



June 19, 2009

Dear Colleague:

The annual conference of the Connecticut, Massachusetts, and Rhode Island chapters of the American Planning Association (APA) will be held on **November 5th and 6th** at the **Mohegan Sun Resort in Uncasville, Connecticut**. This year's conference, entitled "*Planning, Partnerships and Prosperity*" will bring together hundreds of planning professionals to learn from each other, explore common issues, receive professional training, and network.

With the recent requirement that all members of the American Institute of Certified Planners receive annual professional training (Certificate Maintenance), we anticipate that well over 400 planners will be in attendance this year. The conference committee is pleased to offer the following opportunities to support the conference and promote your firm or organization:

- As a *sponsor*, there are four levels of participation: platinum, gold, silver and bronze. Attached is a Sponsor & Exhibitor Guide that lists the benefits of these sponsorship levels for promoting your company or organization to other professional consulting firms and municipal planners in the Southern New England area.
- As an *exhibitor*, you will be entitled to an exhibit table in immediate proximity to the registration and refreshment areas adjacent to the conference workshops. This location provides access to all conference attendees.

I hope that you will consider not only attending the conference itself, but becoming a sponsor and/or exhibitor. **Please confirm your intention to be a sponsor or exhibitor by July 31st, and we will include your firm or agency's name in the preliminary program and all subsequent promotional material.** To confirm your intention to be a sponsor or exhibitor, please contact the conference fundraising chair, Chris Smith through Gerry McConnell at gmcconnell@goodwin.com.

If you have any questions please contact either Chris Smith, conference fundraising chair at csmith@goodwin.com, (860)-251-5606 or Gerry McConnell at gmcconnell@goodwin.com, (860)-251-5759. For additional information on the conference, please go to www.sneapa.org. Thank you for your consideration.

As always, best regards,

Dan

Dan Tuba
Conference Co-Chair

Jason

Jason Vincent, AICP,
Conference Co-Chair



Sponsorship and Exhibitor Guide

Being a **SPONSOR** for the APA Southern New England Planning Conference is a valuable way to show support for the planners of our future. By participating as a Sponsor you can help advance the planning profession, improve the quality of life for our community, PLUS take advantage of a range of benefits specially designed to promote your company or organization.

Platinum Sponsor (\$1,000)

- Full-page Ad in the Conference Program
- Two complimentary 2-day conference registrations including lunches (\$350 value)
- Two complimentary reception tickets (\$70 value)
- Acknowledgment at the conference
- Acknowledgement in conference website
- Acknowledgement in CT and MA/RI Planning newsletter in issue before the conference
- Signage recognition

Silver Sponsor (\$500)

- Quarter-page B&W Ad in the Conference Program
- Acknowledgment at the conference
- Acknowledgement in conference website
- Acknowledgement in CT and MA/RI Planning newsletter in issue before the conference
- Signage recognition

Gold Sponsor (\$800)

- Half-page B&W Ad in the Conference Program
- One complimentary 2-day conference registration including lunches (\$175 value)
- One complimentary reception ticket (\$35 value)
- Acknowledgment at the conference
- Acknowledgement in conference website
- Acknowledgement in CT and MA/RI Planning newsletter in issue before the conference
- Signage recognition

Bronze Sponsor (\$300)

- Business card-size B&W Ad in the Conference Program
- Acknowledgment at the conference
- Acknowledgement in conference website
- Acknowledgement in CT and MA/RI Planning newsletter in issue before the conference
- Signage recognition

As an **EXHIBITOR**, the 2009 Southern New England Planning Conference presents a great opportunity for your company to showcase your products or services to planning professionals from Connecticut, Massachusetts, and Rhode. Exhibitor benefits include:

Exhibitor (\$800)

