

Joint Annual Planning Conference



June 22, 2022

Good Day,

We are writing to invite you to Sponsor the New York Upstate Chapter of the American Planning Association (APA) and New York Upstate Chapter of the American Society of Landscape Architects (ASLA) 2022 Joint Conference. Our organizations are thrilled to collaborate and host this year's Conference in Buffalo, New York, where attendees will engage in conversation around resilience in the 21st Century. The Conference will be held from Wednesday October 12th to Friday October 14th at Aloft Hotel in downtown Buffalo. In addition to the conference facilities the hotel will feature a rooftop bar with unparalleled views, a bowling alley, and other exciting amenities. Planning Practitioners, Landscape Architects, students, elected officials, and allied professionals from across New York State and Southern Ontario will gather at the Conference to discuss the visionary & exciting planning and landscape architecture work transforming communities throughout the region.

The anticipated conference schedule (enclosed) has an exciting and packed schedule of events including mobile and classroom workshops, a Keynote Speaker, and the annual APA Upstate Chapter Awards luncheon. As an exhibitor or Conference Sponsor, you will be guaranteed visible exposure to those attending the Conference. Exhibitors will have a high level of interaction with conference participants at all breaks and will be located in a secure exhibit hall off a high-traffic corridor and we are delighted to offer several new Sponsorship Opportunities.

We hope to see you at this significant Conference and invite you to review our Exhibitor and Sponsorship Opportunities, program advertising, and exhibitor information. All Sponsorships are available on a first-come, first-served basis until August 15th, 2022. For information, contact Jen Topa 585-354-3214/jen@highland-planning.com or Diane Chevron 585-694-6865/diane@riversorg.com. You can also visit <https://www.nyupstateplanning.org/2022-conference-sponsorship> to pay online.

Make checks payable to:
Western New York Section APA
(Please submit attached remittance form
with payment)

Send payment to:
ATTN: Sarah Gatti
Erie County
Dept. of Environment and Planning
95 Franklin Street, Tenth Floor
Buffalo, NY 14202

Thank you for supporting the NY Upstate APA and ASLA Chapters. We will see you at the conference!
Best regards,

Mark Castiglione, AICP
APA NY Upstate Chapter President

Molly Vendura, RLA
A ASLA NY Upstate Chapter VP of Programs



Sponsorship Opportunities

Sponsorship	Cost	Number Available	Inclusion and Notes
Coffee Breaks	\$475	4	Logo on Conference website, signage at conference, recognition in conference program.
Breakfast	\$650	2	Logo on conference website, signage at conference, recognition in conference program, prominent signage at breakfast tables, opportunity to speak at breakfast.
Lunch	\$850	1	Logo on conference website, signage at conference, recognition in conference program & lunch presentation, prominent signage at lunch tables.
Bowling Reception	\$850	1	Logo on Conference website, signage at conference, recognition in conference program, tickets for two attendees included.
Rooftop Bar Reception	\$850	1	Logo on conference website, signage at conference, recognition in conference program, and recognition at rooftop bar reception at the conference opening.
Exhibitor Booth	\$600	15-20	Exhibitor space with one full Conference registration included and exhibitor listing in Conference program and on the Conference website. Tables are approximately 6 feet long. Some electrical outlets are available. Please bring extension cords and indicate whether you will need electricity.
Conference Tote Bag	\$1000	1	Sponsor the conference tote bag with logo on

<i>Production by NY Upstate APA</i>			them and conference website, and recognition in program. Each registrant will receive a tote bag and extras can be returned to the sponsor.
Conference Lanyard <i>Production by NY Upstate APA</i>	\$500	1	Sponsor the conference lanyard with logo on them and conference website, and recognition in program. Each registrant will receive a lanyard and extras can be returned to the sponsor.
Elevator Ads	\$600	1	Logo on Conference website, signage at conference, recognition in conference program, elevator wrap at venue installed throughout the conference and visible to conference attendees and other hotel patrons.
Mobile Workshop	\$450	2 (pending additional mobile workshops)	Logo on Conference website, signage at conference, recognition in conference program, free spots reserved for two attendees at our mobile workshops: <ul style="list-style-type: none"> 1) Session participants will travel from the conference venue to Niagara Falls, NY for a bus tour of past, present, and future revitalization initiatives involving economic development, parks & trails, and main street redevelopment projects. 2) Session participants will tour two of Buffalo's urban farms. They will visit the West Side to see the Massachusetts Avenue Project (MAP) farmhouse and then head east to the Genesee Moselle neighborhood to Groundwork Market Garden. Learn more about MAP's advocacy for urban farm-friendly zoning and how Ground Market Garden has transformed a vacant lot into a working farm.
Session Sponsor	\$500	1	Logo on Conference website, signage at conference, recognition in conference program, opportunity to introduce session speakers with provided script.
Open Forum Session Sponsor	\$500	1	Logo on Conference website, signage at conference, recognition in conference program.
Keynote Speaker	\$900	1	Logo on Conference website, signage at conference, recognition in conference

			program, sponsor our keynote speaker program, tickets for 4 attendees included.
Conference Program Ads:			
Business Card Ad	\$250	Unlimited	Color – Send JPG image
Quarter Page Ad	\$350	Unlimited	Color – Send JPG image. Ad on conference website
Half Page Ad (Horizontal)	\$475	Unlimited	Color – Send JPG image. Ad on conference website
Full Page Ad	\$600	Unlimited	Color – Send JPG image. Ad on conference website
Sponsorships are available on a first come, first serve basis. Please contact us if you are interested in additional sponsorship opportunities.			

