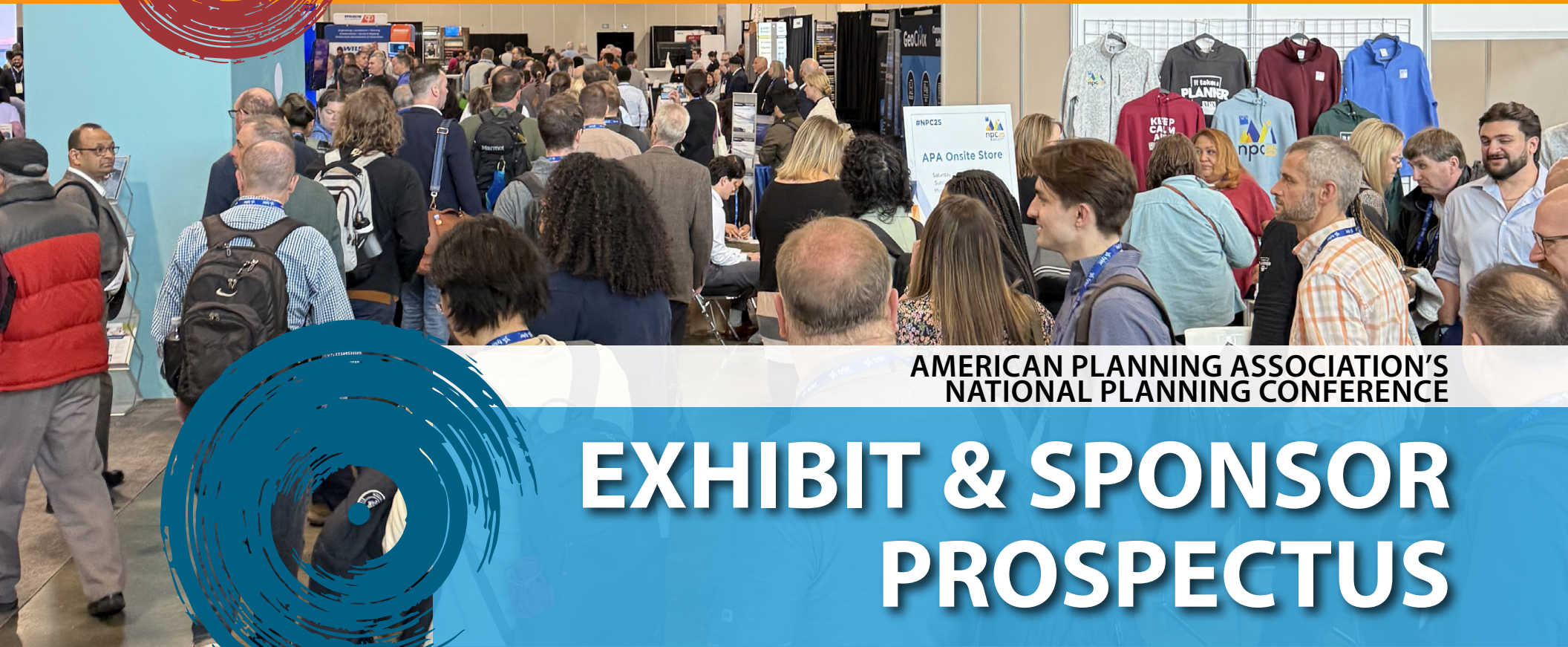




Move the needle and generate business at NPC26 by reaching the largest audience of planning professionals from local, regional, state, national, and international levels at the only event dedicated to improving our nation's communities and supporting the needs of all citizens.



AMERICAN PLANNING ASSOCIATION'S
NATIONAL PLANNING CONFERENCE

EXHIBIT & SPONSOR PROSPECTUS

planning.org/conference

CONTENTS

[Benefits of Participating](#) 4

[Audience Profile](#) 5

[New for 2026](#) 8

[Sponsor & Exhibit Opportunities](#) 10

[Extend Your Brand](#) 15

[Contact](#) 27

Event Information

NPC26 will be held in Detroit, Michigan at the Huntington Place Convention Center. The conference will run from April 25–28, and the trade show, or Hub, will be open from April 25–27.

Detroit's community is rapidly evolving, and planners will have many opportunities to learn about projects in housing, transportation, sustainability, and more during NPC26.

HUB HOURS

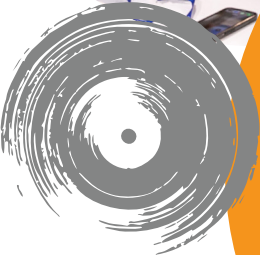
Exhibitor Move In	Thursday, April 23 Friday, April 24	8:00 a.m.–5:00 p.m. (CDT)
Hub Open	Saturday, April 25	10:00 a.m.–6:00 p.m. (CDT)
Hub Open	Sunday, April 26	9:00 a.m.–5:00 p.m. (CDT)
Hub Open	Monday, April 27	9:00 a.m.–3:00 p.m. (CDT)
Exhibitor Tear Down	Monday, April 27	3:00 p.m. to 8:00 p.m. (CDT)

NPC26 DETAILS
 April 25–28 | Conference
 April 25–27 | Trade Show (Hub)
 Huntington Place
 Convention Center
 Detroit, Michigan





The National Planning Conference (NPC) is the most cost-effective and exclusive marketing platform to grow your business, secure new contracts, strengthen customer relationships, and learn about the many challenges facing planners and elected officials from across the country.



"We had a fantastic experience at NPC25. The opportunity to exhibit allowed us to showcase our AI-powered site plan review product to a wide audience and the level of interest exceeded our expectations. As a one-year-old startup, we were thrilled to book 55 demos during the event and make meaningful connections with planners, local governments, and fellow vendors."
—BlitzPermit

Produced by the American Planning Association (APA), the voice of more than 40,000 planners, elected officials and aligned professionals around the world, NPC26 is the only event to reach a national audience of planning practitioners across all specialties. **Attendees directly purchase or recommend services and solutions and influence local, state and federal contracts regarding infrastructure planning and development of housing, transportation, schools, offices, hospitals, airports, and more, as well as land use, utilities, environmental sustainability, community engagement, and other critical areas that address the future needs of communities.**

Get face-to-face access to planners from large cities to small communities and from every state. The Hub is a unique and high engagement trade show where you can meet with attendee buyers and influencers that are there specifically to learn about your solutions and services.