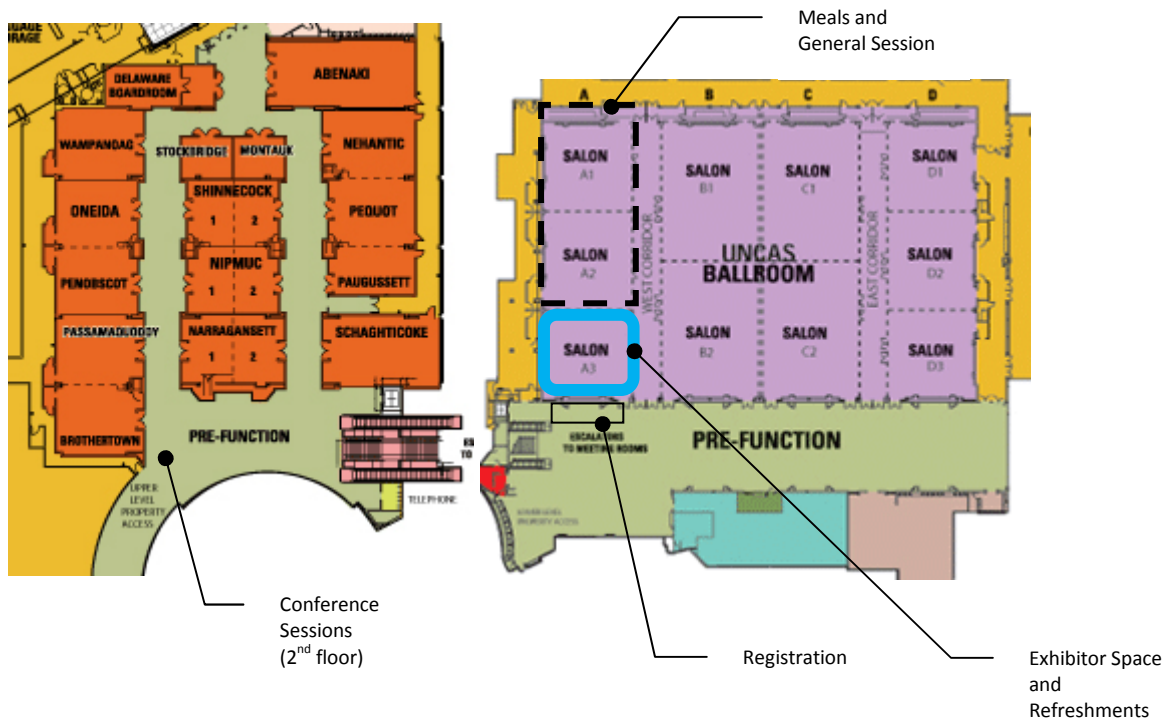
- **Exhibitor Station** with a 6-foot long table and two chairs
- Participation in the popular **Exhibitor Raffle**, to help attract people to your station
- One complimentary 2-day conference registration including lunches (\$175 value)
- One complimentary reception ticket (\$35 value)
- Acknowledgment in the Conference Program
- Acknowledgment at the conference
- Acknowledgement in conference website
- Acknowledgement in MA/RI and CT Planning newsletters in issue before the conference

Additional Sponsorship Opportunities exist for lunches, breaks and breakfasts; conference reception; lanyards and meeting materials.



Exhibitor Area Layout

The SNEAPA conference will utilize the Uncas Ballroom and associated session rooms. Either the 1st floor Pre-function area or Salon A3 will be designated as the Exhibitor area. Ultimately, it is the Conference Committee’s objective to offer vendors with a space that will provide exposure during the conference. **Three food/beverage stations are in this area.** The Pre-function area is the gateway to all sessions, located at the top of the escalator and immediately adjacent to the registration area outside the Ballroom.



Exhibitor Area Hours

Thursday, November 5th: 6 am – 6 pm (Setup at 6 am; sessions are scheduled from 10 am to 5 pm)
 Friday, November 6th: 6 am – 6 pm (Chapter breakfasts begin at 8 am and sessions are scheduled until 4:30 pm)

Exhibitor Information

In response to previous comments from exhibitors, we will have up to 26 available 10-foot x 10-foot exhibitor locations. All exhibits include a 6-foot table and two chairs.



Sponsorship/Exhibitor Sign-Up

Yes! I want to be a part of the 2009 Southern New England Planning Conference!

- ALL SPONSORS AND EXHIBITORS MUST REGISTER** via e-mail to Gerry McConnell at gmccconnell@goodwin.com. To assure maximum acknowledgement in all pre-conference promotional materials, registration must be submitted by July 31, 2009. Final registration is August 28, 2009. DO NOT register on-line through the conference website.
- Payment must be made check **payable to CCAPA**, and mailed with a copy of the registration form, no later than ten business days subsequent to registering, to:

CCAPA
SNEAPA Conference
 Chris Smith, c/o Gerry McConnell
 Shipman and Goodwin, LLP
 One Constitution Plaza
 Hartford, CT 06103

STEP 1: Please select from one of the sponsorship levels below:

- Platinum Sponsor (\$1,000)**
- Gold Sponsor (\$800)**
- Silver Sponsor (\$500)**
- Bronze Sponsor (\$300)**
- Exhibitor (\$800)**

STEP 2: Please enclose a check in the amount selected above, and provide the following information:

Name and email of Contact Person:	
Firm or Company's Website Address:	
Name and email of Complimentary Conference Attendee (if different than the Contact Person):	
Name and email of second Complimentary Conference attendee (if applicable):	
Name and email of third Complimentary Conference attendee (if applicable):	
City/State/Zip:	
Phone:	



Important Deadlines!

