



2017 CALIFORNIA PRESERVATION CONFERENCE

42ND ANNUAL
CALIFORNIA
PRESERVATION
CONFERENCE

PRESERVATION
@ the 4⁰
FRONT

Pasadena Hilton
Hotel

The 42nd Annual California Preservation Conference will be held at the Pasadena Hilton Hotel, May 10-13, 2017

Well-attended, well-received, and highly regarded, the California Preservation conference provides access to an audience prominent in the field of historic preservation. The California Preservation Conference includes a dynamic mix of over 40 sessions, special events, networking activities and tours of exclusive sites and projects in historic Pasadena and surrounding areas. The Conference will bring together a diverse, multidisciplinary audience of more than 500 participants from across California.

We invite you to join us and support the California Preservation Conference by becoming a Sponsor. Your sponsorship is an easy and affordable way to promote your firm to a targeted professional audience while providing the needed funding to ensure the protection of historic sites across California through our statewide advocacy and education programs.

Become a Sponsor Today!

As a Sponsor, you will receive

Recognition | Benefits | Social networking opportunities

The benefits are listed in the sponsorship chart on the reverse side. Please take time to review and select a level that is appropriate for your company. Your support will ensure that California's historic places and its diverse cultural heritage will be enjoyed and protected for future generations of Californians.



CALIFORNIA
PRESERVATION
FOUNDATION

California Preservation Conference Sponsorship Opportunities



Sponsorship is ideal for companies and firms wanting visibility and direct marketing exposure at the California Preservation Conference audience which attracts over 500 professionals from across the State. Complimentary registrations and other benefits dramatically increase at the higher levels. Sponsorships include a Professional membership. Exclusive Special Event sponsorship is now available for sponsors who want increased visibility before the conference attendees.

2017 Conference Sponsorship Levels

	Legacy Conference Sponsor \$20,000	Capital \$5,000	Pillar \$2,500	Supporting \$1500	Opening Reception Sponsor \$4,500	3 Minute Success Stories \$2,500
Annual Conference*						
California Preservation Conference	10	5	3	2	4	2
President's Circle Reception	8	3	2	1	2	1
Opening Reception	10	4	2	1	4	1
3-Minute Success Stories	10	2			1	4
Presentation on-Stage at Special Event:						
• Plenary Session	✓					
• Opening Reception	✓				✓	
• 3-Minute Success Stories						✓
Full-color ad in Conference Program Book	Full page, Inside Cover	1/2 page	1/4 page	1/4 page	1/2 page	1/4 page
Sponsor profile in Annual Conference Program	✓					
Dedicated Principal Conference Sponsor webpage on CPF website including company profile, logo, preservation-related images and link	✓					
Exhibit Booth at Conference Center	✓	✓				
Promotional Items distributed at Conference	✓	✓	✓	✓	✓	✓
Company logo on Conference Bag	✓					
Opportunity to sponsor the Conference lanyard	✓	✓				
Database of opt-in registrant e-mails	✓	✓				
Preservation Design Awards						
VIP Table (8) at the Preservation Design Awards	✓					
Discounted registrations to all CPF Events at member rate*						
Discount Registrations California Preservation Conference	Unlimited	10	8	6	10	8
Webinars + Workshop Educational Benefits*						
eLearning Subscription (live Webinars)	Unlimited	6	6	4	6	6
Field Workshops	Unlimited	6	6	4	6	6
Marketing Benefits						
CPF Sponsorship logo that can be placed on your company website or publications.	✓	✓	✓	✓	✓	✓
Google AdWords	✓					
Prominent placement of company name + logo on CPF website	✓	✓	✓	✓	✓	✓
Name and Logo in Conference Program	✓	✓	✓	✓	✓	✓
All Conference e-mail blasts with links to your website	Name & Logo	Name & Logo	Name	Name	Name & Logo	Name
Conference "Save the Date" Card and Registration Brochure	Name & Logo	Name & Logo	Name	Name	Name & Logo	Name
Online Resource Directory Listing						
Company name, contact + web link	✓	✓	✓	✓	✓	✓
+ Company logo	✓	✓	✓		✓	
+ Company description	✓					
Professional membership						
	Level 4	Level 2	Level 2	Level 1	Level 2	Level 1

*Combines complimentary registrations and discounts from sponsorship and membership.

The California Preservation Foundation Invites you to become an Annual Sponsor



CALIFORNIA
PRESERVATION
FOUNDATION

Become a Sponsor!

Recognition | Benefits | Business networking opportunities

The benefits are listed in the sponsorship chart on the reverse side. Please take time to review and select a level for your company. Your support will ensure that California's historic places and its diverse cultural heritage will be enjoyed and protected for future generations of Californians. Sponsorship includes benefits and exposure at the following major events.

The 42nd Annual California Preservation Conference Pasadena Hilton Hotel on May 10th–13, 2017.

