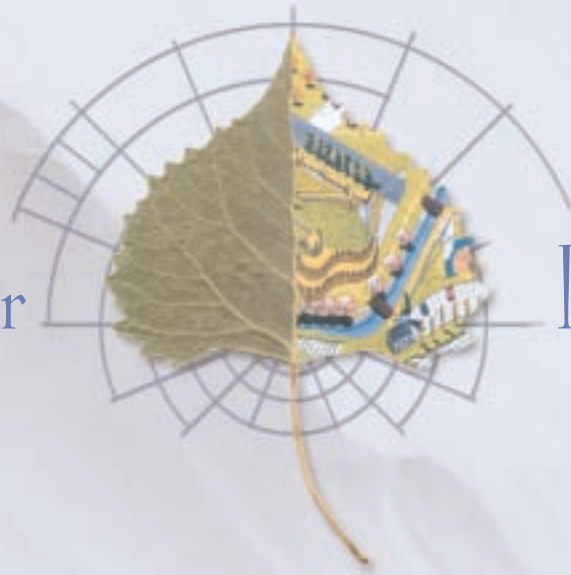


Exhibitor



Prospectus

ANNUAL MEETING: OCTOBER 29 - NOVEMBER 2, 2004

EXPOSITION: OCTOBER 31 AND NOVEMBER 1, 2004

Reach your target
market by exhibiting at
the ASLA EXPO—the only
event created specifically for
the landscape architecture
community.

The ASLA EXPO — Your Best Marketing Tool

Reach your target market by exhibiting at the ASLA EXPO—the only event created specifically for the landscape architecture community.

**Annual Meeting:
October 29 - November 2, 2004**

**Exposition:
October 31 and November 1**



American Society of
Landscape Architects

2004 Annual
Meeting & EXPO

Salt Palace
Convention Center
Salt Lake City, Utah

Key Reasons to Exhibit at the ASLA Annual Meeting & EXPO

As an exhibitor, you will:

- Showcase your products and services to serious buyers
- Enhance your presence and prominence in the marketplace
- Solidify existing customer relationships
- Generate leads and make important contacts
- Meet face-to-face with the most influential landscape architects in the profession

Continued Growth Means Greater Opportunity for You

The demand for landscape architects continues to grow as more individuals, businesses, and government agencies seek the unique expertise of the profession. There is a trend toward better housing, more aesthetically pleasing recreational spaces, safer commercial facilities, and a greater sense of culture and place. Now, more than ever, landscape architects need your innovations and solutions.

Reach The Top Specifiers in the Landscape Architecture Community

The 2004 ASLA Annual Meeting & EXPO is your best opportunity to target the largest, most qualified audience of landscape architects in the profession. No other event offers you such exclusive, unlimited access to top decision-makers and specifiers.

ASLA EXPO Attendees Mean Business

90 percent of attendees specify products and services in their workplace or influence buying decisions.

Individual attendees' firms specify an average of **\$4.7 million** in landscape architecture products and services each year.

88% of attendees say the ASLA EXPO is the most important show of the year.

More than **65%** of attendees say that the ASLA EXPO is the only show they attend.

The average length of time attendees spend on the EXPO floor is **four hours**. More than **25%** of attendees spend more than five hours on the EXPO floor.

86% plan to purchase products seen at the ASLA EXPO over the next 12 months.

Annual Purchasing/Specifying Power



26%	More Than \$5 million
27%	\$1 million to \$4.9 million
11%	\$500,000 to \$999,999
12%	\$100,000 to \$499,999
10%	Less than \$100,000

The facts speak for themselves. The ASLA EXPO offers you direct access to the high-level buyers and specifiers you must reach. Reserve your booth space today!

The ASLA EXPO is a one-of-a-kind opportunity to target the biggest and the best in the landscape architecture profession. Make plans to exhibit today!

The above figures are based on the results of independent surveys conducted by Lewis & Clark Research.

"The ASLA conference is the best organized, and we participate in approximately ten trade shows per year."

Stephan Roy
Folia Industries, Inc.



Vendor Presentations Increase Your Visibility

Exhibitors are invited to lead special 20-minute educational sessions which will not compete with EXPO hours and will run at the same time as regular sessions. Speakers will determine the industry-related topic and content. If you are interested in this additional opportunity to reach important landscape architects, please e-mail a 75-word overview of your intended session to JoAnn Brown at jbrown@asla.org by June 1, 2004. Priority consideration will be given to ASLA Corporate Members. Any remaining session slots will be available on a first-come-first-served basis. For information on Corporate Membership, contact Ann Looper at alooper@asla.org.

"We exhibit at ASLA for the tremendous visibility and exposure we gain. We consider this show to be the 'place to be seen' by today's top industry decision-makers and specifiers. This is where landscape architects come every year to evaluate the latest and the greatest products. We wouldn't miss it."

