



AMERICAN PLANNING ASSOCIATION



American Planning Association's National Planning Conference **Sponsor & Exhibitor Prospectus**

May 15–18, 2027

(Exhibit Hall is open May 15–17)

George R. Brown Convention Center | Houston



The National Planning Conference (NPC), the flagship event of the American Planning Association (APA) and the voice of more than 40,000 members, is the premier place to reach a national audience of thousands of planning professionals and aligned practitioners. These decision-makers directly purchase or influence services and solutions and play a critical role in regulating and shaping economic development transformational activity in their communities.

“I was absolutely blown away by the experience. This was my first national conference, and I was so grateful to get to connect with so many people as passionate about the work as I am!”

—NPC26 Attendee

Contents

Event Overview.....	<u>3</u>
A High Quality Audience	<u>4</u>
Hub Education and Engagement Opportunities	<u>6</u>
Hub Solutions and Services.....	<u>7</u>
Sponsor and Exhibit Opportunities	<u>8</u>
Sponsor Packages	<u>9</u>
Exhibit Booth Space	<u>10</u>
Furnishing Packages	<u>11</u>
A La Carte Sponsorship Opportunities.....	<u>12</u>

HUB HOURS

Exhibitor Move In

Thursday, May 13 | 3:00–8:00 p.m. (CT)
Friday, May 14 | 8:00 a.m.–5:00 p.m. (CT)

Hub Open (Exhibit Hall)

Saturday, May 15 | 10:00 a.m.–6:30 p.m. (CT)
Sunday, May 16 | 10:00 a.m.–5:00 p.m. (CT)
Monday, May 17 | 10:00 a.m.–3:00 p.m. (CT)

Exhibitor Tear Down

Monday, May 17 | 3:00–8:00 p.m. (CT)

Event Overview

The National Planning Conference (NPC) is a conference and trade show and the most cost-effective and targeted event to grow your business, secure new contracts, strengthen customer relationships, establish new partnerships, and learn about requirements and challenges facing planners and elected officials from across the country.

The Exhibit Floor (Hub) is a unique and high-engagement trade show providing opportunities to meet face-to-face with 4,000+ attendees from local, regional, federal, and private organizations from every state and around the world.

Top 6 Reasons to Participate in NPC27

1

Attendees are focused on learning, earning CM credits, and engaging with exhibitors and peers.

2

Above average attendee to exhibitor ratio compared to similar-sized shows, with an average of 50+ attendees to every exhibitor.

3

NPC27 uniquely delivers the largest, highly targeted audience of key public and private sector decision-makers and influencers.

4

Sponsor opportunities that reach 100,000+ planners and other aligned professionals before, during, and after the event, generating measurable results.

5

Cost-effective exhibit options and sponsorship add-ons for every budget to build brand awareness, boost booth traffic, and drive sales conversions.

6

Enhanced education and activation opportunities in the Hub to drive attendee traffic throughout the day.

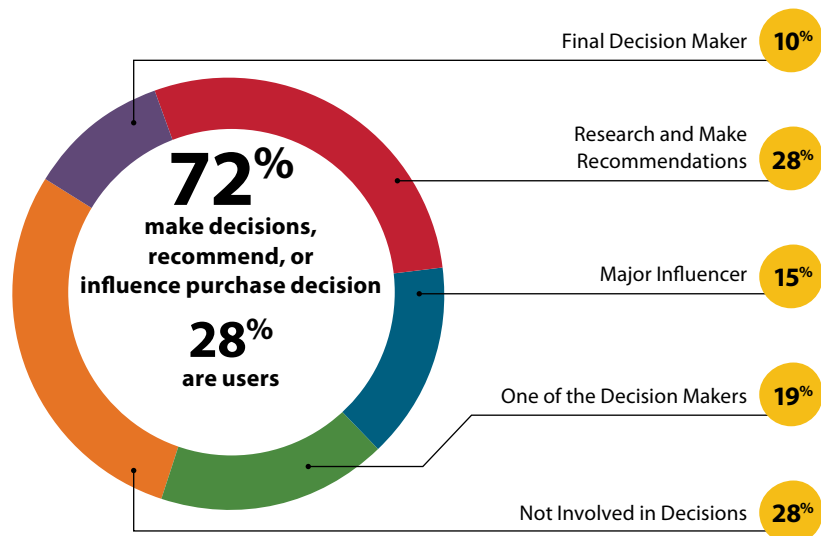


“The quality of the Hub offerings gets better and better. It was nice to have a place to unwind and the free headshot is fantastic. I think the opening reception was great as well.”

—NPC26 Attendee

A High Quality Audience

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



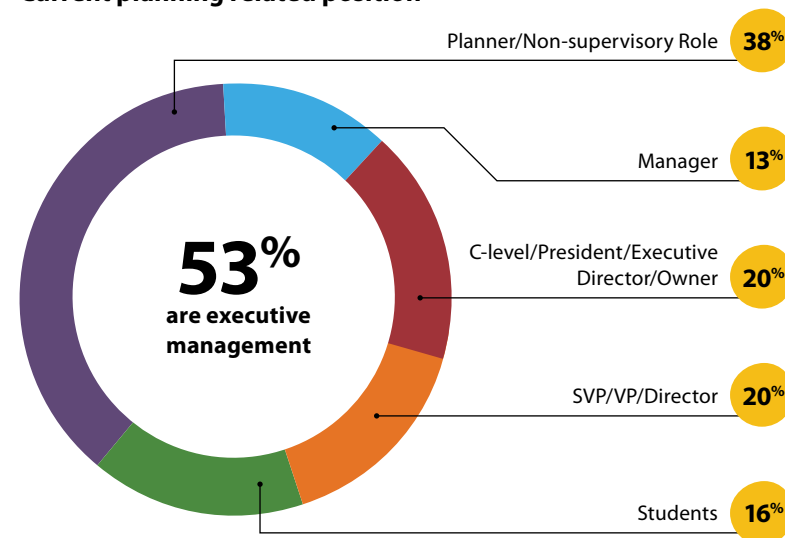
67%
of all attendees
represent a new
prospect and
potential customer