Well-attended, well-received, and well-reviewed, the California Preservation Conference provides access to an audience prominent in the field of historic preservation. The California Preservation Conference includes a dynamic mix of over 30 sessions, special events, networking activities and tours of exclusive sites and projects in the San Francisco Bay Area. This conference will bring together a diverse, multidisciplinary audience of more than 500 participants from across California.

The 34th Annual California Preservation Awards San Francisco, September 2017.

The California Preservation Awards combines the Preservation Design Awards and the President's Awards at the same event. The Preservation Design Awards honor design excellence with a stunning selection of award winning projects and the President's Awards recognize individuals and companies who make outstanding contributions to historic preservation in California. This year's event will be held in the in San Francisco, celebrating 34 years of the Preservation Design Awards with a classic cocktail reception and dinner.

Over 25 Educational Events including Workshops, Online Courses and Special Tours

We invite you to join us and support the California Preservation Conference by becoming a sponsor. Your sponsorship is an easy and affordable way to promote your firm to a targeted professional audience while providing the needed funding to ensure the protection of historic sites across California through our statewide advocacy and education programs.



2017 California Preservation Foundation
Annual Sponsorship

Annual Sponsorship of the California Preservation Foundation

Annual Sponsorship is ideal for the company who wants benefits above and beyond our Professional Membership. Sponsorship Includes marketing exposure and benefits at the Annual Conference, California Preservation Awards and all Workshops/Webinars. Complimentary registrations increase at the higher levels. Additional marketing benefits are exclusive to this group, including a premium Resource Directory listing.



Annual Sponsorship Levels

Cornice \$5,000	Pediment \$7,500	Cornerstone \$10,000
4	6	8
2	4	4
2	4	6
1/2 page	Full Page	Full page
✓	✓	✓
✓	✓	✓
–	✓	✓
–	–	✓
2	4	6
✓	✓	✓
✓	✓	✓
–	1/2 page	Full page
6	6	8
Basic	All Access Pass	Premier Group Subscription
3	5	8
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
Name	Name	Name & Logo
Name	Name & Logo	Name & Logo
Name	Name & Logo	Name & Logo
✓	✓	✓
✓	✓	✓
✓	✓	✓
Level 3	Level 3	Level 4

Annual Benefits

Annual Conference

- California Preservation Conference
- President's Circle Reception
- Opening Reception
- Full-color ad in Conference Program Book
- Sponsor profile in Annual Conference Program
- Exhibit Booth at Conference Center
- Promotional Items distributed at Conference and Preservation Design Awards
- Opportunity to sponsor the Conference bag or lanyard
- Database of opt-in registrant e-mails

Preservation Design Awards

- Preservation Awards Ceremony, Reception + Dinner
- Design Awards VIP seating with company name/logo
- Company name/logo on Awards presentation slides
- Full-color ad in PDA Program Book

Discounted registrations - unlimited registrations to all CPF Events at member rate.

- Preservation Awards Ceremony, Reception + Dinner

Webinars + Workshop Educational Benefits

- eLearning Subscription (live Webinars)
- Field Workshops

Marketing Benefits

- CPF Sponsorship logo for each sponsor level that can be placed on your company website or publications.
- Framed Certificate of Appreciation
- Prominent placement of company name + logo on CPF website
- Name + logo in Preservation Design Awards Program
- All Conference, Preservation Awards and Workshop/ Webinar e-mail blasts with links to your website
- Conference "Save the Date" Card and Registration Brochure
- Workshop/Webinar direct mailings (6-8 mailers/yr.)

Online Resource Directory Listing

- Company name, contact + web link
- + Company logo
- + Company description

Professional Membership

California Preservation Foundation 2017 Sponsorship Commitment



Sponsorship is ideal for the company who wants benefits above and beyond our Professional Membership.

Sponsorship Includes marketing exposure and benefits at the Annual Conference, California Preservation Awards and all Workshops/Webinars.

Complimentary registrations increase at the higher levels. Additional marketing benefits are exclusive to this group, including a premium Resource Directory list.

All Sponsorships are managed by the Director of Development and Marketing who will oversee your firm's benefits, registrations and requests personally.

SPONSORSHIP COMMITMENT FORM

Company/Affiliation		Website/URL
Billing Address		
City	State	Zip Code
Contact Name		E Mail
Phone	Fax	
Signature	Date	

SPONSORSHIP LEVEL

LEAD SPONSORSHIP

- \$15,000 Heritage—Preservation Design Awards \$15,000 Annual Educational Series \$20,000 Legacy Conference Sponsor

ANNUAL SPONSORSHIP

- \$10,000 Cornerstone \$7,500 Pediment \$5,000 Cornice

CONFERENCE SPONSORSHIP

- \$4,500 Opening Reception \$2,500 3-Minute Success Story \$5,000 Capital Sponsor
 \$2,500 Pillar Sponsor \$1,500 Supporting Sponsor

PAYMENT

A 50% deposit is due with this form. Balance must be paid by April 15, 2017

- Check Enclosed Visa MasterCard Amex Discover

Credit Card Number	Expiration Date
Signature	

Questions?

