



PA-DE ASLA 2022 SPONSORSHIP PROSPECTUS





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ANNUAL COMMERCIAL SPONSORSHIP

Take advantage of year-round marketing exposure PLUS discounted conference exhibit space! Open January 1, 2022 to December 31, 2022.

Annual commercial sponsorship of the Pennsylvania-Delaware Chapter of the American Society of Landscape Architects (PA-DE ASLA) is an ideal opportunity to directly market to and interface with the Chapter's 600+ practicing landscape architect members and students in Pennsylvania and Delaware.

The **PA-DE ASLA Conference on Landscape Architecture** attracts more than 200 landscape architects and landscape architecture students each year. **Join us on April 8-9, 2022 in Wilmington, Delaware.**

ePLAN, the official e-newsletter of PA-DE ASLA, is distributed each week to more than 600 practicing landscape architects and students.

2022 Commercial Sponsorship

\$ 1,750 (unlimited)

- Company name or logo, hyperlinked to company website, listed as "Commercial Sponsor" in ALL (weekly) issues of *ePLAN*.
- Company logo, hyperlinked to company website, included in "Thank You to Our Commercial Sponsors" section of the PA-DE ASLA homepage (www.padeasla.org)
- Up to two display advertisement or sponsored content *ePLAN* insertions in 2022
- Commercial Sponsorship recognition from the conference podium and in the onsite conference program book.

PLUS!

- 25% off an exhibit booth at the 2022 PA-DE ASLA Live Conference on Landscape Architecture in Wilmington, Delaware. (Discounted value is \$562.50)

ANNUAL E-NEWSLETTER ADVERTISING

ePLAN ads can be placed on a weekly, monthly, or annual basis. Discounts are reflected in the pricing structure below, based on the total number of placements.

IMPORTANT: All ads should be submitted to celliot@wannerassoc.com as a .jpg or .png file. Ad dimensions can be up to 800px wide X 700px high.

e-Newsletter Rates

Weekly *ePLAN* Advertising - **\$125 per week**

Monthly *ePLAN* Advertising - **\$450 per month**

(Your ad will run four [4] times in each selected month)

Full Year *ePLAN* Advertising - **\$5,000 per year**

(Your ad will run for twelve [12] calendar months from the start of your contract)

PA-DE ASLA Conference on Landscape Architecture

April 8 - 9, 2022

2022 CONFERENCE PROSPECTUS



Photo Credit: likeaduck via Flickr | Title: Wilmington Riverfront
Location: <https://www.flickr.com/photos/thartz00/10518045146/in/album-72157637013739596/>

Chase Center on the Riverfront
815 Justison Street, Wilmington, DE 19801

2022 CONFERENCE EXPO HALL BOOTHS

The 2022 PA-DE ASLA Conference on Landscape Architecture will be held in person **April 8-9, 2022 at the Chase Center on the Riverfront, located at 815 Justison Street, Wilmington, DE 19801.**

Expo Hall

The 2022 PA-DE ASLA Conference Expo Hall will be open all day Friday, April 8, and will be centrally located in the conference space.

Vendors may set up Thursday evening, April 7, and tear down Friday evening. Specific open/close hours will be shared as soon as they are finalized. Vendors requiring booth electricity will need to coordinate directly with the venue and may be charged an additional fee. Details will be provided when available.

Booths & Benefits

Booth fees include an 8' x 10' exhibit space with pipe and drape, one 6' table, two chairs, and a waste basket. Booth purchase also includes registration for up to two company representatives and provides two breakfasts, two lunches, and the Friday reception. Your company will be listed in the onsite program book as part of the exhibitor/expo hall listing.

Expo Hall exhibitors will receive a contact list of conference registrants who grant PA-DE ASLA permission to share their contact information.

Please see vendor acknowledge on pages 10 - 11.

Single Booth – Early Bird - \$750

(Register by February 28, 2022 to receive discount.)

Single Booth – Regular - \$850

(For booths that register after February 28, 2022.)



*Photo Credit: Robert Lyle Bolton via Flickr
Title: Winterthur Museum, Garden, and Library
Location: <https://www.flickr.com/photos/robertlylebolton/21021687826/>*

2022 CONFERENCE SPONSORSHIPS

Conference content and sessions will be delivered Friday and Saturday, April 8-9, 2022.

Conference sponsors will receive a contact list of conference registrants who grant PA-DE ASLA permission to share their contact information.

Onsite Session Sponsor - \$750

(Limit one sponsor per session; first come, first served. Sessions still being determined; topics and details will be provided when finalized.)

Get right in front of conference attendees! At the start of the sponsored session, a sponsor company representative can give a three-minute company pitch and will then formally introduce the session presenter(s). Feel free to stay and take in the presentation with conference attendees.

"Commercial Break" Sponsor - \$750

(Limit two sponsors per session break; first come, first served. To be aired once Friday and once Saturday. Breaks assigned at PA-DE ASLA's discretion, details will be provided when finalized.)

Not planning on or able to attend the conference in person? Send PA-DE ASLA a three minute (max) looped PowerPoint presentation or a video to be aired in conference breakout rooms, in between sessions.