Sponsor and Exhibitor Net Promoter Score
(recommend NPC to colleagues/friends)
improved in net advocacy by

55%

Current planning related position



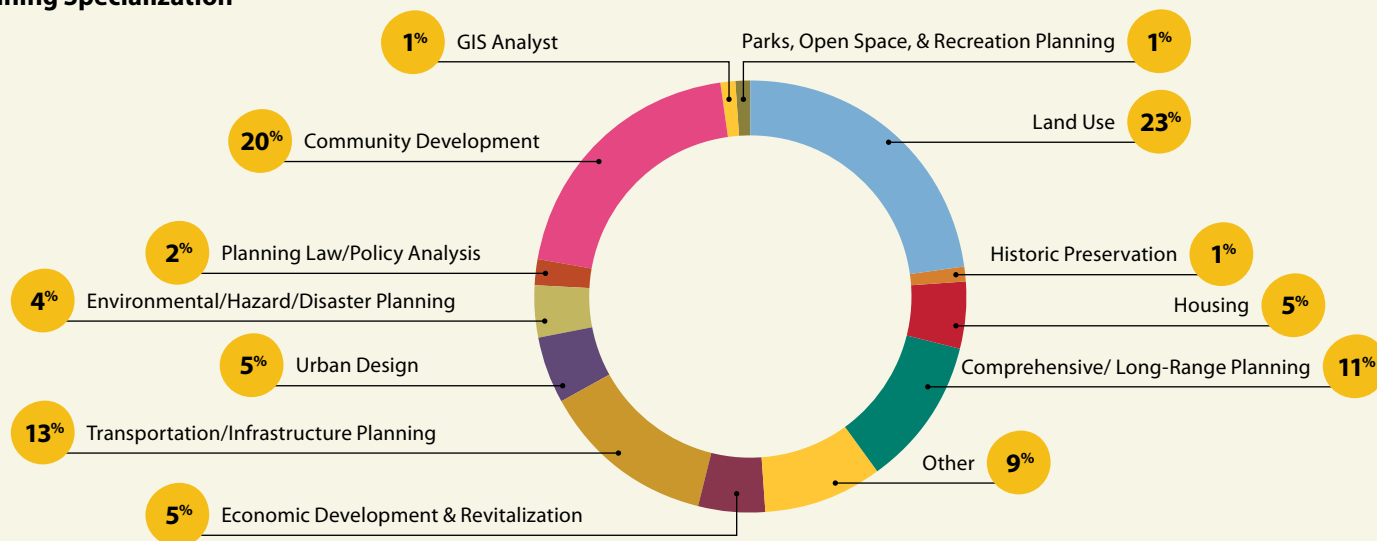
Audience Profile (cont'd.)

90%

of the exhibitors
said the audience
was high quality



Attendee Planning Specialization



Sources: Sponsor & Exhibitor NPC26 post-show survey (top left);
NPC26 Attendee Registration (lower center).

Hub Education and Engagement Opportunities

The Hub will be buzzing with opportunities for companies to educate, showcase their solutions and services, and engage with attendees. All education and activation areas will be placed to optimize traffic flow to booth on the show floor.

“The Hub is a treasure—I hadn’t seen anything like that before. I was there every day looking around, talking to people and taking a few minutes to relax.”

—NPC26 Attendee



HUB AREA	SPACE DESCRIPTION
Technology Theater	Presentations and demos on software and technologies.
Planning Insights Theater	Presentations covering industry trends and the planning discipline.
Esri Theater	ArcGIS demos from Esri and presentations from Esri’s partners on solutions built on Esri’s geospatial platform.
Career Center Theater	Presentations delivered on career development and job search skills for all professional levels.
The District Area	This new presentation space will be home to daily 50-minute Lunch & Learn presentations, and 20-minute presentations during morning and afternoon networking breaks, for sponsors to present a case study or other topic with multiple presenters.
Fireside Chats	Industry experts will lead thought-provoking talks or discussions with a small group of attendees in an interactive format.
New Exhibitor Neighborhood, Start-Up Alley, and Esri Partner Pavilion	These exhibit areas will be highlighted on the show floor to help attendees find new companies, start-ups with new solutions, and companies developing innovative solutions using the Esri ArcGIS platform. Companies can participate in cost-effective kiosk and tabletop booths.
APA Pavilion	The headquarters for all things APA sits at the center of the Hub and offers member benefit presentations, onsite staff support, and fun activities that draw attendees all day long.
Career Center & Tech Bar	Attendees can get career development tips, meet with skill-building experts, and listen to career-oriented presentations in the theater. This area is always teeming with professionals from all levels of planning including students, emerging professionals, and mid-to-senior level planners.
Headshot Area	This high-traffic activation area draws continuous lines of attendees, gathering to get a professional headshot to enhance resumes, job positioning, and online profiles.
Wellness Center	Professional massages will be available for attendees and exhibit staff to unwind and reenergize all day long.
Opening Celebration	The Saturday night celebration on the first day of the show is always a highlight for attendees. This year, the food and beverage options will be placed throughout the hall, and exciting activations will be offered to companies to drive traffic and engagement with attendees.
Networking Breaks	Light snacks and beverages are served in the morning and afternoon, and food service options for the lunch hour, giving attendees time to continue learning, connect with exhibitors, and network.

