



Dear Colleague:

The New York Upstate Chapters of the **American Society of Landscape Architects** and the **American Planning Association** in association with the **New York State GIS Association** will be holding a Joint Annual Conference on **September 13-15, 2006** at the Holiday Inn in Auburn, New York. This year's joint conference, with an outstanding program of speakers and events, promises to establish a new benchmark for interest and attendance.

This conference presents an excellent opportunity for firms such as yours to publicize your services and showcase your products while supporting **APA, NYSGISA, and ASLA**. Registrants and attendees at the conference will represent a wide range of potential clients from both the public and private sectors. Opportunities for networking, socializing, advertising, and displays will enable your firm to develop client contacts across the state.

**APA, NYSGISA, and ASLA** are providing a variety of options for showcasing your firm, ranging from program advertisements to exhibitor space and event sponsorship. Among the events are the awards luncheons for **APA and ASLA**, morning and afternoon coffee breaks on both days, and two evening receptions. New this year is the opportunity for your company to help sponsor student attendance at the conference.

Exhibitor space at the conference will be in the hotel's atrium (Courtyard) immediately adjacent to the technical sessions and luncheons. Morning and afternoon breaks will be held in the atrium, guaranteeing high visibility and exposure.

I urge you to consider giving financial support to this conference. Doing so will benefit you, your fellow professionals, **APA, NYSGISA, and ASLA**. Please take the time...**Today**...to complete the accompanying vendor registration form. Should you have any questions regarding this outstanding opportunity, please call on us. Don't miss out on this very special opportunity!

**See you at the conference!**

Sincerely,

James R. Kent, AICP  
Conference-Sponsor Chair

**VENDOR/SPONSOR REGISTRATION FORM**

**UPSTATE CHAPTER/AMERICAN PLANNING ASSOCIATION, AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS, AND NEW YORK STATE GIS ASSOCIATION  
2006 ANNUAL CONFERENCE  
Holiday Inn, Auburn, NY**

**FIRM:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE(S):** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**CONFERENCE ATTENDEE(S):** \_\_\_\_\_

**FOR EXHIBITORS, WILL ELECTRICITY BE NEEDED? YES  NO**

**SPONSORSHIP LEVELS: (Please indicate which category and specific item you are choosing)**

**SUPPORTER**

- ◆ One business-card sized display ad in the conference program \$150
- ◆ One quarter-page sized display ad in the conference program \$250

**EXHIBITOR – APA/ASLA/NYSGISA Member Consultant (no product vendors) \$450  \***

- ◆ One full registration
- ◆ One exhibitor display space
- ◆ One business- card sized display ad in the conference program

**EXHIBITOR – Product Vendors \$700  \***

- ◆ Two full registrations
- ◆ One exhibitor display space
- ◆ One business- card sized display ad in the conference program

**BREAK/RECEPTION SPONSOR \$400**

- ◆ One full registration
- ◆ Sponsor full break or reception
- ◆ One half-page sized display ad in the conference program
- ◆ Sponsor sign at venue entrance/table

**LUNCHEON SPONSOR \$500**

- ◆ One full registration
- ◆ Sponsor full luncheon
- ◆ One full-page sized display ad in the conference program
- ◆ Introduced at the sponsored luncheon
- ◆ Sponsor sign on luncheon podium

**STUDENT SPONSOR \$400**

- ◆ One full registration
- ◆ Special mention in the conference program
- ◆ One half-page sized display ad in the conference program

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**SUBMITTAL INFORMATION:**

The Vendor Registration Form, your check in the proper amount, and camera-ready display ad graphics (portrait format) must be received by **July 1, 2006**.

Display ads: Quarter page 3 1/2" x 4 1/2"; Half page - 7 1/4" x 4 1/2"; Full page - 7 1/4" x 9 1/2";  
Business Card - 2 1/4" x 1 1/2"

\*Exhibitors will be provided a 3' x 5' or a 3' x 8' table with the long axis on an aisle. Indicate if you need electrical service. There is an additional charge of \$20 per table for table linens/skirts per day.

Wireless internet access will be available in the courtyard display area.

All sponsors of events will be given the opportunity to display posters of their own design and making at those events. Sponsors of luncheons and the reception will be announced and will be given the opportunity to display posters and table signs of their own making. Student sponsors will be announced and recognized at one of the award luncheons.

Registrants will be treated on a first-come, first-served basis, and every reasonable effort will be made to accommodate vendor requests to their satisfaction.

Please make your hotel reservations (Holiday Inn: 315-253-4531) prior to August 15, 2006. Hotel rates are as follows:

	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Registration Code</u>
Government	\$60.00	\$60.00	\$89.00	APG
Private	\$89.00	\$89.00	\$109.00	APA

Additional information on the conference can be found at <http://www.nyupstateplanning.org/>

All checks must be payable to: CNY Section APA. Please mail the Vendor/Sponsor Registration Form to:

City of Auburn  
Attn. Steve Lynch  
Memorial City Hall  
24 South Street  
Auburn, New York 13021

For additional information, call or e-mail: Jim Kent at (315) 255-2432 – [kent\\_design@hotmail.com](mailto:kent_design@hotmail.com)