



# SPONSOR & EXHIBITOR OPPORTUNITIES

[PADOWNTOWN.ORG](http://PADOWNTOWN.ORG)





## Join Us

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JUNE 26-29, 2022 | HARRISBURG, PA | HILTON HARRISBURG

**In celebration of Pennsylvania Downtown Center's 35<sup>th</sup> Anniversary, the 2022 conference will highlight innovative approaches to community revitalization throughout Pennsylvania.**

Hosted in Harrisburg, the conference will not only showcase the great strides made in the economic impact and improved quality of life in the historic downtown, but also celebrate the adjacent and nearby neighborhoods that are experiencing renewed investment and positive change.

Our conference provides attendees with a wide array of educational programming that covers revitalization fundamentals, subject-specific strategies, and leadership skills necessary to advance local program efforts. We involve local stakeholders and engage experts in the field to create a rich, dynamic schedule that isn't just classroom-based: we ensure that attendees are offered a range of engaging content sharing, connection, and networking formats, including:

- Opening & Closing Plenaries
  - Daily Keynotes
- Break-out Education Sessions
- Moderated Panel Discussions
  - Networking Hours
  - Exhibit Hall
- Mobile Tours of Communities

## About Sponsoring

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**Sponsoring PA's Premier Revitalization Conference is a highly visible, cost-effective way to reach community leaders and partners as they foster new ideas and solutions for preservation-based revitalization.** Sponsor packages provide partners with the opportunity to demonstrate leadership through programming and promotions and support communities on their path to economic revitalization.

Questions? Reach out to Virginia Mauk, Conference Coordinator, at [virginiamauk@padowntown.org](mailto:virginiamauk@padowntown.org)

## SPONSOR PACKAGES

**\$10,000**

### *Premier Level Sponsors*

#### **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
- Your company name on a table tent sign at the Townie Awards
- An electronic list of attendees
- Five free registrations including tickets to the Townie Awards

*For an Additional \$2,500*

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

**\$4,000**

### *Major Sponsors*

#### **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
- Your company name on a table tent sign at the meal that you sponsor
- An electronic list of attendees
- Two free registrations including tickets to the Townie Awards

**\$2,500**

### *Standard Sponsors*

#### **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

*"As a partner and co-host for the 2021 PA Downtown Conference held in Reading, I so enjoyed working with Julie Fitzpatrick and her staff. The preparation for the conference was thorough and comprehensive. And because of all of the good groundwork, the conference itself was wildly successful as Berks County and the City of Reading were able to shine in front of multiple stakeholders from across PA. By all accounts, all the attendees I spoke with said that the conference was a smash hit! They enjoyed the sessions, the mobile workshops and the professional interactions. I for one gained valuable knowledge and made several important new contacts with leaders across the state that have proven to be very beneficial.*

*Thank you PA Downtown Center for hosting in Reading!"*

- DAVID N. HUNTER, SR., AICP,  
EXECUTIVE DIRECTOR, BERKS COUNTY PLANNING COMMISSION



**\$1,500***Mobile Workshop Sponsor***BENEFITS INCLUDE**

- Exhibit table in a high traffic area
- 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

**\$1,500***Break Sponsor***BENEFITS INCLUDE**

- Exhibit table in a high traffic area
- 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

**FROM \$375***PDC Conference  
Scholarship Fund***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

**FROM \$250***Local Sponsor***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

**PRICES VARY  
SPECIFIC TO  
NON-LOCAL BUSINESSES***Swag Sponsors*

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!

*Interested in discussing other ways to partner with our conference? Reach out to Virginia Mauk, Conference Coordinator, at [virginiamauk@padowntown.org](mailto:virginiamauk@padowntown.org). We're happy to develop an opportunity that meets your needs!*



## EXHIBITOR & Additional Opportunities

### About Exhibiting

Our Premier Revitalization Conference draws upwards of 300 community leaders from small towns, midsize cities, and urban neighborhood business districts. Attendees are professionals in preservation-based, economic development and community revitalization, including both experienced and new downtown and neighborhood Main Street directors, volunteers, architects, planners, economic development professionals, public officials, volunteers, and consultants.

Our Exhibitor Expo is a central gathering place and the best place to develop relationships with the network. Our conference attendees rely on the products and services from companies like yours to do their best work, so join us for this unparalleled opportunity to market your services and make valuable connections with local leaders!

**\$500**

#### *Non-Profit Exhibitor*

##### **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

**\$650\***

#### *Business Exhibitor*

**\*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 May 20, 2022.

**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  
member today!*

[PADOWNTOWN.ORG](http://PADOWNTOWN.ORG)







## About Us

### HELPING YOU MAKE YOUR TOWN A BETTER PLACE, SINCE 1987

**Pennsylvania Downtown Center (PDC) is the only statewide nonprofit dedicated solely to the revitalization of the commonwealth's core communities.**

Primarily through utilization of the National Main Street Center®, PDC provides outreach, technical assistance, and educational services in order to assist communities in revitalizing their central business districts and surrounding residential neighborhoods. Over the years, we have formed a variety of strategic partnerships with local and statewide organizations in order to further our mission of promoting community revitalization and reinvestment. Additionally, our centralized Harrisburg location allows us to interact regularly with members of the PA Legislature in order to advocate on behalf of downtown and neighborhood initiatives in the commonwealth.

As a Main Street America Coordinating Program, the Pennsylvania Downtown Center, is part of a powerful, grassroots network consisting of 45 Coordinating Programs and over 1600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

## Value Statement

**May these values act as guiding principles to navigate how we treat each other,  
serve our customers and determine appropriate partnerships.**

### *Authenticity*

We seek out, recognize and celebrate what is real, genuine and unique about each other, our members and our communities. We value diversity and encourage creative expression.

### *Stewardship*

We believe in honoring the balance among people, planet and profit. We take into consideration this triple bottom line when aligning ourselves with potential partner organizations and companies. We are advocates for social, economic and environmental justice as these impact community revitalization.

### *Progressive*

We want to evolve. We strive to constantly expand our knowledge base as leaders in the field of community revitalization. We seek to be both adaptive and creative, continuously improving. We foster the entrepreneurial spirit and are open to new ideas.

### *Collaborative*

We cooperate and are willing to work together. We recognize the importance of connectedness and we actively explore and develop partnerships. We operate with our partners in a synergistic fashion by building dynamic networks and thereby increase the potential for mutual successes.

### *Fun*

We communicate, demonstrate and reflect excitement and enthusiasm for the work we do. We create an enjoyable environment that motivates, energizes and celebrates a passion for the inspiring work of community revitalization.

### *Integrity*

We are honest, accountable and transparent as individuals and as an organization. We act respectfully and respond thoughtfully with a consistent ethic of service to our communities. We follow through on our promises as we put our values into action.



PA'S 2022 PREMIER REVITALIZATION CONFERENCE & 35<sup>TH</sup> ANNIVERSARY

# SPONSORSHIP-EXHIBITOR AGREEMENT FORM

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 PACKAGE 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 Harrisburg businesses only)

## EXHIBITOR PACKAGE SELECTION

- ☐ Exhibitor (Non-Profit) \$500
- ☐ Exhibitor (Business Rate) \$650
- ☐ Exhibitor (PDC Business Member) \$520

## 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 2022 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 [virginiamauk@padowntown.org](mailto:virginiamauk@padowntown.org). 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 April 5, 2022 will receive a refund of funds tendered, less a \$25 administrative fee. No refunds will be issued after April 5, 2022.*



*Helping you make your town a better place.*

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PENNSYLVANIA  
Downtown Center  
• Since 1987 •

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