Hub Solutions and Services

Attendees are eager to connect with industry experts and explore these solutions and services in the Exhibition Hall (Hub)

- 3D/4D printing/3D Visualization
- Architecture & Engineering Services
- Artificial Intelligence/Analytics
- AR/VR
- Assessments/Cost Analysis
- Data and Research Services
- Digital Twins
- Builders (data centers, housing, other infrastructure)
- Electrification & Power Grid Solutions
- Energy Companies
- Environmental Services
- Electronic Vehicles/Charging Stations
- Financial Firms
- Geospatial/GIS/Mapping Solutions
- Government Agencies
- Housing Manufacturers
- Landscape Architecture
- Management Consulting
- Nonprofit Organizations
- 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–Citizen Engagement
- Software–Other
- Software–Planning
- Software–Project Management/Workflow Automation
- Software–Zoning/Permitting
- Training & Education
- Transportation
- Other solutions and services for Planners and Communities

NPC27 provides many opportunities to engage with potential customers and learn about their needs and challenges so your company can effectively follow-up to close new business and contracts.



“For the first time ever, we had 50 quality contacts at our booth. This is more than double any previous conference. Keep doing what you are doing, because it’s working!”

—EnCode Plus

Sponsor and Exhibit Opportunities

NPC27 offers direct face-to-face access to thousands of planning professionals—decision-makers, influencers, users, and future leaders in planning and other aligned professionals.

Put your organization in front of 100,000+ planners, public-sector leaders, and other industry professionals with opportunities to build visibility and engagement before, during and after the conference. Choose from high-value sponsor packages, cost-effective exhibit options and customizable add-ons designed to showcase your expertise, strengthen thought leadership, reinforce customer relationships, connect with your target audience and generate high-quality leads.



“Last year we had 50 planners sign up for a demo. In the first hour of day one, we have already met that number, it’s absolutely crazy. There are more attendees, more planners, and more new planners this year and they are interested in AI and new technology.”

—Brittany Griffin, Blitz AI

“Thanks for everything your team did to ensure it was a good conference and Hub. All your hard work paid off... NPC26 was a great event!”

*—John Houseal
Houseal Lavigne & Associates*



“The Hub was amazing this year!”

—NPC26 Attendee

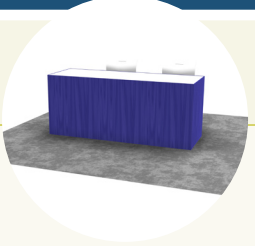
Sponsor Packages

Packages include an exhibit space (space only), expanded marketing reach months before, during, and after, education and activations, conference and Exhibit Hall (Hub) registrations and more. Please see the Sponsorships section on page [12](#) for more details.

Sponsor Level	Platinum	Gold	Silver	Bronze
Investment	\$36,000 Investment (unlimited available)	\$26,000 Investment (unlimited available)	\$14,000 Investment (unlimited available)	\$8,000 Investment (unlimited available)
Value	\$64,000+	\$43,000+	\$26,000+	\$20,000+
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 Education Presentation on the Exhibit Hall Floor (Hub)	One (1) 15-minute presentation in a Theater		50% off a Theater presentation	25% off a Theater presentation
	One (1) 20-minute Fireside Chat with an executive leading a talk or discussion on a trending topic or industry challenge		50% off a Fireside Chat	25% off a Fireside Chat
Custom Videos Short-form video produces the highest ROI of any media format	“Planning with Purpose” Video and Billboard Ad: Sponsor will work with APA to develop a custom question that 4 to 5 planners will answer onsite at the Studio. Billboard Ad with 15-second voiceover and up to two graphics/ photos/video will be produced and included in the video immediately after title slide.	“Planning with Purpose” Video and Billboard Ad: Sponsor will select from several pre-set questions that 4 to 5 planners will answer onsite at the Studio. Billboard Ad with 10-second voiceover and up to two graphics/ photos/video will be produced and included in the video after the planner answers.	Interview at the NPC Studio with TV Host with up to 2 executives answering two pre-set questions (your company’s bold idea, solution for planners, how your company has helped communities).	Interview at the NPC Studio with TV Host with 1 executive answering one (1) pre-set question (your company’s bold idea, how your company has helped communities).
	These answers will be packaged together in a soundbite video, “Planning with Purpose - how planners turn bold ideas into meaningful community change.” Videos shown onsite the next day on theater screens (when not in use). Edited video provided to sponsor post-show for their own use.		Edited 1–2-minute video provided to sponsor post-show for their own marketing use.	Edited 45-second to 1-minute video provided to sponsor post-show for their own marketing use.
	Video title frame will include the question and “brought to you by” with sponsor logo.		Interview reels shown onsite the next day on theater screens (when not in use).	
Daily Highlight Videos	5-second booth footage with attendees engaging at sponsor’s booth included in one of the daily highlights videos plus logo on the Platinum billboard ad in the video.	3-second booth footage with attendees engaging at sponsor’s booth included in one of the daily highlight videos plus logo on the Gold billboard ad in the video.	Logo on Silver billboard ad in one of the daily highlight videos	Logo on Bronze billboard ad in one of the daily highlight videos.
	Daily highlight videos will be shown onsite the following day in theaters (when not in use) and will be included in attendee promotions campaigns.			
NPC27 Website Dedicated conference website with 15,000 to 30,000+ average monthly visitors to the homepage	Rotating Right Banner Ad (320 x 1200 pixels) with link to sponsor’s URL		Rotating Left Banner Ad (400 x 400 pixels) with link to sponsor’s URL	
	Logo on NPC27 Website with a link to sponsor’s URL			
Social Media APA’s LinkedIn account has 80,000+ followers	Three (3) sponsor-designed posts on APA’s LinkedIn account	Two (2) sponsor-designed posts on APA’s LinkedIn account	One (1) sponsor-designed post on APA’s LinkedIn account	One (1) APA-designed post on APA’s LinkedIn account with all bronze sponsor logos with company name and a link to their URL in the post content.
	Posts can include 1 graphic, up to 25 words and a link to a company’s URL.			
	Posts will be published within 3 months pre and post NPC27 (schedule based on availability).			
NPC27 Mobile App with average of 30,000 views per ad	Rotating Sub-page Banner Ad with a link to sponsor’s URL.		Rotating Tile Ad	
Signage Prominent branding presence onsite	Platinum level logo on large entry signage to the Hub	Gold level logo on large entry signage to the Hub	Silver level logo on large entry signage to the Hub	Bronze level logo on large entry signage to the Hub
	Sponsor-designed dedicated double-sided meter board placed in high-traffic area	Logo on Gold double-sided meter board placed in a high-traffic area	Logo on Silver double-sided meter board placed in a high-traffic area	Logo on Bronze double-sided meter board placed in a high-traffic area
Exhibitor Listing	Searchable directory with company logo, description, booth number, and exhibit categories (up to 5)			
	Online Exhibitor Directory ‘featured’ sponsor listing linked from NPC27 Website program page and APA marketing channels			
	Exhibitor Directory ‘featured’ sponsor listing in the Mobile App			
Attendee List	Pre-show opt-in attendee list with email			
	Post-show opt-in attendee list with email			
Conference Registrations	Complimentary Full Conference Registrations (for staff not speaking in the conference program)			
	Five (5)	Four (4)	Three (3)	Two (2)
Unlimited Exhibit Hall Access Badges	Unlimited Exhibit Hall Access Badges only; no conference access			
Exhibit Services	10% off drayage 40% off standard furniture 20% off custom furniture 10% off labor	10% off pre-set booth furnishing packages (must be ordered by advanced deadline)		

