward Norfolk).
- Go through the downtown tunnel and over the bridge.
- Take the Waterside Drive Exit and stay on the left. The hotel will be on your left.

Reservations can be made by calling
1-888-627-8042 or 757-622-6664.

Tell them you are with the APA Virginia.

The following Rates Apply:

Harborview Guestroom: \$116.00
Cityview Guestroom: \$96.00

Reservations must be made by April 2, 2010.

From South

- Take Interstate 95 South to Route 58 East (toward Norfolk).
- Follow Route 58 East to I-264 East (toward Norfolk).
- Go through the downtown tunnel and over the bridge.
- Take the Waterside Drive Exit and stay on the left. The hotel will be on your left.