Deadline: August 15th, 2022

For more information and to secure a sponsorship, please contact Jen Topa
585-354-3214 jen@highland-planning.com
or Diane Chevron 585-694-6865 diane@riversorg.com.

Joint Annual Planning Conference

RESILIENT

OCTOBER 12-14, 2022
www.resilient-together.com

TOGETHER

NY Upstate APA & NY Upstate ASLA



2022 Joint Conference Sponsorship Remittance Form

The New York upstate American Planning Association Chapter and the New York Upstate Chapter of the American Society of Landscape Architects are excited to host a joint conference this year. Please see the sponsorship options (attached) and specify on this form which sponsorship you would like.

Sponsorship(s): _____

Firm/Organization: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Contact Phone: _____

Contact Email: _____

Attendee name(s) and email(s): _____

Make checks payable to:

Western New York Section APA

Send payment & remittance form to:

ATTN: Sarah Gatti

Erie County

Dept. of Environment and Planning

95 Franklin Street, Tenth Floor

Buffalo, NY 14202

Online payments can be made at the following address:

<https://www.nyupstateplanning.org/2022-conference-sponsorship>

SCHEDULE

Wednesday, October 12

Aloft Downtown Buffalo Hotel - 500 Pearl St, Buffalo

10:00am - 12:00pm	NY UPSTATE APA CHAPTER BOARD MEETING 1914 Room	
12:00pm - 5:00pm	REGISTRATION wxyz bar	
12:00pm - 5:00pm	VENDOR EXHIBITS & STUDENT POSTER Grand Aeries	
1:00pm - 2:30pm	1A: SESSION NAME Fuhrmann 1	SPEAKERS
	1B: SESSION NAME Fuhrmann 2	SPEAKERS
	1C: SESSION NAME 1914 Room	SPEAKERS
2:30pm - 3:00pm	BREAK sponsored by Grand Aeries	
3:00pm - 4:30pm	2A: SESSION NAME Fuhrmann 1	SPEAKERS
	2B: SESSION NAME Fuhrmann 2	SPEAKERS
	2C: SESSION NAME 1914 Room	SPEAKERS
5:00PM - 9:00PM	WELCOME RECEPTION at Patrick's Rooftop (roof of Aloft) sponsored by	

SCHEDULE

Thursday, October 13

Aloft Downtown Buffalo Hotel - 500 Pearl St, Buffalo

7:30am - 5:00pm	REGISTRATION wxyz bar	
7:30am - 5:00pm	VENDOR EXHIBITS & STUDENT POSTERS Grand Aeries	
7:30am - 8:30am	CONTINENTAL BREAKFAST & WELCOME (8:00am) sponsored by Grand Aeries	
8:30am - 10:00am	3A: SESSION NAME Fuhrmann 1	SPEAKERS
	3B: SESSION NAME Fuhrmann 2	SPEAKERS
	3C: SESSION NAME 1914 Room	SPEAKERS
10:00am - 10:30am	BREAK sponsored by Grand Aeries	
10:30am - 12:00pm	4A: SESSION NAME Fuhrmann 1	SPEAKERS
	4B: SESSION NAME Fuhrmann 2	SPEAKERS
	4C: SESSION NAME 1914 Room	SPEAKERS
12:15pm - 1:45pm	ANNUAL MEETING & AWARDS LUNCHEON sponsored by Forbes Theater	
2:00pm - 3:30pm	5A: SESSION NAME Fuhrmann 1	SPEAKERS
	5B: SESSION NAME Fuhrmann 2	SPEAKERS
	5C: SESSION NAME 1914 Room	SPEAKERS
3:30pm - 4:00pm	BREAK sponsored by Grand Aeries	
4:00pm - 5:30pm	6A: SESSION NAME Fuhrmann 1	SPEAKERS
	6B: SESSION NAME Fuhrmann 2	SPEAKERS
	6C: SESSION NAME 1914 Room	SPEAKERS
6:00pm - 8:00pm	BOWLING EVENT sponsored by Spare Lanes (lower level of Aloft)	

SCHEDULE

Friday, October 14

Aloft Downtown Buffalo Hotel - 500 Pearl St, Buffalo

7:30am - 10:00am	REGISTRATION wxyz bar	
7:30am - 12:00pm	VENDOR EXHIBITS & STUDENT POSTERS Grand Aeries	
7:30am - 8:30am	CONTINENTAL BREAKFAST & KEYNOTE SPEAKER (8:00am) sponsored by Grand Aeries	
8:30am - 10:00am	7A: SESSION NAME Fuhrmann 1	SPEAKERS
	7B: SESSION NAME Fuhrmann 2	SPEAKERS
	7C: SESSION NAME 1914 Room	SPEAKERS
10:00am - 10:30am	BREAK sponsored by Grand Aeries	
10:30am - 12:00pm	8A: SESSION NAME Fuhrmann 1	SPEAKERS
	8B: SESSION NAME Fuhrmann 2	SPEAKERS
	8C: SESSION NAME 1914 Room	SPEAKERS