Exhibit Booth Space

Cost-effective exhibit space* and turnkey kiosk and tabletop booth options available in the New Exhibitor Neighborhood, Start-Up Alley, and Esri Partner Pavilion.**

Booth Options	Commercial Booth	Nonprofit/Government Booth	New Exhibitor Neighborhood, Esri Partner Pavilion, and Turnkey Kiosk Booth	Tabletop Booth in Start-Up Alley only
Investment	\$3,600 for first 10x10 \$3,000 for every additional 10x10	\$3,200 for first 10x10 \$2,600 for every additional 10x10	\$3,000	\$1,200
Furnishings	• Pipe & drape • Company ID sign	• Dual-sided kiosk • Tower and 4 ft. counter • Shelves under counter • Branding on tower • 2 counter stools • 42" monitor mounted on tower • Wastebasket • Power-10 amps • The New Exhibitor Neighborhood and Esri Partner Pavilion areas are carpeted		• 6 ft. draped table, two (2) chairs, and a wastebasket • Pipe & drape (3 ft. back drape only) and company ID sign • Start-Up Alley area is carpeted 
Exhibitor List	• Searchable directory with company logo, description, booth number, and exhibit categories (up to 5); linked from NPC27 Website program page and Mobile App, and in APA marketing channels. • Online Exhibitor Directory standard listing linked from NPC27 Website program page and APA marketing channels • Exhibitor Directory standard listing in the Mobile App • Unlimited Hub-Only Access Registrations for Exhibit Booth Staff (no access to conference)			

* Booths are SPACE ONLY – no carpet or furniture included. Cost-effective furnishings packages can be added separately (see page 13).

** Qualifications for kiosk booth in the New Exhibitor Neighborhood: Companies must not have exhibited at NPC in the last five (5) years.

** Qualifications for kiosk booth in the Esri Partner Pavilion: Companies must not have exhibited in the Pavilion in 2026 and must be an official partner and approved by Esri.

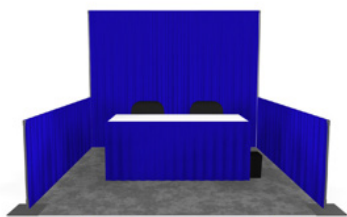
** Qualifications for tabletop booth in the Start-Up Alley: Companies must have launched in the past 24 months and have < \$1M annual revenues and/or < 10 employees.

NPC per square foot rate of \$36 is well below the average of \$52 per square foot for similar size shows.

Source: Center for Exhibition Research (CEIR) Performance Benchmark PLAYBOOK: Small B2B Exhibitions August 2026.

Booth Furnishing Packages

Save money by pre-ordering turnkey furnishing packages online when you select your sponsor package or booth. Options are available to create a more open and inviting booth to engage with attendees. Packages must be pre-ordered in advance and are pre-set (no changes). Costs are higher if you wait and order a la carte.



Basic Furnishing Package

Investment \$1,000 | 10x10

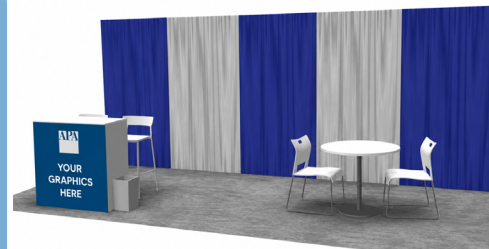
- 6 ft. draped table
- 2 chairs
- Carpet
- Wastebasket
- 10-amp power



Counter Furnishing Package

Investment \$2,500 | 10x10

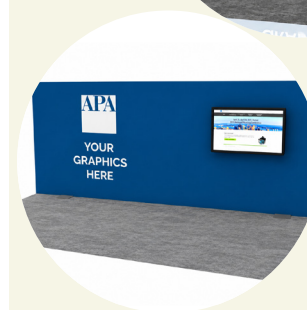
- Counter cabinet with storage
- Custom branding on front of the counter
- 2 counter height chairs
- Carpet
- Wastebasket
- 10-amp power



Counter and Conference Table Furnishing Package

Investment \$4,600 | 10x20

- Counter with storage
- Custom branding on front of counter
- 2 counter height chairs
- Small round conference table and 2 chairs
- Carpet
- Wastebasket
- 10-amp power



Backwall Displays

In addition to the packages, companies can order a backwall display with custom graphics and a mounted 42" monitor on one side of the hardwall.