BENEFITS OF PARTICIPATING

- **High quality audience**—all attendees are paid conferees that are focused on learning and improving their skills, which includes talking to industry experts at the booths and exploring the solutions and services presented in the Hub.
- **Well-above industry average** of attendee to exhibitor ratio for an event of this size (nearly 60+ attendees to every exhibitor).
- **Enhanced programs and more education opportunities** to build thought leadership, actively engage with attendees at your booth, and amplify your brand before, during and after NPC26.
- **Exclusive Hub hours and networking events** include two networking breaks with snacks and beverages served, a lunch break with food service vendors in the Hub, and the popular Welcome Reception on Saturday evening, keeping attendees coming back each day and staying longer.

85%
of exhibitors said NPC25
was effective in achieving their
goals—generate quality leads,
book meetings and demos,
educate planners, connect with
customers, and other goals.

89%
of exhibitors rated the
quality of attendees as
excellent/good.



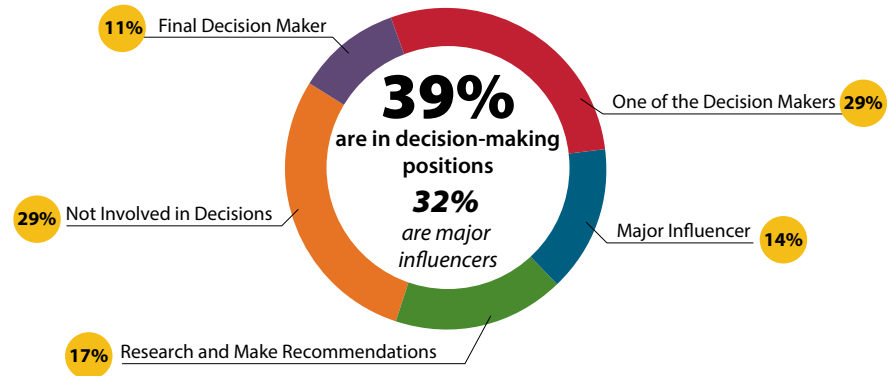
NPC26 offers opportunities for every budget and measurable benefits, enabling companies to generate a positive ROI from participating.

AUDIENCE PROFILE

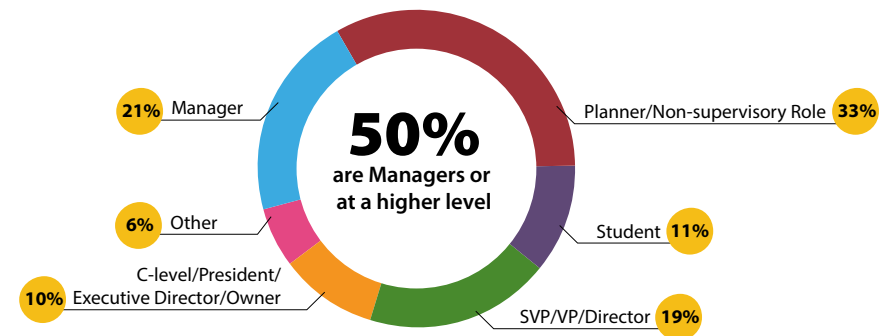
Every year, more than 5,000 planning practitioners, researchers, analysts, elected officials, IT, educators, students, and allied professionals attend NPC to learn, explore solutions and services, and connect with peers and industry experts.



Current role in making decisions about software, services, consulting, products, and investment areas for your organization.



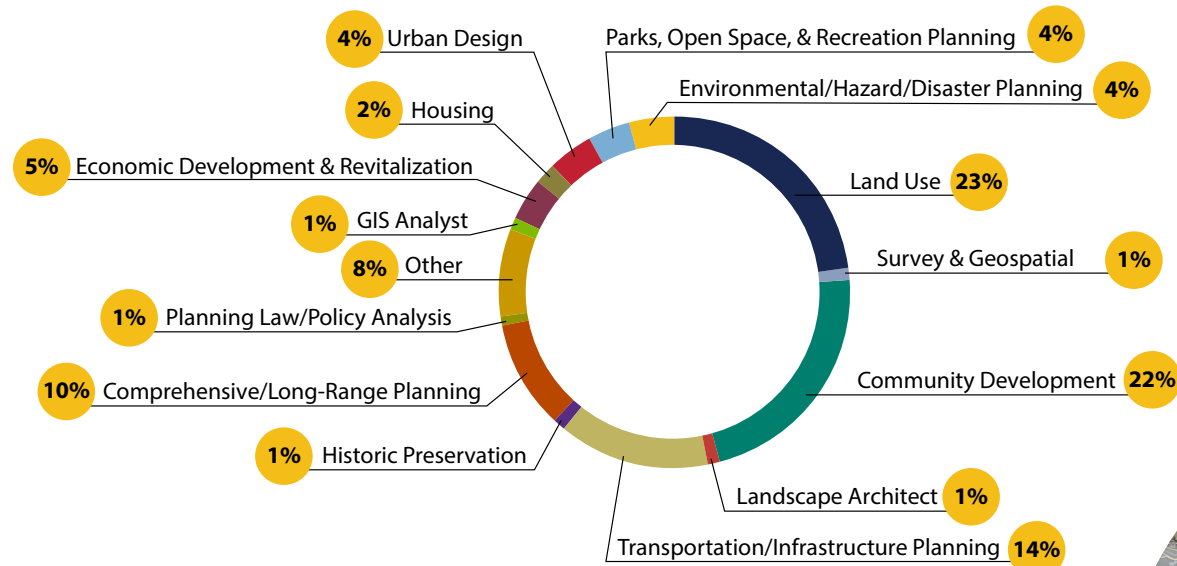
Current planning related position.



Source: NPC25 Attendee Registration self-reported data.

NPC is a great recruiting platform for companies looking for students graduating from top institutions as well as planners seeking new career opportunities.

