



**EVOLUTION**  
**2021** OCTOBER  
4-6  
VIRTUAL CONFERENCE

## APPI 2021 CONFERENCE SPONSORSHIP OPPORTUNITIES

**Is your Organization looking to gain exposure with the reach of an online platform?**

We are offering corporate promotion opportunities for up to \$2,000 depending on your marketing objectives. This year, options for hosting will include a keynote speaker, plenary and concurrent sessions.

Whether you are a local or national firm, small or large firm, or one that has a relationship with the planning profession then we invite you to review our sponsorship package and have your company featured at the conference.

We are pleased to announce that we have enhanced our online conference format and sponsorship benefits – and we want you to be a part of it!

**APPI thanks you for your support!**

On October 4-6, we will gather with planning professionals for the 2021 APPI Conference. This year, we will connect by using a high-quality virtual delivery to bring an interactive experience where delegates will share ideas, lessons learned, emerging practices, and stories of the planning profession's ever-changing landscape.

The 2021 APPI Conference will put a spotlight on the evolving nature of the profession, which leads us to announce that this year's conference theme is **EVOLUTION!**

Our theme will challenge us to reflect on how our profession, and we as individuals, have evolved. It will have us talking about how individuals and our government, consultants and industry employers have had to continuously evolve!

Some of the topics we are considering are the Evolution of planning, human interactions and relationship building, community development during societal change, comfort with transitioning to our post-2020 way of life, and supporting emerging trends in the industry, small business, and technology. We will try to dissect how we as planners see the way things will evolve. While we will deliver networking opportunities in an online environment to energize and connect with industry leaders, colleagues, old and new friends.

Join us, as we connect virtually in a meaningful way and discuss the ways we have evolved our practices. This year we will create a space where we can learn from each other about evolution both individually and collectively, and shape how we evolve together.

### **Conference Sponsorship Committee**

Melanie Messier	<i>Committee Chair</i>
Dustin Bisson	<i>Committee</i>
Robert Priebe	<i>Committee</i>

Please contact Melanie Messier with your interest and more information at: [melanie.messier@coaldale.ca](mailto:melanie.messier@coaldale.ca) 403.345.1313



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## APPI 2021 CONFERENCE SPONSORSHIP OPPORTUNITIES

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### PLATINUM SPONSOR \$2,000

#### OPPORTUNITIES

- Keynote Speaker**

#### BENEFITS

- Acknowledgement at opening and closing
- Conference registration for three (3) representatives of your company
- Logo placement & primary acknowledgement on the conference web site
- Promotional video opportunity (two – one minute clips)
- Sponsor virtual 'room' – video, link to firm website
- Recognition on the APPI website and social media

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### GOLD SPONSOR \$1,500

#### OPPORTUNITIES (CHOOSE ONE)

- Closing Plenary**
- Student Participation**

#### BENEFITS

- Conference registration for two (2) representatives of your company
- Logo placement on the conference website and with the Closing Plenary presentation
- Promotional video opportunity (one – one minute clip) at a specified break, and link to firm website
- Recognition on the APPI website and social media

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### SILVER SPONSOR \$1,000

#### OPPORTUNITIES (CHOOSE ONE)

- Plenary**
- Two sessions**

#### BENEFITS

- Conference registration for one (1) representative of your company
- Logo placement on the conference website
- Logo placement with the Plenary presentation
- Logo placement with two sessions
- Recognition on the APPI website and social media

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### BRONZE SPONSOR \$500

#### OPPORTUNITY

- One session**

#### BENEFITS

- Logo placement on the conference website
- Logo placement with the session presentation
- Recognition on the APPI website and social media

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### IN KIND CONTRIBUTION UP TO \$450

#### OPPORTUNITY

- No minimum amount, pay what you can**

#### BENEFITS

- Recognition on the APPI and Conference website

For each person receiving the free registration benefit, register online at [www.albertaplanners.com/events/APPI-2021-virtual-conference-evolution](http://www.albertaplanners.com/events/APPI-2021-virtual-conference-evolution) and use the discount code **SPONSORS2021**. The conference registration includes access to view the majority of the session recordings after the conference until June 2022.

Submit the Sponsor Form with the company logo to the APPI office by July 30, 2021 to Vicki Hackl, APPI Office Manager at [admin@albertaplanners.com](mailto:admin@albertaplanners.com)