Backwall with custom graphics
\$3,800 | 10x10

Backwall with custom graphics and mounted 42" monitor
(not pictured)
\$4,400 | 10x10

Backwall with custom graphics
(not pictured)
\$7,500 | 10x20

Backwall with custom graphics and mounted 42" monitor
\$8,100 | 10 x20

A La Carte Sponsorship Opportunities

These add-on sponsorships are available to companies that contract exhibit space or a sponsor package. Amplify your brand, boost traffic to your booth, connect with attendees where they are, educate attendees on your solutions and services, and reach more planners pre- and post-show by selecting from the exciting list below.

NEW! Registration & Welcome Area Sponsor

\$20,000 | Exclusive to One (1)

This is the first touchpoint for the attendees. Sponsor will be prominently featured on a welcome/selfie wall, and the ribbon and pin wall, where attendees, speakers, and exhibitor staff visit to select lanyards, ribbons/pins for their name badge. Company staff are encouraged to greet attendees and engage with them as they pick up their badges and lanyards, select ribbons, and take photos at the welcome/selfie wall during registration hours on Friday afternoon and Saturday morning, and the hour before the Hub opens during show days.

• Branding Visibility

- One (1) color logo printed on every lanyard distributed with the badge (Sponsor can choose lanyard color)

• Signage

- Logo on meter board signage at Welcome & Registration Area
- One (1) leaderboard ad (banner at top of email) in the NPC27 email sent to all registrants with their bar code for printing their badge

• Lead Capture

- Two (2) lead capture licenses for staff (scan badges at the Welcome Center when greeting attendees)

• NPC27 Website/Mobile App

- "Welcome & Registration Area Sponsored by..." included in the registration area content descriptions on NPC27 website/mobile app
- Logo on NPC27 Website with a link to sponsor's URL

Theater Sponsor

\$15,000 | Exclusive to One (1) per Theater (Two Theaters Available)

The Hub will include a Technology Theater for software demos and tech presentations, and the Planning Insights Theater for presentations on community trends and the planning discipline. Sponsors receive prominent branding on the backwall of the theater, seen by attendees during the presentations and many others walking by the theaters. Sponsors can educate attendees and build their thought leadership by presenting 3 sessions.

• Education Presentations on the Show Floor

- Three (3) 15-minute presentations in a Theater

• Charging Station Tables

- Logo on 2 charging station tables placed in the back of the theater
- Opportunity to leave giveaway on tables

• NPC27 Website/Mobile App

- Rotating Left Banner Ad with company logo and "Theater Sponsored by..." with link to sponsor's URL
- "Theater sponsored by..." would appear in all theater descriptions on the NPC27 website/mobile app
- Rotating Tile Ad with company logo and "Theater Sponsored by..." with link to sponsor's URL

• Signage

- Prominent branding on theater
- "Theater sponsored by with your logo" on large backwall of theater
- Logo on theater monitors when not in use



A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

NEW! Sponsored Offsite Tour

\$15,000 | Two (2) Available, one per day

Opportunity for sponsor to conduct a Mobile VIP Tour of local site(s) that your company has planned, designed or built in the greater Houston region (sites must be approved by APA).

Tour will be scheduled for Sunday or Monday and cannot be more than two (2) total hours, including transport time (APA will work with sponsor to schedule during optimum times based on length of tour).

- Bus can comfortably seat up to 48 total attendees (including the sponsor's tour leads and staff). Sponsor may set registration capacity
- Tour titles and descriptions will be included in the conference program schedule on the NPC27 website/mobile app and onsite signage
- Attendees can register for this free event during conference registration
- APA will promote the tour to conference registrants
- Sponsor will get a list of all registrants so they can confirm tour logistics with those that sign up. We recommend the tour start at your booth (you can provide an overview of what they will see) and then the tour leads will take the group to the bus pick up area to begin the tour
- Sponsor is responsible for coordinating the tour, tour leads, and transportation costs (if sites are not walkable from the convention center). Any food and beverages offered during the tour are the sponsor responsibility. (APA can provide contact information for our official transportation company to provide a shuttle bus or motor coach at negotiated rates and direct bill the sponsor)

Opening Keynote

\$12,000 | Exclusive to One (1)

The Opening Keynote session is one of the highlights of NPC, always drawing a large audience of attendees and exhibitors and serving as a great kick-off to the event. Build your brand awareness by making company remarks and co-introducing the keynote in front of 4,000+ attendees in Houston.