Attendee planning specialization



Attendees want to see more of these categories in the Hub:

- Software—zoning, permitting, design, drawings, community engagement, project management, document management, and other applications
- GIS applications, mapping, spatial analysis
- AI, data services, analytics, visualization tools
- Remote sensors, drones, and other technologies
- Housing solutions
- Utilities
- Transportation and transit authorities, EV charging companies
- Environmental solutions, green energy
- Planning, architecture & engineering, landscape architecture, design, and other consulting firms
- Emergency and disaster relief services
- Publishers
- Universities



Source: NPC25 Attendee Registration self-reported data.

Categories of interest to our attendees:

- 3D/4D printing/3D Visualization
- Architecture & Engineering
- Artificial intelligence/Analytics
- AR/VR
- Assessments/Cost Analysis
- Banking/Financial
- Data and Research Services
- Digital Twins
- Drones
- Economic Development/Construction Management
- Energy/Utilities
- Environmental Services
- Electronic Vehicles/Charging
- Gaming
- Geospatial Technology/GIS/Mapping
- Government Agency
- Housing Authority
- Housing Manufacturer (containers, modular, tiny, etc.)
- Housing Service Provider
- Landscape Architecture
- Management Consulting
- Nonprofit
- Planning Services–Food/Agriculture
- Planning Services–General Consulting
- Planning Services–Parks/Outdoor/Land Use
- Planning Services–Site Planning/Space/Interiors
- Planning Services–Urban Design
- Property Management/Housing Rental
- Publishing
- Recreation/Park Equipment
- Smart Cities
- Software–Asset Management
- Software–Community Engagement
- Software–Other
- Software–Planning
- Software–Project Management/Workflow Automation
- Software–Zoning/Permits
- Training & Education
- Transportation
- Other Services for Planners and Communities

If your organization provides any of these solutions and services, this is a must-exhibit event!

Face-to-face marketing offers the best ROI of any marketing channel:

87%

of purchasing decision-makers stated that national exhibitions are an “extremely useful” source of needed product information.

\$96

Is the cost of making first face-to-face contact with a potential customer through an exhibition lead, compared to \$1,039.

67%

of all attendees represent a new prospect and potential customer for exhibiting companies.

(Sources: Center for Exhibition Industry Research and Exhibit Surveys, Inc.).

NEW FOR 2026

Last year saw record attendance and more engagement between attendees and companies on the show floor. NPC26 will continue that trend with 5,000+ attendees expected in Detroit and NPC26 Online. Based on exhibitor and sponsor feedback, we have made exciting enhancements and changes for 2026:

- **More opportunities to educate attendees:** Theater areas will be expanded to five with targeted topics presented at each—Technology, Planning Insights, Esri solutions, Career Center and member benefits sessions at the APA Pavilion.
- **Reach new planners:** Opportunities to reach Planners that attend NPC26 Online.
- **Revised Hub hours:** Expanded set-up hours beginning on Thursday at 8 a.m. and an earlier closing on Monday at 3:00 p.m. (CT) after the last networking break to allow more time for tear down.
- **New turnkey furnishings packages** to reduce time and costs, and present exhibitor/sponsor brands effectively.
- **Training for exhibitors and sponsors:** A live webinar will be presented and recorded to provide an overview of NPC26 and best practices and tips to reduce your exhibit costs, increase booth traffic and lead generation, and improve sales.
- **Studio with News Desk:** A Studio will be featured onsite with opportunities for companies to have a professional video produced at their booth or executives interviewed at the news desk by a host. Videos will be used to pre-promote the Hub, will be shown onsite at the theaters and kiosks, and will promote NPC27 post-event.
- **Discovery Zone:** A New Solutions Showcase will draw attendees to explore the latest solutions and services from sponsors on interactive kiosks. The Exhibitor List and floor plan, theater schedules, and other information will also be accessed from the kiosks so attendees can plan their time at the Hub and find companies they want to see.



“The variety of activities and spaces to connect in the Hub was excellent. It’s one of the first conferences where I was upset to miss an “unofficial” program in the Hub when I had to present an actual session elsewhere.”
—NPC25 Attendee

Highlighted solution areas at NPC26 include:

- **Innovative housing:** housing manufacturers, building materials, services, and other companies addressing the nationwide housing crisis with innovative approaches.
- **Technology highway:** software and technology solutions including GIS applications, mapping, spatial analysis AI, data services, analytics, visualization tools, remote sensors, drones, community engagement, permitting and many other tools.
- **Green solutions:** EV charging and other green solutions.
- **Start-ups and first-time exhibitors:** Companies will be highlighted in a new exhibitor/start-up neighborhood near the APA Pavilion, a highly trafficked area all day long.
- **Esri partners:** Esri partners and their solutions for planners will be showcased in the partner pavilion next to the Esri booth and Esri Theater.

Hub Theaters

NPC26 will feature five theater areas with sessions presented by sponsors, APA, and Esri and their partners. Sessions are available during exclusive morning and afternoon networking breaks and the lunch hour, as well as throughout the day.

- **Technology Theater:** Sessions and demos on software and technologies.
- **Planning Insights Theater:** Industry trends and other educational and skill-building sessions vital to planners.
- **Esri Theater:** ArcGIS and other demos and training sessions from Esri and their partners.
- **Career Center Theater:** Sessions presented on career development.
- **APA Pavilion Theater:** Presentations showcasing APA member benefits.

Hub Engagement Areas & Events

- **Career Center:** Attendees can visit the Career Center the tech bar to get help leveraging social media to build their career profile and resume, meet with APA representatives, and listen to career-oriented sessions in the theater.
- **Professional Headshot area:** This area that is always busy with planners getting a professional headshot to enhance their resume or LinkedIn profile.
- **Wellness Center:** Attendees can unwind and reenergize with massages and wellness classes.
- **Welcome Reception:** A first-day highlight, the Welcome Reception is always very well-attended. Once again, it will be held in the Hub and we encourage exhibitor staff to mingle and connect with attendees away from their booths.
- **Networking breaks:** During these exclusive hours in the Hub, light snacks and beverages will be served for networking breaks; and food service vendors will be located in the Hub to encourage to visit the show floor at every break and stay longer.

