PADOWNTOWN.ORG

Helping you make your town a better place.

DESIGN

BEYOND THE STRUCTURES

PENNSYLVANIA'S PREMIER REVITALIZATION CONFERENCE

SEPT 12 - 15

2021

DOWNTOWN
READING
PENNSYLVANIA

HOSTED AT
DOUBLETREE
BY HILTON

SPONSOR & EXHIBITOR OPPORTUNITIES

PENNSYLVANIA
Downtown Center
• Since 1987 •

WHEN
SEPTEMBER 12 - 15, 2021

WHERE
Sessions at Reading's
DOUBLETREE by HILTON

Mobile workshops in
Boyertown, Hamburg,
West Reading, and
Reading

WHO
200+ COMMUNITY
REVITALIZATION
PROFESSIONALS

AT PENNSYLVANIA DOWNTOWN CENTER'S 2021 CONFERENCE, JOIN THE CONVERSATION ON DESIGNING FOR THE FUTURE: INTEGRATING NEW APPROACHES, IDEALS, VALUES AND CULTURES ALL WHILE PRESERVING THE HISTORIC CHARACTERISTICS THAT MAKE OUR COMMUNITIES UNIQUE.

EACH YEAR,

more than 200 conference attendees, representing downtowns, central business districts, neighborhoods, and core community revitalization programs from across Pennsylvania, gather together at Pennsylvania Downtown Center's premier revitalization conference to learn, network and share. In 2021, conference-goers will explore the many facets of DESIGN: How we use buildings, streets, sidewalks—all spaces of our cities, towns, and neighborhoods. These places that help to create social interactions for greater interconnected communities. With inspirational keynotes, immersive mobile workshops, and seminars led by experts in the field, this event offers an exceptional networking opportunity for your business to get to know participants from across the commonwealth.

2021 SPONSORSHIP OPPORTUNITIES

PARTICIPANTS ENJOY BOYERTOWN'S 2019 PICKFEST. BOYERTOWN WILL BE FEATURED AS A MOBILE TOUR AT THE 2021 CONFERENCE.

PREMIER LEVEL SPONSORS

$10,000

Benefits include:

- Prime location for exhibit booth (if an exhibit table is desired)
- Your company name on the marketing mailer, conference website and slide show at meals
- A full-page color advertisement in the Program Book
- An electronic list of attendees
- Five free registrations including tickets to the Townie Awards

ADDITIONAL $2,500

- Exclusive opportunity to address the audience from the podium at the Townie Awards Gala

MAJOR SPONSORS

$4,000

Benefits include:

- Exhibit in a high traffic area (if you want an exhibit table)
- Your company name on the marketing mailer, conference website and slide show at meals
- A half-page color advertisement in the Program Book
- An electronic list of attendees
- Two free registrations including tickets to the Townie Awards

STANDARD SPONSORS

$2,500

Benefits include:

- Exhibit in a high traffic area (if you want an exhibit table)
- Your company name on the marketing mailer, conference website and slide show at meals
- A half-page color advertisement in the Program Book
- An electronic list of attendees
- One free registration including a ticket to the Townie Awards

"Erie Insurance was proud to support the PA Downtown Conference and help showcase our hometown to leaders from across the Commonwealth. As a company, we value the communities we serve and found that the shared learning, pop up event, and tours that took place during the event really brought our downtown to life."

— CHRISTINA MARSH, CHIEF COMMUNITY & ECONOMIC DEVELOPMENT OFFICER | ERIE INSURANCE | ERIE, PA

PENNSYLVANIA'S PREMIER REVITALIZATION CONFERENCE

2021 SPONSORSHIP OPPORTUNITIES

MOBILE WORKSHOP SPONSORS

$1,500

Benefits include:

- Exhibit table in a high traffic area (if you want an exhibit table)
- Your company name on the marketing mailer, conference website and slide show at meals
- A quarter-page color advertisement in the Program Book
- Two free tickets to attend the mobile workshop that you sponsor
- Your company name on workshop signage
- An electronic list of attendees
- One free registration including a ticket to the Townie Awards

BREAK SPONSORS

$1,500

Benefits include:

- Exhibit table in a high traffic area (if you want an exhibit table)
- Your company name on the marketing mailer, conference website and slideshow at meals
- A quarter-page color advertisement in the Program Book
- Your company name on napkins at a break
- An electronic list of attendees
- One free registration including a ticket to the Townie Awards

PDC CONFERENCE SCHOLARSHIP FUND

FROM $375

SPONSOR ONE OR MORE INDIVIDUALS TO ATTEND THE CONFERENCE.

Benefits include:

- Your name or company name in the Scholarship Fund section of the conference program
- Your name or company name on a slide show at meals

LOCAL SPONSOR

FROM $250

EXCLUSIVE OPPORTUNITY FOR LOCAL DOWNTOWN BUSINESSES

Benefits include:

- Your name or company name in the conference program
- Your name or company name on a slide show at meals

SWAG SPONSORS

PRICES VARY

SPECIFIC TO NON-LOCAL BUSINESSES

Work with PDC to develop a special item with your company's logo printed on it. Some examples could be conference totes, napkins, water bottles or notepads to be handed out to conference attendees. Get creative and share your brand with the world!

EXHIBITOR
& ADDITIONAL OPPORTUNITIES

EXHIBITING IS AN OPPORTUNITY FOR ORGANIZATIONS TO HOST A BOOTH AT THE ANNUAL COMMUNITY REVITALIZATION CONFERENCE WITHOUT PLEDGING A SPONSORSHIP. WE OFFER A NON-PROFIT ORGANIZATIONAL RATE AND A BUSINESS RATE. EXHIBITOR REGISTRATION MUST BE SUBMITTED BY JUNE 12, 2021, OR UNTIL SOLD OUT!

