



ATLANTIC
PLANNERS
INSTITUTE

INSTITUT DES
URBANISTES DE
L'ATLANTIQUE

Sponsorship Opportunities



Marées | *Rising* *Montantes* | *Tides*

Colloque de l'Institut des
urbanistes de l'Atlantique 2024

Atlantic Planners Institute
Conference 2024

16-18 octobre • Saint-Jean, N.B.

October 16-18 • Saint John, NB





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The 2024 API Conference will be hosted by the Delta Hotel by Marriott in Saint John, New Brunswick from Oct 16 – 18, 2024.

The Atlantic Planners Institute / Institut des Urbanistes de l'Atlantique (API), is a professional association that supports professional planners across three Provincial Associations in the Atlantic Provinces of Canada: New Brunswick Association of Professional Planners, Prince Edward Island Institute of Professional Planners and the Newfoundland and Labrador Association of Professional Planners.

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SPONSORSHIP OPPORTUNITIES

Join Us!

The 2024 Annual Conference of the Atlantic Planners Institute (API) will be held **October 16th to 18th, 2024** in the beautiful, historic, and vibrantly urban city of Saint John, New Brunswick at the Delta Hotel by Marriott. Take advantage of one of the limited opportunities available to become a sponsor at this signature event.

The 2024 Conference

The theme for the 2024 API Conference, **Rising Tides**, is influenced by its location in Saint John, along the Bay of Fundy and the highest tides in the world. Whether it be the waves of population growth seen across Atlantic Canada, adapting to the tides of climate change, or navigating the complex challenges facing our communities, our profession is anchored in the desire to improve the quality of life for all community members, respecting the diversity of needs, values, and aspirations. As planners, we are committed to advocating for the public good and continue to be propelled by the goal of strengthening our communities.

Conference Subthemes

- **Movements in Housing and Growth:** As many communities across Atlantic Canada are seeing significant population growth, the management of such growth has brought several challenges to the forefront including affordability, the delivery of services and infrastructure, and the overall desire for complete communities. This sub-theme is intended to focus on the challenges and opportunities that come with housing and population growth.
- **Raising Resiliency:** With a changing climate, demographics, economies, technologies, and community needs, our communities and the planning profession need to quickly adapt to the changing tides. This sub-theme is intended to focus on planning for change, adapting to change, and raising resiliency.
- **Anchored in Culture:** We want to hear about how your community has navigated the changing tides to become stronger. This sub-theme is intended to focus on authentically connecting to local culture, old or new, to share stories and support communities.

- **Making Waves:** We've seen that rising tides don't lift all boats. How have practitioners and groups worked through complex problems to achieve surprising and inclusive outcomes? We want to hear stories about innovations that have made impacts on changing places and neighbourhoods. This sub-theme is intended to focus on collaboration, equitable engagement, and navigating barriers.
- **Embracing New Directions:** Communities have had to adjust to the changing tides and take ideas, processes, and procedures in new directions. This sub-theme is intended to focus on topics related to how communities have adapted and innovated to changing economic circumstances and new technologies.

Now, more than ever, practicing 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 are occurring.

Who's Coming?

Rising Tides 2024 will attract professional planners, planning students, municipal staff, elected officials, those in interconnected fields and other professionals with an interest in planning. 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 and our communities.

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.

BECOME A SPONSOR OR EXHIBITOR!

Platinum Sponsor - \$5000

- 2 full conference registrations
- Trade Show 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

Other opportunities to sponsor include:

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 a 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.

Alysha Fillion, Conference Coordinator at
alysha@atlanticplanners.org

Atlantic Planners Institute
5707 St Peters Rd
Saint Peters Bay, PE C0A 2A0



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**The 2024 API Conference
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February, 2024**



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