Please call us at 415-495-0349, ext 202
Or email at:
cpf@californiapreservation.org

Please include a copy of this form with payment.

Mail to:
California Preservation Foundation
5 3rd St., Suite 424
San Francisco, CA 94103
Or FAX to: 415-495-0265

California Preservation Conference: Preservation at the Forefront

42nd Annual California
Preservation Conference

Pasadena Hilton Hotel
May 10 - 13, 2017



CONFERENCE ADVERTISEMENT

Your advertisement in the 2017 Preservation Conference Resource Directory, a beautifully designed publication, is an exceptional opportunity to reach a large statewide audience. The 2017 conference is expected to attract over 500 professionals and community leaders, planners, architects, engineers, public and private sector representatives, owners of historic properties, developers, landscape architects, attorneys, real estate professionals and preservationists from all over California.

The Conference Resource Directory will be provided to all attendees with their conference materials.

All artwork must be submitted "print ready" and must conform to the formatting requirements below.

Don't miss your chance to be part of the Conference Resource Directory!

AD SIZE	DIMENSIONS	COST	ACCEPTABLE FORMATS
Quarter-page	3 3/8" wide x 4 3/4" high	\$300	Ads can only be accepted in an electronic format: <ul style="list-style-type: none">• Files must be JPG, PDF, or TIF• Grayscale or CMYK (no RGB)• Resolution: 300 dpi
Half-page horizontal	7 1/4" wide x 4 3/4" high	\$500	
Half-page vertical	3 3/8" wide x 9 1/2" high	\$500	
Full page	7 1/4" wide x 9 1/2" high	\$750	

CONFERENCE PROGRAM ADVERTISEMENT FORM

Company/Affiliation		Website URL	
Billing Address			
City	State	Zipcode	
Contact Name		E-mail	
Phone		Fax	
Signature		Date	

Questions?

Please contact:
Development & Marketing
Director

415.495.0349

cpf@
californiapreservation.org

CPF Tax ID #:
94-2569465

- \$300 Quarter-page ad \$500 Half-page vertical ad
 \$500 Half-page horizontal ad \$750 Full page ad

All ads will be printed in full-color. Electronic art files due by Friday, April 7, 2017.
Please see format specifications above.

Payment: A 50% deposit is due with this form. Balance must be paid by March 15, 2016.

- Check enclosed Visa MasterCard American Express Discover

Credit Card # _____ Expiration Date _____

Signature _____

Please include a copy of this form with payment.

MAIL to:
California Preservation Foundation
5 Third Street, Suite 424
San Francisco, CA 94103-3205

Or FAX to: 415.495.0265

California Preservation Conference: Preservation at the Forefront

42nd Annual California
Preservation Conference

The Pasadena Hilton Hotel
May 10 – 13, 2017



EXHIBITOR OVERVIEW

The 2017 Annual Conference “Preservation Practice & Products Exhibit Hall” will feature businesses and organizations that provide valuable information and resources to the conference attendees. Conference exhibitors will receive prominent exposure within the conference registration area.

Exhibit spaces are allotted on a first-come, first-served basis and will likely sell out early so make sure to reserve your space now!

Types of past Conference Exhibitors include salvage companies, antique dealers, architectural firms, structural engineers, construction companies, nonprofits (regional preservation or historical societies), professional organizations, photographers, arts and crafts, woodworkers, conservators, building materials and product suppliers, and many more. This is a rare opportunity to present your work to the state’s largest gathering of practicing design professionals and interested parties.

Information for Exhibitors

Exhibitors will be located in the common space connecting all conference rooms (conference headquarters).

CPF will send the exhibit hall diagram once completed for you to select your space. Spaces are allotted on a first come, first serve basis.

The exhibit space will include a 6' table and 2 chairs. Power strip, wireless internet and table clothes may be an additional charge.

PACKAGE	BENEFITS	COST
Standard	Listing in conference program and CPF website, plus one complimentary conference registration	\$800
Nonprofit	Listing in conference program and CPF website, plus one complimentary conference registration	\$400

EXHIBITOR SPACE REGISTRATION FORM

Application deadline: April 7, 2017 at 5:00 pm

Company/Affiliation

Billing Address

City State Zipcode

Contact Name E-mail

Phone Fax

Signature Date

Questions?

Please contact:
Development & Marketing
Director

415.495.0349

cpf@
californiapreservation.org

CPF Tax ID #:
94-2569465

- \$800 (per table) CONFERENCE EXHIBITOR
- \$400 (per table) NONPROFIT CONFERENCE EXHIBITOR
- (1 table included) ANNUAL SPONSORS

Payment: A 50% deposit is due with this form. Balance must be paid by March 1, 2016.

- Check enclosed Visa MasterCard American Express Discover

Credit Card # Expiration Date

Signature

Please include a copy of this form with payment.

MAIL to:
California Preservation Foundation
5 Third Street, Suite 424
San Francisco, CA 94103-3205

Or FAX to: 415.495.0265