EXHIBITOR (NON-PROFIT RATE)
$500

Benefits include:

- Exhibit table
- Your company name on the marketing mailer, website and slide show at meals
- Program Book listing
- An electronic list of attendees
- One free registration including a ticket to the Townie Awards

EXHIBITOR (BUSINESS RATE)
$650*

20% OFF FOR PDC MEMBER BUSINESSES

Benefits include:

- Exhibit table
- Your company name on the marketing mailer, website and slide show at meals
- Program Book listing
- An electronic list of attendees
- One free registration including a ticket to the Townie Awards

PROGRAM BOOK ADVERTISING

is a great way to reach our audience. Non-sponsors may purchase a color advertisement in our program book using the sponsor pledge form. Rates are listed below. *Advertising space must be reserved by June 12, 2021.*

FULL PAGE AD | $350
8.5X8.5" WITH .125" BLEED

HALF PAGE AD | $250
8.5X4.25" WITH .125" BLEED

QUARTER PAGE AD | $200
4.25X4.25" WITH .125" BLEED

THE GENERAL INFORMATION AREA

serves as a forum for attendees to peruse information with other conference goers. Share catalogs, magazines, and other publications as well as display posters, job openings, program advertisements and much more. Attendees may bring information for free. If materials are being shipped to PDC prior to the conference, there is a $20 stocking fee.

BECOME A PDC MEMBER
20% OFF
FOR DISCOUNTS ON EXHIBITOR RATES

**Learn more about PDC Membership at*
padowntown.org/membership/membership-benefits

PREVIOUS CONFERENCE SPONSORS

Erie Insurance®
Above all in SERVICE® – since 1925

PNC

UPMC | HAMOT

UPMC HEALTH PLAN

STREETPLUS
Clean + Safe + Friendly

erie DOWNTOWN

ERIE COUNTY PENNSYLVANIA

SEAL OF THE CITY OF ERIE INCORPORATED APRIL 14, 1851 PENNSYLVANIA

PA pennsylvania
DEPARTMENT OF COMMUNITY ECONOMIC DEVELOPMENT

EDDC
ERIE DOWNTOWN DEVELOPMENT CORPORATION

ERIE
REGIONAL CHAMBER AND GROWTH PARTNERSHIP

JEFFERSON EDUCATIONAL SOCIETY

E·C·G·R·A
ERIE COUNTY GAMING REVENUE AUTHORITY

VisitErie

the e

FHLBank PITTSBURGH

HONEYCOMB CREDIT

U.S. BRIG NIAGARA ERIE MARITIME MUSEUM

FIND OUT OTHER WAYS TO SPONSOR PA DOWNTOWN CENTER'S ANNUAL PREMIER REVITALIZATION CONFERENCE IN READING! PLEASE CONTACT MARIA WHERLEY AT 717.233.4675 EXT. 116, OR MARIAWHERLEY@PADOWNTOWN.ORG, TO DISCUSS ADDITIONAL SPONSORSHIP OPPORTUNITIES. WE ARE HAPPY TO WORK WITH YOU TO DEVELOP A SPONSORSHIP OPPORTUNITY THAT MEETS YOUR NEEDS.

SPONSORSHIP-EXHIBITOR AGREEMENT FORM

If you wish for your company name to be featured on the conference mailer, ***forms must be received by May 12, 2021.***

Sponsoring Company (Please PRINT company name clearly as it should appear on the website and in printed materials.)

Address

City/State | Zip/Postal Code | Phone | Fax

Company URL

*It is understood that this application will become a binding contract upon acceptance by Pennsylvania Downtown Center. Please see terms below.**

SPONSOR SELECTION

- ❍ Premier Level Sponsor with Speaking Opportunity — $12,500
- ❍ Premier Level Sponsor — $10,000
- ❍ Major Sponsor — $4,000
- ❍ Standard Sponsor — $2,500
- ❍ Mobile Workshop Sponsor — $1,500
- ❍ Break Sponsor — $1,500
- ❍ PDC Conference Scholarship Fund *from* $375 — $_____
- ❍ Swag Sponsor *from* $250 (does not include cost of item/s) — $_____
- ❍ Local Sponsor *from* $250 (for downtown businesses only) — $_____

EXHIBITOR SELECTION

- ❍ Exhibitor (Non-Profit) — $500
- ❍ Exhibitor (Business Rate) — $650
- ❍ Exhibitor (PDC Business Member) — $520

**Learn more about PDC Membership at* padowntown.org/membership/membership-benefits

PROGRAM BOOK ADVERTISING

- ❍ Full Page 8.5 x 8.5" Ad — $350
- ❍ Half Page 8.5 x 4.25" Ad — $250
- ❍ Quarter Page 4.25 x 4.25" Ad — $200

TOTAL FOR 2021 CONFERENCE:

$ _____

METHOD OF PAYMENT

- ❍ Invoice Me
- ❍ Check/Money Order Enclosed
- ❍ VISA
- ❍ MasterCard
- ❍ Discover

Name on Card

Authorized Signature

Card Number

Expiration Date

SEND PAYMENT TO:

Pennsylvania Downtown Center
P.O. Box 1265
Harrisburg, PA 17108

Please return signed agreement along with payment information via fax to 717.233.4690, or via email to* ***mariawherley@padowntown.org* *by May 12, 2021. Application will not be processed without payment. Make checks payable to Pennsylvania Downtown Center.*

Cancellations must be received in writing to PDC. Cancellations received by July 12, 2021 will receive a refund of funds tendered, less a $25 administrative fee. No refunds will be issued after July 12, 2021.

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