"I liked the multi-faceted nature of the Hub. It seemed to offer a good way for connecting vendors with conference attendees and creating opportunities for informal conversations."
—NPC25 Attendee

EXHIBIT & SPONSOR OPPORTUNITIES

Position your organization at the event where planners connect, collaborate, learn, and shape the future of their community. Gain direct access to thousands of engaged professionals face-to-face—decision-makers, influencers, users, and future leaders in the planning field.

Through high-value sponsor packages or cost-effective exhibit options and exciting add-on sponsorships to customize your presence, your organization can effectively showcase your expertise, build meaningful relationships, engage with attendees, and generate high-quality leads.

With many options to choose from, you can create a presence that matches your goals and maximizes ROI.

Don't just exhibit at NPC26—let our team help you customize your experience to align with your sales and marketing goals.

We can help you generate high quality leads, build your thought leadership, and amplify your brand presence before, during, and after NPC26.



Sponsor Packages

These packages offer tremendous value for the investment. All packages include a booth space, many engagement and branding benefits, and registrations for conference and Hub access. Please see Sponsorships section for more details on each benefit.

Sponsor Levels	Platinum	Gold	Silver	Bronze
Investment Package Value <i>(if purchased a la carte)</i>	\$32,000 \$43,000+ value	\$22,000 \$35,000+ value	\$13,000 \$22,000+ value	\$7,000 \$15,000+ value
Number Available	Unlimited	Unlimited	Unlimited	Unlimited
Booth Space	20 x 30 island booth space	20 x 20 island booth space	10 x 20 inline booth space	10 x 10 inline booth space
Theater Session: 20-minute session (based on availability).	One (1) session during premium time slot	One (1) session	Opportunity to purchase a session at 50% discount	Opportunity to purchase a session at 50% discount
Hub Feature Videos: Billboard Ad in one of the Hub feature videos.	Dedicated Ad with logo, booth number, and voiceover mention of your company	Dedicated Ad with logo, booth number, and voiceover mention of your company	Logo on billboard ad featuring all Silver sponsors in one video	Logo on billboard ad featuring all Bronze sponsors in one video
Video Advertorial: 2-3 minute edited video produced at your booth.	✓			
Video Interview at the NPC Studio: 2-3 minute edited video interview with company executives at the onsite Studio desk.		✓	✓	
Video Clip: 30 second edited soundbite video produced at your booth.				✓
NPC Daily Highlights Videos: NPC Daily Highlights Videos: Billboard Ad in one of the highlight reels from Saturday or Sunday.	Dedicated ad with logo, graphic or image, and 10-second voiceover about company in one of the videos	Dedicated ad with logo, graphic or image, and 10-second voiceover about company in one of the videos	Logo on billboard ad featuring all Silver sponsors in one of the videos	Logo on billboard ad featuring all Bronze sponsors in one of the videos
Signage: Onsite at Convention Center	Logo on entrance signage at convention center and Hub Dedicated meter board placed in high traffic area	Logo on entrance signage at convention center and Hub All Gold level sponsors meter board placed in high traffic area	Logo on entrance signage at convention center and Hub All Silver level sponsors meter board placed in high traffic area	Logo on entrance signage at convention center and Hub All Bronze level sponsors meter board placed in high traffic area
NPC26 Website	Tower ad on homepage	Tower ad on homepage	Square ad on homepage	Square ad on homepage
NPC26 Mobile App	Rotating sub page banner ad	Rotating sub page banner ad	Rotating tile ad	Rotating tile ad
Exhibitor List: Searchable exhibitor/sponsor directory with company logo, description, booth number, and exhibit categories linked from NPC26 Website and marketing campaigns.	Company featured as a sponsor on the Exhibitor List	Company featured as a sponsor on the Exhibitor List	Company featured as a sponsor on the Exhibitor List	Company featured as a sponsor on the Exhibitor List
Discovery Zone Kiosks: Searchable Exhibitor List as well as New Solution Showcase accessed on kiosk onsite.	Company highlighted as a sponsor on the Exhibitor List and floor plan	Company highlighted as a sponsor on the Exhibitor List and floor plan	Company highlighted as a sponsor on the Exhibitor List and floor plan	Company highlighted as a sponsor on the Exhibitor List and floor plan
NPC26 Detroit Attendee Registration List with email addresses (opt-in only) sent pre-show and post-show for one-time use.	✓	✓	✓	✓
NPC26 Online Attendees	Dedicated email sent by APA to opt-in Online registrants (500 words, 2 images, and links) Logo on NPC26 Online website with link to your website	Dedicated email sent by APA to opt-in Online registrants (500 words, 2 images, and links) Logo on NPC26 Online website with link to your website	Logo and 25 word description included in Silver sponsor email sent by APA to opt-in Online registrants Logo on NPC26 Online website with link to your website	Logo and 25 word description included in Bronze sponsor email sent by APA to opt-in Online registrants Logo on NPC26 Online website with link to your website
Discounts for Material Handling, Labor, and Furniture	10% off material handling, 40% off standard furniture, 20% off custom furniture, 10% off labor	10% off material handling, 40% off standard furniture, 20% off custom furniture, 10% off labor		
Complimentary Conference Registrations	Five (5)	Four (4)	Three (3)	Two (2)
Hub Access Badges for Exhibit Booth Staff (no access to conference)	Unlimited badges	Unlimited badges	Unlimited badges	Unlimited badges

Sponsor Packages

These packages offer tremendous value for the investment. All packages include a booth space, engagement and branding benefits, and registrations for conference and Hub access. Booth furnishings packages can be selected separately. See Sponsorships section for more details on each benefit.