- **Keynote**
 - 30-second company remarks and co-introduction of the keynote with APA
 - VIP seating for up to 10
 - One (1) 20-second voiceover ad in an APA Podcast recording (read by the podcast host)
- **NPC27 Website/Mobile App**
 - Rotating Left Banner Ad with company logo and "Opening Keynote Sponsored by..." with link to sponsor's URL
 - "Opening Keynote sponsored by..." would appear in all Opening Keynote descriptions on the NPC27 website/mobile app
 - Rotating Tile Ad with company logo and "Opening Keynote Sponsored by..." visible in ad
- **Signage**
 - Logo and booth number on the Keynote meter board
 - Logo on the welcome screen
- **Post-Event**
 - Keynote session recorded (pending speaker approval) and included in Passport (APA's on-demand learning platform) with 2,500+ subscriber



A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

Exhibitors who opt for sponsorships
at events

saw impressive lead growth from

**115% to
750%**
versus exhibiting only.

Source: PCMA blog, 7 Research-Backed Ways to Drive Event
Engagement, December 17, 2024



NEW! Opening Celebration Activations

Pricing Varies | Three (3) Available

Add a fun and exclusive activation during the Opening Celebration in or near your booth with your branded giveaway to attendees. APA will partner with sponsors to create an engagement opportunity for our attendees.

• Opening Celebration

- Sponsors can select from a pre-set list, including themed AI caricature, themed AI photo opportunity, or branded themed giveaway, or company can work with APA to create their own activation.
- Your company will be included in the 'Scavenger Hunt' game card. Attendees will visit your booth to get their card stamped anytime on Saturday during Hub hours through the Opening Celebration. Once attendees complete their game card, they can select from APA-provided prizes and sponsor-branded giveaways at the APA Pavilion

• NPC27 Website/Mobile App

- "Opening Celebration sponsored by..." would appear in all Opening Celebration descriptions on the NPC27 website/mobile app
- Rotating Tile Ad with company logo and "Opening Keynote Sponsored by..." visible in ad

• Signage

- Logo will appear on signage for the activation
- Logo and booth number on the Opening Celebration Signage

NEW! Opening Celebration Drink Station

\$10,000 | Eight (8) Available

Sponsors will help APA create an exciting opening celebration on Saturday night in the Hub that welcomes all attendees and provides fun activations and ample networking time around the entire show floor. APA will have several bar service areas with beer/wine/soft drinks and snack stations placed strategically around the Hub and will provide a complimentary drink ticket to every attendee. Sponsors will have a specialty drink cart in or near their booth and additional branding to link your company to this exciting celebration.

• Opening Celebration

- One (1) specialty drink station bar placed in or near your booth. Select from a fun drink list aligned with the theme of the celebration.
- 25 additional drink tickets good at your bar for your staff to distribute during Hub hours on Saturday to customers and prospects
- Your company will be included in the 'Scavenger Hunt' game card. Attendees will visit your booth to get their card stamped anytime on Saturday during Hub hours through the Opening Celebration. Once attendees complete their game card, they can select from APA-provided prizes and sponsor-branded giveaways at the APA Pavilion

• NPC27 Website/Mobile App

- Rotating Left Banner Ad with company logo and "Opening Celebration Sponsored by..." with link to sponsor's URL
- "Opening Celebration sponsored by..." would appear in all Opening Celebration descriptions on the NPC27 website/mobile app
- Rotating Tile Ad with company logo and "Opening Celebration Sponsored by..." visible in the ad

• Signage

- Logo will appear on signage on the bar
- Logo and booth number on the Opening Celebration Signage

A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

NPC Studio

\$15,000 Exclusive to One (1)

The NPC Studio area will be located in a high-traffic area on the floor and will include a studio desk for interviewing sponsor representatives and a recording area for planners answering thought-provoking questions. Company will receive several professionally produced videos that will be shown onsite on the theater screens and provided post-event for their marketing use.

• Videos

- “Planning with Purpose” Video and Billboard Ad: 4 to 5 planners will answer a thought-provoking question at the onsite Studio. These answers will be packaged together in a soundbite video, “Planning with Purpose - how planners turn bold ideas into meaningful community change.” Video title frame will include the question and “Brought to You By” with your logo. A Billboard Ad, produced pre-show with the sponsor’s 10-second voiceover and up to two graphics/photos/video, will run at the end of the reel. Sponsor can select from pre-set questions (selected on a first-come, first-served basis). Reels shown onsite the next day on theater screens (when not in use). Video reel provided to sponsor post-show for their own marketing use
- One (1) Video Advertorial produced at your booth with TV Host. Video provided to sponsor post-show for their marketing use.
- One (1) Video Interview at the Studio with TV Host provided to sponsor post-show for their marketing use.
- Logo featured on the title frame of all three daily highlights videos, shown onsite on theater screens (when not in use)

• Signage

- Company logo prominently featured on the Studio and signage for the planner recording area

Event Mobile App Sponsorship

\$11,000 Exclusive to One (1)

Exclusive sponsorship of the NPC27 Mobile App. The app is used by attendees, speakers and exhibitors to review the NPC27 conference and Hub schedule, connect with attendees, search for exhibitors, access the floor plan, and more.

• NPC27 Mobile App

- Company logo on splash page shown each time app is launched
- One (1) Rotating Tile Banner Ad
- One (1) Rotating Sub-page Banner Ad with a link to sponsor’s URL
- One (1) mobile app push notification each of the four (4) days of NPC27 with a custom message (up to 25 words)
- “Mobile App sponsored by” and your logo in Mobile App-related email and social media promotions sent to all registrants by APA

• NPC27 Website

- NPC27 Website: Rotating Left Banner Ad (400 x 400 pixels) with sponsor’s URL

Career Center Tech Bar

\$7,500 Exclusive to One (1)

The Career Center is a hot spot for all attendees. Attendees stop by to learn career development and leadership skills, view job postings, and get answers from experts at the Tech Bar. This is a perfect opportunity for a tech firm or planning company to provide experts at the Tech Bar to answer questions from attendees and discuss their solutions and services. Build visibility and thought leadership and engage with attendees as they visit the Tech Bar.

