



Charlottetown, October 14 - 16

Atlantic Planners Institute Conference

A PLACE FOR EVERYONE

Sponsorship Opportunities

Join Us!

The 2020 Annual Regional Conference of the Atlantic Planners Institute (API), will be held in the beautiful and vibrant seaside city of Charlottetown, PE from October 14-16, 2020. Take advantage of one of the limited opportunities available to become a sponsor at this signature event.

The 2019 Conference

API, in conjunction with the Prince Edward Island Institute of Professional Planners, has chosen the theme ***A Place for Everyone*** for this year's conference.

Whether in housing, recreation, or simple pride of place, the forward-thinking work of planners is critical in creating areas where everyone can feel welcome. But beyond the physical outcomes, the planning process also has a need for everyone to be heard, to know that they have a place in shaping the future of their community.

Conference Subthemes

- **Housing for all:** Housing is all-encompassing and affects us in many ways. Making sure there is housing for everyone is critical to ensure the orderly growth, stability, and health of any community. Who are the stakeholders in your community that are responding to the need to provide housing across the entire spectrum? How can planners facilitate these efforts to ensure that housing is available, affordable, and accessible to the changing demographic needs of the public?
- **Climate Change Adaptation:** Climate change is multi-faceted within our built and natural realm. If planners wish to build communities for tomorrow, they must ensure that future generations have the same opportunity for growth and prosperity as previous generations. Can planners leverage the management of public spaces and natural infrastructure to mitigate the long-term impacts of climate change? How can natural habitat provide both protection for residents and opportunities for public space?

Thank you!

- **Newcomers and multi-culturalism:** Everyone is a part of the community regardless of who they are or where they come from. There are pressures placed on newcomers and immigrants that differ from the needs of the local population. Measures need to be put in place to ensure that those new to a community can be accommodated through effective social inclusion policies. How can planners help ease tensions often created from immigration? How can principles of inclusivity and diversity be incorporated?
- **Engagement:** Being heard in today's environment is difficult when planning formats and tools for seeking public input reflect a different era and do not take into consideration the changing dynamic of family units, diversity in ethnic groups, work hours, and various communication platforms that younger people prefer to use for engagement. Smaller local communities are still trying to find their voice in a culture dominated by larger groups who have historically represented the views of the community. How can we encourage non-traditional voices to be heard with today's rapidly changing modes of engagement?

Now, more than ever, practising planners are hungry for the knowledge, skills and expertise that will be needed to help communities interpret and respond to the social, environmental and technological changes that is occurring.

Who Will Attend?

API Charlottetown 2020 will attract professional planners, planning students, and other professionals with an interest in planning, municipal staff and elected officials. The conference will provide an important opportunity for professionals from diverse fields to come together to network and explore ways to further integrate the relationship between planning, our communities, and the new environment.

The Program

The three-day event will be packed with professional development opportunities, networking events, workshops, walking tours, and more. With an active and diverse program, attendees will learn from leading keynote speakers, diverse and normative breakout sessions, and engaging mobile workshops. More information about the conference can be found at:

<https://atlanticplanners.org/events/api-conference-2020/>

Thank you!

Become a Sponsor or Exhibitor!

Platinum (\$5000)

- 2 full conference registrations
- Tradeshow booth opportunity where organization can interact with conference attendees
- Opportunity to speak at Opening Reception
- Verbal acknowledgement of sponsorship during Thursday and Friday morning Opening Remarks and during Banquet
- Logo featured on printed signage throughout the conference
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

Gold Sponsor- \$2500

- 1 full conference registration
- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative) **or** be recognized as the sponsor of one nutrition break on either Thursday or Friday
- Verbal acknowledgement of sponsorship during Thursday and Friday morning Opening Remarks
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

Silver Sponsor-\$1000

- 50% off one conference registration
- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative)
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

Bronze Sponsor-\$500

- Inclusion of logo on conference program
- Inclusion of logo on conference webpage
- Inclusion of logo on slide show loop in keynote and breakout sessions

Thank you!

Even more opportunities to partner...

Nutrition Break Sponsor - \$1500

Become an exclusive sponsor of a nutrition break on either Thursday or Friday. Includes:

- Signage with logo and verbal acknowledgement
- 50% discount on one full conference registration
- Logo featured on slideshow loop in keynote and breakout sessions
- Logo featured on conference program
- Logo featured on conference web page
- Promotion of sponsorship on social media sites

Exhibitor Only - \$750

- Trade show booth opportunity where organization can interact with conference attendees, (includes exhibitor's pass for one representative). Booth includes draped table and two chairs.
- Exhibitor's name displayed as an exhibitor on website and in conference program
- Promotion on social media

Looking for something unique or different?

Contact us for a customized sponsorship opportunity that fits your organization's goals and budget.

Michelle MacDonald, API Executive Director at executivedirector@atlanticplanners.org

Atlantic Planners Institute
53 Grafton Street, Suite 200
Charlottetown PE C1A 1K8

Come to Charlottetown, October 14–16, 2020 as professional planners from Atlantic Canada gather to discuss, review, and plan ways to provide a **Place for Everyone**.

Thank you!



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Sponsorship Form

Contact Information

Organization Name: _____

Street Address: _____

City: _____ Prov.: _____ Postal Code: _____

Primary Contact Name- First: _____ Last: _____

Email: _____ Phone: _____

Yes, please send me an invoice

Sponsorship & Partnership Details

\$ _____ - Platinum (\$5,000)

\$ _____ - Gold (\$2,500)

\$ _____ - Silver (\$1,000)

\$ _____ - Bronze (\$500)

Company Name: _____

(Exactly as it is to be verbally referenced and/or to appear on advertising and promotional visuals)

_____ I have emailed company logo in .eps format.

Signature: _____

Return completed form and logo to executivedirector@atlanticplanners.org

Cheques should be made payable to: Atlantic Planners Institute
53 Grafton Street, Suite 200
Charlottetown PE C1A 1K8

Thank you for your sponsorship!

Thank you!



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Exhibitor Form

Contact Information

Organization Name: _____

Street Address: _____

City: _____ Prov.: _____ Postal Code: _____

Primary Contact Name- First: _____ Last: _____

Email: _____ Phone: _____

Sponsor Level: Platinum Gold Silver Bronze

Or Exhibitor Only

On-Site Contact Information

Contact Person On-Site: _____

Contact Phone Number On-Site: _____

Email Address: _____

Set-up and Tear-down Information:

- Exhibit set up will take place Wednesday, October 14 at 12pm-1pm. Exhibits are asked to be open from 1pm-6pm. (Rodd Charlottetown)
- Thursday, October 15 exhibits are open 8am-5pm.
- Friday, October 16 exhibits are open 8am-12pm booth. Tear-down is at 12pm.
- You will be provided with a skirted table and two chairs.
- Please specify if you require additional materials for your exhibit:
 - Electricity
 - Other (specify): _____

Signature: _____

(please return form to executivedirector@atlanticplanners.org)

Cheques should be made payable to: Atlantic Planners Institute
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Thank you!