Sponsor Opportunities	Theater Title Sponsor	Lanyards Sponsor
Investment Package Value <i>(if purchased a la carte)</i>	\$16,000 \$29,000+ value	\$32,000 \$47,000+ value
Number Available	2 Technology Theater and Planning Insights Theater (SOLD)	1
Booth Space	10 x 20 booth space	20 x 30 island booth space
Theater Session: One (1) 20-minute session (based on availability)	Three (3) sessions during premium time slot (one each day or can be combined for longer sessions)	Opportunity to purchase a session at 50% discount
Custom		Logo on all lanyards
Hub Feature Videos: Billboard Ad in one of the Hub feature videos	Dedicated billboard ad with logo, graphic or image, and 10-second voiceover about company included in one of the videos.	Dedicated billboard ad with logo, graphic or image, and 10-second voiceover about company included in one of the videos.
Video Interview at the NPC Studio: 2-3 minute edited video interview with company executives at the studio desk	✓	✓
NPC Daily Highlights Videos: NPC Daily Highlights Videos: Billboard Ad in one of the highlight reels from Saturday or Sunday.	Dedicated ad with logo, graphic or image, and 10-second voiceover about company in one of the videos	Dedicated ad with logo, graphic or image, and 10-second voiceover about company in one of the videos
Signage: Onsite at Convention Center	Logo on entrance signage at convention center and Hub Logo on all Silver sponsor meter board placed in high traffic area	Logo on entrance signage at convention center and Hub Dedicated meter board placed in high traffic area
NPC26 Website	Tower ad on homepage	Tower ad on homepage
NPC26 Mobile App	Rotating sub-page banner ad	Rotating sub-page banner ad
Exhibitor List: Searchable exhibitor/sponsor directory with company logo, description, booth number, and exhibit categories linked from NPC26 Website and marketing campaigns.	Company featured as a sponsor on the Exhibitor List	Company featured as a sponsor on the Exhibitor List
Discovery Zone Kiosks: Searchable Exhibitor List as well as New Solution Showcase accessed on kiosk onsite.	Company highlighted as a sponsor on the Exhibitor List and floor plan	Company highlighted as a sponsor on the Exhibitor List and floor plan
NPC26 Detroit Attendee Registration List with email addresses (opt-in only) sent pre-show and post-show for one-time use.	✓	✓
NPC26 Online Attendees	Included in Silver sponsor email sent by APA to opt-in registrants (logo and 25-words) Logo on NPC26 Online website with link to your website	Dedicated email sent by APA to opt-in Online registrants (500 words, 2 images, and links) Logo on NPC26 Online website with link to your website
Discounts for Material Handling, Labor, and Furniture		10% off material handling, 40% off standard furniture, 20% off custom furniture, 10% off labor
Complimentary Conference Registrations	Four (4)	Five (5)
Hub Access Badges for Exhibit Booth Staff (no access to conference)	Unlimited badges	Unlimited badges

Booth Space

Exhibit options include **SPACE ONLY** or the new turnkey kiosk located in the New Exhibitor/Start-Up Neighborhood or Esri Partner Pavilion only. Booth furniture packages can be selected separately. [Information on page 13.](#)

Booth Options	Commercial Booth <i>(inline booth only, no corner booths)</i>	Nonprofit/Government Booth <i>(inline booth only, no corner booths)</i>	Turnkey Kiosk in New Exhibitor/Start-Up Neighborhood* and Esri Partner Pavilion** only
Investment	\$3,500 for 10x10 \$2,800 for every additional 10x10 (20% off)	\$3,100 for 10x10 \$2,200 for every additional 10x10 (30% off)	\$2,600
Furnishings	Company ID sign	Company ID sign	One side of Kiosk (double-sided) with tower and counter Storage under counter Branding on top of tower (52" sq ft) 2 Counter Stools 42" Monitor mounted on tower Wastebasket Power-10 amps <i>Note: Kiosk area will be fully carpeted</i>
Exhibitor List: Searchable exhibitor/sponsor directory with company logo, description, booth number, and exhibit categories linked from NPC26 Website and marketing campaigns.	Standard listing	Standard listing	Standard listing
Discovery Zone Kiosks: Searchable Exhibitor List as well as New Solution Showcase accessed on kiosk onsite.	Standard listing on Exhibitor List and floor plan	Standard listing on Exhibitor List and floor plan.	New Exhibitor/Start Up or Esri Partner call out on the Exhibitor List and floor plan
NPC26 Detroit Attendee Registration List with email addresses (opt-in only) sent pre-show and post-show for one-time use.	✓	✓	✓
Hub Access Badges for Exhibit Booth Staff (no access to conference)	Unlimited badges	Unlimited badges	Unlimited badges

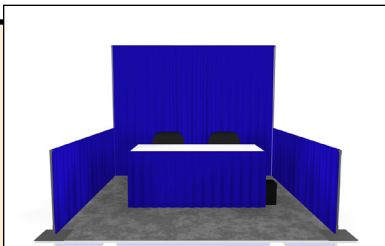
*New Exhibitor/Start Up Neighborhood: Eligible companies must not have exhibited at NPC in the last five (5) years and/or company's revenues are <\$1 million/10 or less employees to participate in the kiosk area.

**Esri Partner Pavilion: Eligible companies must be an official partner of Esri to participate in the kiosk area.



Booth Furnishing Packages

New turnkey furnishing packages, offered this year to sponsors and exhibitors, can save companies time and money and present your company brand effectively. All packages include carpet, power, and installation/tear down labor. **Note: Booth space sold separately.**

			
Options	Standard Package—10x10	Full Package—10x10	Premium Package—10x20
Investment Savings (if ordered a la carte)	\$1,000 You save \$240	\$6,900 You save \$2,200	\$11,800 You save \$4,000
Furnishings included	Pipe and drape backwall 6 ft draped table 2 Side chairs 1 Wastebasket Carpet (gray) Power - 10 amps Company ID sign	10 x 10 Backwall with monitor mount 10 x 8 space for backwall graphics 2 Lights mounted on backwall 42" Monitor 1 Counter with storage 12 sq. ft space for front counter graphics 2 Counter stools Carpet (gray) Power—10 amps	10 x 20 Backwall with monitor mount 20 x 8 Space for backwall graphics 3 Lights mounted on backwall 42" Monitor 1 Counter with storage 12 sq. ft space for front counter graphics 2 Counter stools 1 30" round white coffee table 3 armless chairs Carpet (gray) Power—10 amps

NOTE: Every exhibitor and sponsor in the Hub is required to submit a Certificate of Insurance (COI). This document should be provided by your insurance company and must list American Planning Association as the certificate holder/additional insured. Policies must have a minimum \$1,000,000 USD amount of general liability coverage. Failure to provide this document by the stated deadline in the Exhibit Service Center may result in your application being declined or approval being rescinded. Any expenses paid to vendors on behalf of the exhibitor up to this date are the sole responsibility of the exhibitor.