Field Session Transportation Sponsor - \$1,500

Sponsor transportation from the conference venue to an off-site field session and join attendees on the trip! One company representative will join field session registrants on their journey and can provide introductory remarks and distribute company collateral *(if desired)* on the way. *(PA-DE ASLA will coordinate all field session transportation logistics.)*



Friday Welcome Breakfast Sponsor - \$1,000

Help us start the conference off right! Friday Welcome Breakfast Sponsor(s) is featured on signage by the food/beverage tables, recognized in the onsite program book and from the podium, and may meet and greet and/or hand out literature or collateral during breakfast.

Friday Lunch Sponsor - \$1,200

Friday Lunch Sponsor(s) is featured on signage by the food/beverage tables, recognized in the onsite program book and from the podium, and may meet and greet and/or hand out literature or collateral during lunch.

Friday Afternoon Break Sponsor - \$750

Friday Afternoon Break Sponsor(s) is featured on signage by the snack/beverage tables, recognized in the onsite program book and from the podium, and may meet and greet and/or hand out literature or collateral during the break.

Friday Reception Sponsor - \$1,500

Networking is one of the top reasons attendees go to conferences. Mix with the crowd during our Friday evening reception! At the start of the reception, Friday Reception Sponsor(s) will provide three-minute remarks from the podium. Sponsor(s) will be featured on reception signage, recognized in the onsite program book and from the conference podium, and may meet and greet and/or hand out literature or collateral during the reception.

Saturday Breakfast Sponsor - \$1,000

Saturday Breakfast Sponsor(s) is featured on signage by the food/beverage tables, recognized in the onsite program book and from the podium, and may meet and greet and/or hand out literature or collateral during breakfast.

Saturday Afternoon Break Sponsor - \$750

Saturday Afternoon Break Sponsor(s) is featured on signage by the snack/beverage tables, recognized in the onsite program book and from the podium, and may meet and greet and/or hand out literature or collateral during the break. The Saturday Afternoon Break is the last break of the conference. Send attendees home with your company in mind!

Photo Credit: likeaduck via Flickr | Title: Wilmington Riverfront

Location: <https://www.flickr.com/photos/thartz00/10517980256/in/album-72157637013739596/>



2022 CONFERENCE MEMORABILIA SPONSORSHIP

Memorabilia sponsors will receive a contact list of conference registrants who grant PA-DE ASLA permission to share their contact information.

~~Face Mask Sponsor - \$1,000~~ **SOLD**

~~Partner with PA-DE ASLA to provide durable, reusable face masks to conference attendees! Your company's logo and PA-DE ASLA's will be featured on face masks that attendees can wear during and after the conference.~~

~~Camping Mug Sponsor - \$1,000~~ **SOLD**

~~Partner with PA-DE ASLA to provide durable, branded mugs to conference attendees! People will think of the conference and your company the next time they enjoy their beverage of choice in a unique camping-style mug.~~

Photo Credit: Robert Lyle Bolton via Flickr | Title: Nemours Mansion & Gardens

Location: <https://www.flickr.com/photos/robertlylebolton/17629747776/in/album-72157655349672663/>



Onsite Program Book Advertising

The Conference Program will be a 5.5" wide by 8.5" high, printed publication. All conference attendees will receive a program book when they pick up their name badges on site. Make sure your advertisement is included!

<u>Space</u>	<u>Dimensions</u>	<u>Price</u>
Quarter Page	2.5"w x4.0" h	\$ 200
Half Page	5.0"w x4.0" h	\$ 250
Full Page	5.0"w x8.0" h	\$ 350
Inside Front Cover	5.0"w x8.0" h	\$ 400 SOLD
Inside Back Cover	5.0"w x8.0" h	\$ 400
Back Cover	5.0"w x8.0" h	\$ 450

All advertising is accepted on a first come, first serve, basis. No image bleeding outside of these dimensions. Advertiser must provide digital copy only (JPEG, PNG, or PDF formats).

Thank you for your support! Contact Margaret Murphy, PA-DE ASLA Conference Coordinator, with questions. Margaret can be reached at 717-441-6041 or mmurphy@wannerassoc.com.

Photo Credit: Robert Lyle Bolton via Flickr | Title: Nemours Mansion and Gardens
 Location: <https://www.flickr.com/photos/robertlylebolton/20669801668/in/album-72157655349672663/>