- Please register to be a sponsor or exhibitor **by July 31, 2009**, and we will include your firm or agency's name in the preliminary program and all subsequent promotional material. Contact Gerry McConnell at (860)-251-5759 or via email at gmcconnell@goodwin.com.
- All sponsor and exhibitor registration and graphics must be received by **August 28, 2009** to be included in the program.
- Final deadline for exhibitor registration (without inclusion in the program) is **October 19, 2009**.

Graphic Specifications

Program sponsorship ads and firm logos to be displayed in conference material (preliminary promotional material will be limited to firm name and website only):

- Company logo and graphic material for ads and must be submitted by August 28, 2009 to Sheryl Bezak at Sheryl@diprete-eng.com with a copy to Gerry McConnell at gmcconnell@goodwin.com.
- Vector format is preferred (ex. Adobe Illustrator files). Secondary formats that are acceptable are .eps, .tif, and .jpeg (minimum 150 dpi @ 4" wide). Printing will be black (or a color) and white.
- The Conference Program will be 8 ½" x 11" portrait. Full page: 7½" W x 9 5/8" H; Half page: 7¼" W x 4¾" H; Quarter page: 3½" W x 4¾" H; Business card: 3½" W x 2¼" H.

Questions?

Please contact Chris Smith at (860) 251-5606 or via email at cjsmith@goodwin.com, or Gerry McConnell at (860)-251-5759 or via email at gmcconnell@goodwin.com, for sponsorship/exhibitor questions. Please contact Sheryl Bezak at Sheryl@diprete-eng.com with graphic questions.



Previous Sponsors/Exhibitors

We would like to thank the following Sponsors or Exhibitors at recent Southern New England Planning Conferences:

Abend Associates
AIRVAC
BankRI
Bank of America
Barbara Sokoloff Associates
Barry S. Porter & Associates, Inc.
Beals and Thomas, Inc.
Beta Group, Inc.
BFJ Planning
BL Companies
Branse & Willis, LLC
Brown & Brown, P.C.
BSC Terrasphere
Cacace Tusch & Santagata
Camoin Associates
Carter Burgess
Citizens Bank
Community Opportunities Group
Congress for the New Urbanism
Connecticut Main Street Center
Cutler Associates
Daylor Consulting Group, Inc.
Deslauriers Municipal Solutions
DiPrete Engineering Associates, Inc.
DMJM Harris, Inc.
Donald Powers Architects
Durkee Brown Viveiros & Werenfels
Earth Tech
Frederick P. Clark Associates, Inc.
Fuss & O'Neill
Gates, Leighton & Associates
General Code
GLC Development Resources LLC
Goody Clancy
Greater Providence Chamber of Commerce
Harrall-Michalowski Associates, Inc.
Horsley Witten Group, Inc.
Howard/Stein-Hudson Associates, Inc.
HNTB
Jacobs Edwards and Kelcey
Konover Development Corporation
Kopelman and Paige, P.C.
Larry Koff & Associates
Limehouse Software
Maguire Group, Inc.
Main Street Connections
Massachusetts Association of REALTORS
Massachusetts Association of Regional Planning Agencies
McGregor & Associates
Merrimack Valley Chamber of Commerce
Michael Baker, Jr., Inc.
Milone & MacBroom, Inc.
MS Transportation Systems, Inc.
Neighborhood America
Newport Collaborative Architects
Nitsch Engineering, Inc.
Nutter McClellan & Fish LLP
Pare Corporation
Petrini & Associates, P.C.
PB Americas, Inc.
Pioneer Valley Planning Commission
Planimetrics
PSC-Professional Services Corporation
Pulte Homes
Redniss & Mead, Inc.
Rhode Island Housing
Rhode Island Builders Association
RKG Associates
Robinson & Cole, LLP
Ruggiero, Orton & Brochu
Sasaki Associates
S E A Consultants, Inc.
Shatz, Schwartz and Fentin, P.C.
Shipman & Goodwin LLP
Sovereign Bank
Spath-Bjorklund Associates, Inc.
Stantec
Syntectic International
Taintor & Associates, Inc.
The Cecil Group
The O'Connell Companies
The Providence Foundation
The Robinson Green Beretta Corporation
Tighe & Bond
Toll Brothers
TPA Design Group
University of Rhode Island
Ursillo, Teitz & Ritch, Ltd.
VHB/Vanasse Hangen Brustlin, Inc.
Vine Associates
Vizia, Inc.
Wentworth Institute of Technology
Weston & Sampson, Inc.
Wilbur Smith Associates
Wm. D. Warner Architects
Woodard & Curran
Yale University