

# PLANNING & REDEVELOPMENT CONFERENCE / 2024

VIRTUAL JUNE 5-6 / IN-PERSON JUNE 7 AT THE HYATT REGENCY, NEW BRUNSWICK

## SPONSORSHIP OPPORTUNITIES

**New Jersey Future** and the **New Jersey Chapter of the American Planning Association** are proud to present a three-day conference, which will be held virtually on June 5–6 and in person at the Hyatt Regency New Brunswick on June 7.

The 2024 New Jersey Planning & Redevelopment Conference brings together bold ideas, innovative solutions, proven concepts, and best practices for creating stronger, more inclusive, and equitable places where people live, work, and play.

Sponsorship provides creative forms of visibility for your organization’s products and services while supporting the mission and work of New Jersey Future and APA-NJ.

### WHEN AND WHERE

#### Wednesday through Friday, June 5–7, 2024

Wednesday and Thursday: Virtual from anywhere! Program sessions from 8:50 a.m.—1:00 p.m.  
Friday: Convene in person at the Hyatt Regency, New Brunswick, NJ for a full day of learning, connecting, and sharing ideas from 8:00 a.m.—5:00 p.m.

### WHO ATTENDS

The perfect mix of the private and public sectors: mayors; CEOs; community leaders and advocates; township managers; corporate program directors; local, regional, and state planners; and COOs and public finance managers, along with contractors, developers, attorneys, and environmental service providers—all of whom are influencers or decision-makers for how, when, and with whom redevelopment, planning, and infrastructure decisions are made.

### WHAT TO EXPECT

This year’s conference format includes two days virtual and one day in person. This three-day event will feature 36 sessions, a virtual and in-person exhibit area, networking opportunities, and continuing education credits.

# SPONSORSHIP LEVELS

2024 NJ Planning & Redevelopment Conference

\$7,500  
(set of two: one in-person plenary + one virtual plenary)

## KEYNOTES/PLENARIES SPONSOR *(Limit 12 sponsors)*

- Program Book: Full-page ad
  - 6 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from NJF and APA-NJ reaching over 8,000 contacts
  - Sponsorship announced via social media
  - Logo on attendee login page
  - Linked logo in conference portal sponsor carousel
- **Virtual Days:**
    - Included in conference lobby video
    - Linked logo in conference portal sponsor carousel
    - Recognition from virtual podium
    - Recognition during introduction video for plenary session
    - Logo listed with plenary session
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Exhibit table or booth space
    - Recognition from podium during plenary sessions
    - Logo on sponsor signage and on plenary table signs
    - Logo in ballroom slideshow during plenary

\$5,000  
(one plenary - may be either virtual or in-person)

\$4,000 **TRACK SPONSOR** *(Limit 9 sponsors)*

- Includes at least three sessions (may be virtual and/or in-person)
  - Program Book: Half-page ad
  - 3 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from NJF and APA-NJ reaching over 8,000 contacts
  - Sponsorship announced via social media
- **Virtual Days:**
    - Linked logo in conference portal sponsor carousel
    - Logo listed with all sessions in track
    - Sponsor hall listing and exhibit portal
    - Logo included in intro video for track sessions
  - **In-Person Day:**
    - Logo on sponsor signage
    - Logo on track-related room signs and on session slide
    - In-person exhibit add-on available (\$500)

\$2,500 **EXHIBIT SPONSOR** *(Virtual + In-person: limited)*

- Includes **both** virtual and in-person exhibit
  - Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
- **Virtual Days:**
    - Linked logo in conference portal sponsor carousel
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Exhibit table or booth space

\$1,000 **VIRTUAL EXHIBIT SPONSOR** *(Virtual only)*

- Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
- **Virtual Days:**
    - Sponsor hall listing and exhibit portal

\$2,500 **RECEPTION SPONSOR** *(In-person day)*

- Program Book: Listing
  - 3 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from NJF and APA-NJ reaching over 8,000 contacts
- **Virtual Days:**
    - Sponsor hall listing
  - **In-Person Day:**
    - Logo on sponsor signage
    - Logo on Reception Sign

# SPONSORSHIP LEVELS

2024 NJ Planning & Redevelopment Conference

- \$2,000 **SCHOLARSHIP SPONSOR** *(supports registrations for community members)*
  - Program Book: Listing
  - 3 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from NJF and APA-NJ reaching over 8,000 contacts
- **Virtual Days:**
  - Sponsor hall listing
- **In-Person Day:**
  - Logo on sponsor signage

- \$2,000 **BREAKOUT SESSION SPONSOR**  
(in-person session)
  - Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
- **Virtual Sessions:**
  - Linked logo in conference portal sponsor carousel
  - Sponsor hall listing
  - Logo listed with breakout session
  - Logo included in session introduction video
- **In-Person Sessions:**
  - Linked logo in conference portal sponsor carousel
  - Sponsor hall listing
  - Logo on sponsor signage
  - Logo on breakout session room sign

- \$500 **COLLEAGUE SPONSOR**
  - Program Book: Listing
  - 1 full conference registration (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites

## PROGRAM BOOK ADS

- |   |                        |                     |
|---|------------------------|---------------------|
| • <b>Full-page ad:</b> 5" wide x 7.75" high | Standard Price \$2,000 | Sponsor Price \$800 |
| • <b>Half-page ad:</b> 5" wide x 3.75" high | Standard Price \$1,000 | Sponsor Price \$500 |

## REGISTRATION *Refer to sponsor level for complimentary registrations.*

### CONFERENCE REGISTRATION

Includes full access pass to all conference programming on June 5–7 including 34 sessions, virtual exhibits, an in-person exhibit hall, and networking with fellow attendees, speakers, and sponsors. A NJPRC24 Video On-Demand library, in addition to session files and resources, will be available to all conference attendees for two months following the Conference.

- **\$300** New Jersey Future Members/APA-NJ Members
- **\$350** Non-Member
- **\$250** Elected Officials/Speakers

## RESERVE YOUR SPONSORSHIP

### CONTACT

Michele Glassburg, Senior Advisor, New Jersey Future  
[mglassburg@njfuture.org](mailto:mglassburg@njfuture.org)

### SPONSORSHIP PAYMENT

Check (preferred) or credit card. The attached form must be completed and emailed to [mglassburg@njfuture.org](mailto:mglassburg@njfuture.org) to reserve your sponsorship (payment can follow).



# YES!

We want to sponsor the 2024 NJ Planning & Redevelopment Conference and support the work of New Jersey Future and APA-New Jersey.

Convening virtually June 5–6 and in person on June 7 at the Hyatt Regency, New Brunswick, NJ.

Sponsorship amount: \$ \_\_\_\_\_

Sponsorship type: \_\_\_\_\_

Name: \_\_\_\_\_

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

- Check enclosed, made payable to:  
New Jersey Future, 16 W. Lafayette St., Trenton, NJ 08608
- Please email me an invoice.
- Credit Card: Please email [mglassburg@njfuture.org](mailto:mglassburg@njfuture.org) for payment instructions.

To reserve your sponsorship, email this form to: [mglassburg@njfuture.org](mailto:mglassburg@njfuture.org). Payment can follow. Questions: Contact [Michele Glassburg](#), Senior Advisor, New Jersey Future.



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*