EXTEND YOUR BRAND

Additional sponsorships are available to companies that contract exhibit space or a sponsor package. Boost traffic to your booth, connect with attendees where they are, and educate attendees on your solutions and services. All Hub activities and theater schedules will be promoted in the Hub Feature Videos and through APA marketing channels and the NPC26 website to encourage attendee participation and drive traffic to the Hub all three days.



Special Events and Activations

NPC Studio Sponsor

\$14,000 | One (1) available

Exciting new activation area, the Hub will feature a NP Studio with a news desk where interviews will be conducted with sponsor companies and attendees.

- Logo and sponsor recognition on studio backwall and front of news desk.
- Sponsor's watermark on the Hub Features videos (2) and daily highlights videos (2) and guaranteed coverage of sponsor booth in both videos.
- Hub Feature Videos—a dedicated billboard ad with logo, booth number, and voiceover identifying your company as the sponsor and insertion of up to a 30-second video (supplied by the sponsor) in both videos.
- Video Advertorial—2 to 3 minute edited video produced at the sponsor's booth. Reel of advertorials will be shown onsite at the Hub theaters and on kiosks (when not in use). Company will receive the edited Advertorial after the event for their own marketing use.
- Video interview at the Studio news desk—2 to 3 minute edited video interview with sponsor's senior executives (up to two). Reel of interviews will be shown onsite at the Hub theaters and kiosks (when not in use). Company will receive the edited interview after the event for their own marketing use.
- Daily Highlights Videos—a dedicated Billboard Ad with logo, image, or graphic, and 10-second voiceover about your company.
- NPC26 Website Square Ad with custom message and link to company website
- Mobile App—rotating banner ad on all sub-pages.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the NPC Studio sponsor.
- Signage—logo on convention center and Hub signage at silver level.



Opening or Closing Keynote Sponsor

\$12,000 each | One (1) available (per keynote)

NPC's opening and closing keynote sessions are always well attended and full of enthusiasm. Keynotes are carefully selected to spotlight ideas that are motivating and educational for the planner audience.



- Company remarks and co-introduction of the keynote speaker with an APA representative.
- Hub Feature Videos—a dedicated billboard ad with logo, booth number, and voiceover mention of your company as the sponsor in one of the videos.
- Signage—logo on all Keynote signage and welcome screen in the ballroom.
- VIP seating for up to five (5) for keynote session.
- NPC26 Website Square ad with custom message and link to company website.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Opening or Closing Keynote sponsor.
- Opening/Closing Keynote recorded for APA's elearning subscription service Passport; for access by its 2,800+ subscribers.
- Two (2) complimentary full conference registrations.

Welcome Reception Sponsor

\$10,000 | Four (4) available

Welcome Reception is a highly anticipated event on Saturday night for an exclusive 90 minutes. Reception will be held in the Hub where exhibitors and attendees can mingle and connect while enjoying snacks and beverages. Build goodwill and brand awareness by sponsoring this highly popular networking event.



- Hub Feature Videos—a dedicated billboard ad with logo, booth number, and voiceover mention of your company as the sponsor in one of the videos.
- Video Interview at the Studio news desk—2 to 3 minute video interview with the sponsor's senior executives (up to 2). Reel of interviews will be shown onsite at the Hub theaters and on the kiosks (when not in use). Company will receive the edited interview after the event for their own marketing use.
- NPC26 Website Square Ad with custom message and link to company website.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Opening or Closing Keynote sponsor.
- Signage—Logo on all Welcome Reception signage.
- Each sponsor will receive 10 drink tickets.
- Opportunity to create your own branded food and/or beverage station offering a special drink or food item (special food and/or beverage costs are the responsibility of the sponsor).

Career Center Sponsor

\$10,000 | One (1) available

The Career Center is designed to help planners at every level, from students to entry level, mid-level, and senior planners and other professionals with job hunting and career development skills. The Career Center will feature a theater with relevant topics presented, as well as a tech bar to help planners with their resume, LinkedIn profile, and other career questions. The Career Center is always packed with planners and the sessions are standing room only.

- Company remarks before the first session presented in the Career Center Theater on Saturday morning during the exclusive opening hour of the Hub.
- Opportunity to present one (1) 20-minute session around career development and job searching skills during a networking break in the Career Center Theater.
- Hub Feature Videos—a dedicated billboard ad with logo, booth number, and voiceover identifying your company as the sponsor in one of the videos.
- Video Interview at the Studio news desk—2 to 3 minute video interview with sponsor's senior executives (up to 2). Reel of interviews will be shown at the Hub theaters and kiosks (when not in use). Company will receive the edited interview after the event for their own marketing use.
- NPC26 Website Square Ad with custom message and link to company website.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Opening or Closing Keynote sponsor.
- Signage—logo on all Career Center signage.



Wellness Center Sponsor

\$6,000 | One (1) available

Massage chairs, wellness talks, and exercise classes will be offered to attendees to unwind and de-stress. Build goodwill and brand awareness by helping attendees unwind.

- Opportunity to present one (1) talk or class each day about wellness and mental health for planners in the Wellness Center.
- Hub Feature Videos—a dedicated billboard ad with logo, booth number, and voiceover identifying your company as the sponsor in one of the videos.
- Logo and booth number on floor decals under the head area of every massage chair.
- NPC26 Website—logo included in the Bronze Sponsor level.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Wellness Center sponsor.
- Signage—logo on all Wellness Center signage.



Professional Headshot Sponsor

\$6,000 | One (1) available



Attendees can get a headshot taken by a professional photographer to enhance their LinkedIn profile and resume. This area is very busy throughout the three days of the Hub. Build your brand awareness and provide a great value to attendees.