- Company logo prominently featured on the front of the Tech Bar counters

• NPC27 Website

- Rotating Left Banner Ad with company logo and “Opening Keynote Sponsored by...” with link to sponsor’s URL

• NPC27 Mobile App

- Rotating Tile Ad with company logo and “Opening Keynote Sponsored by...” visible in the ad



A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

Education sponsorships to build thought leadership and educate attendees on your solutions and services that can help them and their community.

Presentation in the Planning Insight, Technology, or Career Center Theater

\$3,000 | Limited to Seven (7) on Saturday/ Sunday and Five (5) on Monday (Planning Insights and Technology) and One (1) per Day (Career Center)

15-minute demo or presentation at one of the three Theaters on the show floor during networking and lunch breaks. Comfortable seating with benches and charging stations set up for approximately 40–50 people. Theaters were packed with many standing room only at NPC26, and many attendees continued the conversation back at the speaker's booth to learn more.

- Presentation titles and descriptions will be included in the conference program schedule on the NPC27 website/mobile app, and onsite signage
- Presentations must be relevant for each theater area
- Time slots are scheduled on a first-come, first-served basis

NEW! Lunch & Learn Presentation in the District Area

\$10,000 | Exclusive to One (1) Session per Day

Sponsors can present a 50-minute Lunch & Learn presentation in the District Area room on the show floor during the exclusive lunch hour. We encourage companies to invite multiple speakers (clients, partners, etc.) to present with them. The room will be set up for a 50 attendees in classroom format, and a boxed lunch will be served to all registered attendees. These must be educational presentations, not a sales pitch.

- Lunch & Learn titles and descriptions will be included in the conference program schedule on the NPC27 website/mobile app and onsite signage
- APA will promote these presentations to conference registrants. Attendees must register for the Lunch & Learn presentations during conference registration
- One (1) lead capture license for sponsor to scan badges at the Lunch & Learn when greeting attendees
- Time slots are scheduled on a first-come, first-served basis
- Sponsor will receive registrant list for check ins

NEW! Presentation in the District Area

\$4,000 | One (1) Available in the Morning and Afternoon Breaks Saturday/Sunday and One (1) in the Morning on Monday

Sponsors can present a 20-minute presentation in the District Area room on the show floor during the networking breaks. Room will be set up for 50 attendees in classroom format. We encourage companies to invite multiple speakers (clients, partners, etc.) to present with them. Snacks and beverage stations will be set up near the room for attendees to grab and eat during the presentation. These must be educational presentations, not a sales pitch.

- Presentation titles and descriptions will be included in the conference program schedule on the NPC27 website/mobile app, and onsite signage
- These presentations will not require pre-registration and are open to all attendees, space permitting
- Time slots are scheduled on a first-come, first-served basis

NEW! Fireside Chats

\$2,000 | Two (2) Available each Afternoon Break Saturday/Sunday and Two (2) Available in the Morning Break on Monday

Position your company as an expert in your field by leading a 20-minute discussion on a trending topic or a community challenge (housing crisis, data centers, etc.). These conversations are designed to be interactive and highly engaging with a targeted audience of 15–20 people in an area on the showfloor.

- Fireside Chat titles and descriptions will be included in the conference program schedule on the NPC27 website/mobile app, and onsite signage
- Time slots are scheduled on a first-come, first-served basis



Exhibitor-led experiences can attract higher qualified attendees vs. generating a lot of unqualified leads.

Source: Trade Show Executive Trend Report, Nov 2024

A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

Marketing and conference sponsorships can increase brand awareness to a broader base of planners and generate leads months before the event.

NEW! Ad in NPC27 Promotion Emails

\$10,000 | Exclusive to One (1)

Leaderboard Ad will appear in NPC27 promotional emails sent to the entire APA member base of 40,000+ professionals every month from January through May 2027.

- Leaderboard Ad included in two (2) emails per month (same ad)
- Ad can link to sponsor's URL

NEW! Ad in Registered Attendee Emails

\$6,000 | Exclusive to One (1)

Leaderboard Ad in NPC27 emails to all registered attendees with information about the conference, schedule, sessions, exhibitors, and other important information.

- Leaderboard Ad included in 5 to 6 emails sent from February through May (same ad)
- This includes the Know Before You Go email to all registrants with vital conference information
- Ad can link to sponsor's URL

Dedicated Email to all NPC27 Registrants

\$3,600 | Four (4) Available Pre-show and Four (4) Post-event

Sponsor designed email sent by APA to all NPC27 registrants. Can be sent three weeks before the event or anytime after NPC. Includes custom banner, one (1) graphic/photo, up to 1,000 words, and subject line. Emails get a 30%+ open rate and high click-through rates (results vary depending on the content provided).

NPC27 Website Ads

Between 15,000 and 30,000+ planners and aligned professionals visit the NPC27 Website during the months leading up to and after the event. Ads can get thousands of views and high click-through rates (results vary depending on the content provided).

- Rotating Right Banner Ad (320 x 1200 pixels) with link to sponsor's URL: **\$800**
- Rotating Left Banner Ad (400 x 400 pixels) with link to sponsor's URL: **\$600**

NEW! Social Media Post

\$2,500 | Three (3) Available

Dedicated post on all four of APA's social media channels (LinkedIn, Facebook, Instagram, and X), reaching 180,000+ followers. Includes custom graphic, up to 25 words, and link to company's URL

NEW! Blog on APA's website (planning.org)

\$1,500 | Five (5) Available

Create a blog post of a case study, trend, or other valuable content that will be posted on the APA Blog. All blog posts will temporarily appear on APA's website homepage after publishing. Each blog post receives an average of 2,500+ page views. Blog to include a graphic/photo/image and links, up to 1,000 words (APA must review and approve blog content). Blog posted in the three months pre or post event (scheduled based on availability)

NEW! Coffee Station Sponsor

\$4,000 | Two (2) Available

Extend your reach to conferees by providing a coffee station on Tuesday morning near the conference session rooms for attendees to enjoy complimentary coffee and tea.