2022 CONFERENCE VENDOR ACKNOWLEDGEMENT

- 1. Eligibility** – Vendors must agree to comply with the rules and regulations, if any, of the conference site facility.
- 2. Installation & Dismantling of Exhibits** – It is mutually agreed that each vendor will be responsible for the delivery and removal of its products and display materials to and from the expo hall.
- 3. Terms of Payment** – FULL PAYMENT must accompany the application for the exhibit space.
- 4. Cancellation/Refund Policy** – Upon written notice, a Vendor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:
 - A.** If cancellation is received on or before March 11, 2022, the full amount will be refunded, less an administrative fee of \$100.00.
 - B.** If cancellation is received after March 11, 2022, no refund will be made.
- 5. Liability & Insurance** – The Vendor shall at all times protect, indemnify, save and hold PA-DE ASLA harmless against and from any and all loss, cost, damage, liability or expense arising from, out of or by reason of any accident or other occurrence to anything and anyone, including the Vendor, its agents, employees and business invitees, which arises from, out of or by reason of said Vendor's occupancy and use of the exhibition premises or a part thereof.
- 6. Fire Rules and Regulations** – The Vendor assumes all responsibility or its agents' and employees' compliance with local, city, and state ordinances and regulations covering fire, safety, and health. No flammable or gas substance can be used in the expo hall.
- 7. Cancellation** – If the premises where the conference or expo hall is to be housed are subject to act(s) of God, disasters, fire, earthquakes, tornados, hurricanes, strikes, boycott, lockout, epidemics, pandemics identified by CDC as impacting travel within Pennsylvania or Delaware, labor action, civil disorder, riot, act of war, domestic terrorist act or threat, government regulation or advisory/order, utility failures, curtailment of transportation services or facilities, or other cause beyond the control of either party making it inadvisable, illegal, impossible, or agreed upon between both parties to be commercially impracticable to hold the meeting at Venue, or for either one of the parties to perform their obligations under this Agreement, either party may terminate their arrangement for any one or more of such reasons upon written notice to the other party within five (5) days of such occurrence or receipt of notice of any of the following occurrences. This Agreement is, however, subject to termination for cause without liability to the terminating party, under any of the listed conditions.
- 8. Contractual Agreement** – It is agreed that the Vendor will abide by the guidelines, rules and regulations cited herein before, during, and after the expo hall hours, and by such other reasonable rules considered necessary by PA-DE ASLA provided these rules do not materially alter the Vendor's contractual rights. All matters and questions not covered by these guidelines, rules and regulations shall be determined at the discretion of PA-DE ASLA. These guidelines, rules and regulations may be amended at any time by PA-DE ASLA, and all amendments that may be so made shall equally binding upon publication on all parties affected by them, as the original regulations.

2022 CONFERENCE VENDOR ACKNOWLEDGEMENT

9. Use of Booth Space – All activities must be confined to the limits of the rented expo booth space. Due to the importance of avoiding any disruption in the orderly operation of the conference, PA-DE ASLA reserves the sole right to resolve any dispute or disagreement among vendors, and PA-DE ASLA's decision shall be final.

10. Intellectual Property – The vendor shall be responsible for securing any and all necessary licenses or consents for: (a) uses of copyrighted works or patented inventions and (b) use of any intellectual property owned by any third party which is used, directly or indirectly, by the Vendor. The Vendor agrees to indemnify, defend and hold PA-DE ASLA harmless from and against any claim of liability and any incident or resulting loss, cost or damage (including costs of suit and attorney's fees) for failure to obtain said licenses or consents and/or for infringements or other violations of the intellectual property rights or the rights of privacy or publicity of any third party.

11. Special Assistance/ADA Compliance – In compliance with the Americans with Disabilities Act, all exhibit personnel needing special assistance should contact the Vendor Coordinator or PA-DE ASLA with their requests. PA-DE ASLA staff is not permitted to move Vendor's Items.

12. Conflicting Meeting & Social Events – In the interest of the entire conference, the Vendor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees from the educational sessions.

13. Security – Vendors are responsible for the safety and security of all their products, equipment and literature. Items left unattended are subject to loss; PA-DE ASLA and its agents assume no responsibility for damage or loss of boxes, crates, equipment, or any other Vendor materials.

14. Computer, Electrical and Telephone Service – Vendors are expected to bring all necessary equipment and materials required for the successful operation of their expo hall booths. Electrical, telephone, internet and computer connections must be arranged through the PA-DE ASLA Vendor Coordinator as soon as possible before the start of the Conference. PA-DE ASLA is not responsible if extra items are not available. The Vendor will be responsible for the expense of these items and will pay for expenses prior to start of conference, or items will not be provided.

15. Space Guidelines – The conference facility will designate individual booth spaces. Vendors are expected not to exceed their booth parameters.

16. Use of PA-DE ASLA Name – The use or display in any manner or medium of PA-DE ASLA's name, logo, acronym, marks, or copyrighted materials is not permitted unless permission is sought from the PA-DE ASLA Board and granted in writing. No reference, implication or use of such PA-DE ASLA name, logo, acronym, marks or copyrighted materials may be made to claim or imply PA-DE ASLA endorsement, affiliation or approval of any product, service or program without express, prior written consent of PA-DE ASLA.

17. Giveaways/Drawings – Vendors are welcome to conduct booth giveaways or drawings. Vendors will manager their own giveaways. Vendors will contact their winner/s and arrange prize delivery.

THANK YOU.

For considering to support the Pennsylvania-Delaware American Society of Landscape Architects. If you have any questions, please contact:

Margaret Murphy

Conference Coordinator

P: 717-441-6041

E: mmurphy@wannerassoc.com

Register for Commercial Sponsorship, Expo Hall Booths, Conference Sponsorship, Conference Program, and e-Newsletter Advertising, today!

REGISTER