- Logo and "Headshots Sponsored by <your company name>" included on emails sent by the photographer to the attendees with their headshots
- Opportunity to include literature or giveaways at a table in the Headshot area
- NPC26 Website homepage – logo included in the Bronze level
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Headshot sponsor.
- Signage—logo on all Headshot area signage as the Headshot sponsor

Charging Station Sponsor

\$5,000 | One (1) available

Attendees can relax and recharge their devices as they listen to the dynamic sessions presented in the Technology and Planning Insights Theaters. Build your brand awareness and provide a great value to attendees.



- Logo on all charging stations at the Technology and Planning Insights theaters.
- Opportunity to include literature or giveaways on the charging station tables.
- NPC26 Website logo included in the Bronze Sponsor level.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Charging Stations sponsor.
- Signage—logo on theater signage as the Charging Stations sponsor.

Presentation in the Planning Insights, Technology, or Career Center Theaters

\$1,800 per session | \$900 per session if added to a sponsor package



Build thought leadership by presenting a 20-minute session at one of the Hub theaters during exclusive morning and afternoon networking breaks or lunch hour. Sessions were standing room only at NPC25. All theaters will be set with comfortable benches and charging stations with LED screens/audio appropriate for the area size to improve the experience for attendees and presenters.

Session topic must be related to the theater topics focus. Theaters and topics will be promoted in one of the Hub Feature videos. Full theater schedules with company name and session description will be available in the mobile app and kiosks. *Available time slots during exclusive Hub hours are limited and on a first-come, first-served basis..*



**Showcase your solutions
and drive results
with thousands of planning
leaders at NPC26.**



NPC26 Video

Video Advertorial

\$3,000



2 to 3 minute edited video produced onsite at your booth with the NPC Studio Host to showcase your company, solutions or services, and value you provide to Planners. Sponsor to provide a few questions so the Host can ask them at the booth. Reel of all advertorials will be shown in the Hub theaters and kiosks (when not in use) on the next day (or same day if produced on

Monday). Company will receive the edited video advertorial after the event for their own marketing use. Advertorial production will be scheduled on a first come, first served basis.

Video Interview at NPC Studio News Desk

\$2,500

2 to 3 minute edited interview led by the NPC Studio Host with the company's executives (up to 2) at the news desk to discuss your company, challenges in the industry and how your company solves them, etc. Sponsor to provide a few questions so the Host can ask them during the interview. Reel of all interviews will be shown in the Hub theaters and kiosks (when not in use) on the next day (or same day if produced on Monday). Company will receive the edited interview after the event for their own marketing use. Interviews will be scheduled on a first come, first served basis when the Studio video crew is not filming advertorials or clips at booths.



Video Clip

\$1,800

30-second edited soundbite video shot at your booth to talk about your company and showcase your solutions or services. Reel of all clips will be shown in the Hub theaters and kiosks (when not in use) on the next day (or same day if produced on Monday). Company will receive the edited video clip after the event for their own marketing use. Video clip production will be scheduled on a first come, first served basis.

Billboard Ad in the Hub Feature Video

\$1,000

Billboard ad shown in one of the two videos produced to promote the Hub—1) featuring the exhibitors/sponsors and highlighted exhibit categories (technology, housing, etc.) or 2) featuring all activation areas, topics covered in the theaters, and networking events. Videos will be included in NPC26 marketing campaigns and linked from the NPC26 website, as well as included in emails to NPC26 registrants to build buzz and excitement among attendees to visit the Hub.

Billboard Ad and Booth in a Daily Highlights Video

\$1,800

Billboard Ad and your booth featured in one of the Daily Highlights videos produced on Saturday and Sunday. Billboard Ad will include your logo, image or photo, and 10-second voiceover about your company and your booth footage will be included with attendees interacting with your exhibit staff.

Reel of highlights will be shown at the Hub theaters and kiosks (when not in use) the next day. Daily highlights videos will be used to promote NPC27 through APA marketing channels throughout the year.



**"I loved the expo events, various speakers at the career center & pavilion, loved that topics expanded on planning."
—NPC25 attendee**

NPC26 Website and Email

Dedicated Email to the NPC26 Registrant List

\$3,600 | Four (4) pre-show and four (4) post-show

Dedicated email sent by APA to NPC26 in person and online registrants (opt-in only). Includes up to 500 words, up to two (2) graphics, and URLs to company's website/landing page. Emails can be deployed in the two weeks prior or after the event and are scheduled on a first come, first served basis at APA's discretion based on schedule availability. APA emails have very high open and click thru rates.

NPC26 Website Tower Ad

\$800

Tower Ad shown in a prominent position on the right side of the NPC26 Website homepage with custom message and link to company's website. Tower ads rotate every few seconds. Ad remains in rotation on website through NPC26 online program.



NPC26 Website Square Ad

\$600

Square Ad shown under links on the NPC26 Website homepage with custom message and link to company's website. Square Ads rotate every few seconds. Ad remains in rotation on website through NPC26 Online program.



Onsite Opportunities

Event Mobile App Sponsor

\$10,500 | One (1) available

Exclusive sponsorship of the NPC26 Mobile App that attendees, speakers, and exhibit booth staff will use onsite. Mobile App includes schedules for the conference sessions, Mobile Workshops, and all Hub theaters, facility maps, and other features that attendees will use every day of NPC26.

- “Sponsored by...” with sponsor logo to appear on NPC26 first splash screen.
- Second splash screen (designed by sponsor) to show before app opens.
- 2 Rotating Banner Ads on sub-pages throughout the app (rotating with other ads).
- Full screen ad linked from a tile on the homescreen that is designed by the sponsor.
- Hub Features Videos—logo on Billboard Ad of all Silver Sponsors in one video.
- NPC26 Website Square Ad with custom message and link to company website.
- One (1) mobile app push notification to all mobile app users sent each morning for all four-days with custom content (25-word limit).