- Company logo will be displayed on signage near the coffee station
- Sponsor may provide custom branded sleeves, cups, or napkins for additional logo visibility or QR code 'contact us' options

Creating experiences shifts the dynamic from transactional sales to consultative sales, enabling brands to add value and build deeper relationships with prospects and customers.

(Source: Trade Show Executive Trend Report, Nov 2024)

A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

Onsite opportunities to drive traffic, amplify your brand awareness, and convert more leads.

Video Advertorial

\$3,500 | Five (5) Available

Professional video produced onsite at your booth with the NPC TV Host. Advertorials shown the following day on theater screens (when not in use). 2–3-minute edited video provided to company for post-event marketing use.

Video Interview at NPC News Desk

\$3,500 | Five (5) Available

Interview with the NPC TV Host with one or two company representatives at the Studio desk. Interviews shown the next day on all theater screens (when not in use). Edited 2-minute video provided to company for post-event marketing use.

Video Clip

\$1,800 | Ten (10) Available

Soundbite video shot at your booth with executive talking about your company and solutions/services. Video clips shown the next day on all theater screens (when not in use). 30-second edited video provided to company for post-event marketing use.

NEW! “Planning with Purpose” Videos with Billboard Ad

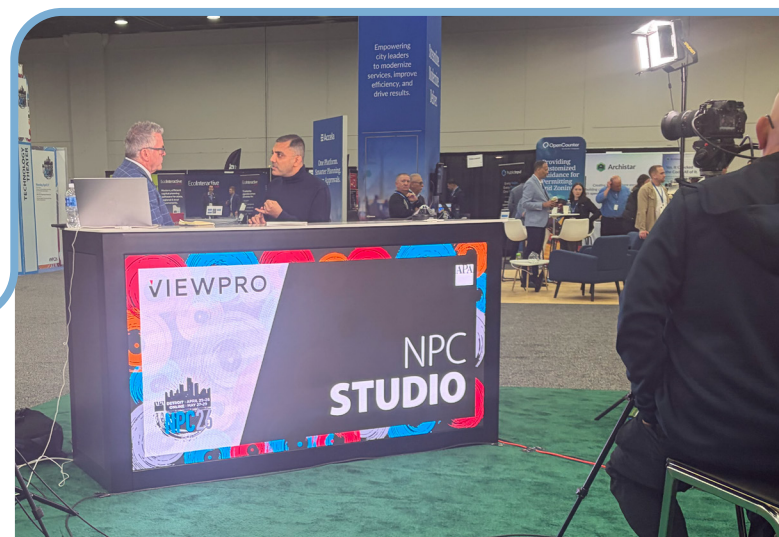
\$3,500 | Five (5) Available

Planners will answer a thought-provoking question at the Studio recording area. 4 to 5 planners answering the same question will be packaged together in a soundbite video “Planning with Purpose - how planners turn bold ideas into meaningful community change.” Your logo will be on the title frame with the specific question asked of planners. A Billboard Ad, produced pre-show with a 10-second voiceover and up to two graphics/photos/video, will run at the end of the video. Sponsors can select from pre-set questions for their video on a first-come, first-served basis. Reels will be shown onsite the next day on theater screens (when not in use). Videos with your Billboard Ad will be provided to company for post-event marketing use.

NPC27 Mobile App Ads

Thousands of attendees, speakers, and exhibit staff download and use the Mobile App daily, on all four days of the conference. Banner and Tile ads receive 15,000-50,000+ views and click-throughs (results vary depending on the content provided).

- Rotating Sub-page Banner Ad with link to sponsor's URL: **\$800**
- Rotating Tile Ad: **\$600**



A La Carte Opportunities continue on next page

A La Carte Sponsorship Opportunities (cont'd.)

NEW! Branded Aisle Signs

\$4,000 for Eight (8) | Two (2) Available

Your company logo and booth number prominently positioned on the bottom of eight (8) aisle signs that include the aisle number and NPC27 branding. Aisle numbers selected on a first-come, first-served basis.

Dedicated Double-Sided Meter Board

\$1,600

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 and drive them to your booth with your company message and booth number on a custom designed large double-sided meter board sign.

Scavenger Hunt Game

\$400 | Eight (8) Available

Drive traffic to your booth by participating in this fun and engaging game. Attendees will pick up a Scavenger Hunt Game card at the Registration Welcome area when the Hub opens on Saturday morning. Attendees must visit each participating booth to receive a stamp. Once attendees complete their card, they can redeem it during the Opening Celebration to claim a prize.

- All participating companies and their booth numbers will be included on the card
- APA will provide prizes and sponsors can offer branded giveaways (value of \$25+)
- Scavenger Hunt Game will be promoted on the NPC27 Website, Mobile App, and onsite signage

NPC27 Bag

\$12,500 | Exclusive to One (1)

All conference bags/backpacks will feature the sponsor's logo and APA/NPC27 branding and will be distributed to attendees and speakers at registration.

- One color company logo
- Two (2) branded items can be included in the bag/backpack (materials must be shipped to arrive onsite by deadline to be inserted in the bag)
- Bag or backpack produced will be one color with minimal environmental impact and/or from recycled material

"Our company is a long-time exhibitor at NPC. This was by far the best event in the last five years!"

—Carson Bise,
President, TischlerBise



Don't miss this unique opportunity to reach a highly targeted audience that influences decisions regarding technologies, planning services, infrastructure development and citizen engagement from large cities to small municipalities, and have insight into upcoming local, regional, and federal contracts.

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