Search for Solution Mobile App Game

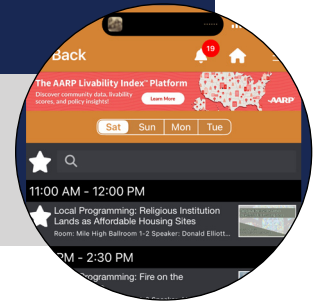
\$500

Booth included in the Search for Solutions game. Attendees will visit each participating sponsor to earn points. After visiting all participating booths, attendees will stop by the APA Pavilion to be included in a drawing at the end of that day for prizes. Prizes will be provided by APA and companies can also provide branded prizes (prizes will be determined at a later date, and may include free registration for NPC27, APA merchandise, etc.)

Mobile App Banner Ad

\$500

Rotating Banner Ad with custom content, placed on top of every sub-page of the Mobile App.



Mobile App Tile Ad

\$300

Rotating Tile Ad with custom content and a link to company's website, placed on the main screen of the Mobile App.



Discovery Zone Kiosk Sponsorship

\$1,800



New this year, the Hub will feature a new “Discovery Zone” area at the Hub entrance. There will be multiple kiosks available for attendees to search for companies on the Exhibitor List and floor plan, discover new solutions and services from sponsors, view theater schedules and watch the videos produced onsite. The Discovery Zone will be featured in one of the Hub Feature Videos to encourage attendees to use the kiosks to plan their time on the show floor.

- Build your brand and stand out among all the exhibitors by sponsoring a kiosk with these benefits:
- Logo prominently displayed on the front of one kiosk.
- Logo, 25-word description, and booth number on a call out on the welcome screen (rotating with other call outs when kiosks not in use).
- Company highlighted on the Exhibitor List accessed from every kiosk

New Solution Showcase

\$2,400



New this year, companies with a new solution, service, or product can showcase it to attendees in the New Solutions Showcase. One of the top reasons attendees come to events is to learn about new solutions and services. Highlight your new innovation to planners on every kiosk so attendees can drill down to explore through interactive buttons and then find your booth on the show floor to learn more. Note: New solution, service, or product must have been launched within the year before NPC26.

- The New Solutions Showcase will be featured on every Discovery Zone kiosk.
- Attendees can click on your new solution, service, or product to read more about it.
- Planners can request a brochure on your new solution, service or product by entering their email (company will get a list of all of those attendees).
- Logo, 25-word description of your new solution/service/product, and booth number on a call out on the welcome screen (rotating with other call outs when kiosks not in use).
- On the New Solutions Showcase main screen, a tile will have your company name on it.
- Company highlighted as having a new solution / service / product on the Exhibitor List accessed from every kiosk.
- The Showcase will be highlighted in one of the Hub Feature videos, encouraging attendees to use the kiosks to explore new solutions/ services/products and then visit the booths.

Digital Corner Sign Board at Convention Center

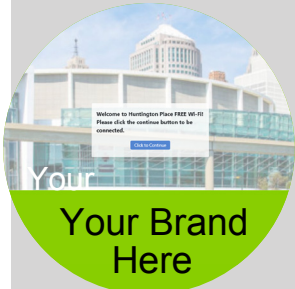
\$500 per day for static image | \$1500 for three (3) days
\$900 per day for video image | \$2,700 for three (3) days



Share your message with attendees of NPC26 and the City of Detroit. A 3,000 square foot digital sign on the corner of Washington Boulevard and Congress Street in downtown Detroit will give you powerful exposure. Static and video images run for 15-seconds on a 3-5 minute rotation for all 3 days of the Hub.

WiFi Sponsorship

\$15,000



Keep attendees, speakers, and exhibit staff connected all four days of NPC26 with complimentary Wi-Fi offered throughout Huntington Place. As the exclusive sponsor, your brand will be tied to providing free Wi-Fi to all participants. Sponsorship includes:

- Logo and booth number on the Splash Screen where all participants login to access the Wi-Fi (basic Wi-Fi service).
- Hub Feature Video—a dedicated billboard ad with logo, booth number, and voiceover identifying your company as the sponsor of the Wi-Fi in one of the videos.
- JNPC26 Website Square Ad with custom message and link to company website.
- Discovery Zone Kiosks—Company highlighted on the searchable Exhibitor List and floor plan as the Wi-Fi sponsor.
- Signage—logo and “Wi-Fi sponsored by” on signage in the registration area and in the Hub

Digital Sign at Information Desk at Convention Center

\$650 per day | \$1950 for three (3) days

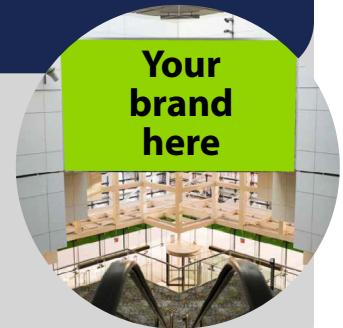
57” digital display above the information desk near the front entrance of the center offers high visibility. One (1) static image on rotation.



Large Banner near People Mover Station in Convention Center

\$4,800

Make an impact. Detroit’s people mover will be a common form of transportation for NPC26 attendees. Promote your company in a 14’ x 8’ ceiling hung, double sided banner in the atrium right outside of the station in the convention center.



Floor Decals | 3’x3’

\$900 for three (3) decals

Decals can include a logo, custom message and booth number. Decals will be placed on the floor at the entrance of the Hub and in the aisle toward your booth or other high traffic area in the Hub to encourage attendees to visit your booth.

Dedicated Double-Sided Meter Board

\$1,500

Meter Boards will be placed in high traffic areas near conference sessions or Mobile Workshop departure area in Convention Center. Reach attendees where they are with a custom message and booth number on a large double-sided meter board sign.

**Don't miss an opportunity to
build business and generate leads from
the largest conference and trade show
for planners designed
by the planning community.**

Book your sponsor package and
exhibitor space on the [NPC26 website](https://www.planning.org/npc26)

**For more information
on NPC26 exhibit and sponsor
opportunities, contact our team:**

Patty Wanzer
pwanzer@planning.org
202-277-9394

Heather Hay
hhay@planning.org
203-253-3626

Karen Vogel
kvogel@planning.org
203-904-8021



American Planning Association

Creating Great Communities for All

[planning.org/npc26](https://www.planning.org/npc26)