Paul Schumacher
Sales Manager
Petersen Manufacturing
Company, Inc.

As an ASLA Exhibitor, you'll enjoy these exceptional benefits:

Two full meeting registrations—

increases your access to educational sessions, social events, and much more—making it possible for you to network with prospects in several settings.

A comprehensive exhibitor service manual—

contains all the forms you need, plus an easy checklist to keep you updated on important deadlines and events.

One hundred complimentary VIP guest passes—

so you may personally invite your clients and prospects to the show.

A free list of pre-registered Annual Meeting participants—

helps you promote your company via direct mail before the EXPO.

A complimentary listing in the meeting program and on the meeting web site—

further promotes your company and makes it easier for prospects to contact you after the EXPO.

Invitations to special events—

such as receptions, mini-education sessions, and events in the EXPO hall increase your contact with top decision-makers.

A complimentary attendee roster—

Makes your post-show follow-up a snap.

Exclusive, non-conflicting exhibit hours—

ensures that you have the undivided attention of meeting participants throughout the EXPO.

Our EXPO Attendees Need Your Solutions



*If you sell or represent any
of these products
or services...*

BENCHES, BLEACHERS & SITE FURNISHINGS
BICYCLE LOCKERS/RACKS
BIRD CAGES & AVIARIES
CHEMICAL AUTOMATION
CLOCKS
BALUSTRADES, DECKING, BRIDGES, & GAZEBOS
BOLLARDS, COLUMNS, & MOLDINGS
COMPUTER HARDWARE & SOFTWARE/SERVICES
CONCRETE
DECORATIVE STONE
DESIGN CONSULTING
DRAINAGE
DRINKING FOUNTAINS
EROSION CONTROL
EDGING & CURBING
FENCES, GATES, ARCHES, & ARBORS
FERTILIZATION
FITNESS TRAILS & SPORTS EQUIPMENT
GAZEBOS
GARDEN ORNAMENTS/ACCESSORIES
HYDRANTS/WATER SERVICE EQUIPMENT
INSURANCE
INTERIORESCAPE PRODUCTS & SERVICES
IRRIGATION/CONTROL EQUIPMENT
LANDSCAPE CONTRACTORS
LATTICE/TRELLIS
LIGHTING & ACCESSORIES
MAILBOXES

MULCHES & GROUND COVERS
NURSERIES & PLANT MATERIAL
OUTDOOR FURNITURE
PAVING, SURFACING, & PATIO PRODUCTS
PLANTERS
PLAYGROUND EQUIPMENT
PONDS, WATERFALLS, & WATERSCAPES
RECYCLING & TRASH RECEPTACLES
RESTROOMS & SANITATION SYSTEMS
ROCK & WATER ENVIRONMENTS
ROOFING
ROOT CONTROL & BARRIERS
SECURITY SYSTEMS
SCULPTURES/STATUARY, FOUNTAINS, & ART
SEED
SHELTERS & PAVILIONS
SIGNAGE
SITE AMENITIES
SPEAKERS
SWIMMING POOLS/SPAS
TILE
TOPIARY
TREE SUPPORTS, GRATES, & ANCHORING
PRODUCTS
WALLS—RETAINING & STRUCTURAL GEOGRIDS

OR ANY OTHER LANDSCAPE PRODUCTS
AND SERVICES

*...then the ASLA EXPO is
one marketing event you
cannot afford to miss!*

You'll Target the Right Audience

Exhibit at the ASLA EXPO and target a variety of landscape professionals including:

- Landscape architects
- Landscape designers
- Engineers
- Facilities managers
- Developers
- *Landscape Architecture* magazine subscribers
- Architects
- Planners
- Contractors and other key specifiers.



Garner Even Greater Recognition and Exposure

Become an ASLA Annual Meeting & EXPO Sponsor Today!

Set yourself apart and gain maximum attention for your products and services by becoming an ASLA Annual Meeting & EXPO sponsor. With over 25 exclusive sponsorship opportunities to choose from, there's sure to be an option that best meets your marketing goals and budget. Packages range from \$1,000 to \$25,000 and make an excellent vehicle for increasing your return on investment and expanding your market reach.

Benefits of Sponsorship

- Increase your presence and name recognition at the show.
- Enhance your image and increase booth traffic.
- Deliver your sales message in a more powerful, visible way.
- Receive special recognition.

And, make a lasting impression with top decision-makers who have the power and authority to specify your products and services.

Call Martha Montague today at 202-216-2328 or e-mail mmontague@asla.org for further details on sponsorship.

"Excellent traffic. We met with many landscape architects who currently use/spec our products as well as potential new specifiers. The show paid for itself with orders and new leads."

*Bob Moran
Belton Industries, Inc.*

Reach your target market, raise your visibility, and increase sales when you exhibit at the ASLA EXPO. Call now to guarantee your participation!



Call Angela Wilson at 202-363-4666 or email: angelaasla@starpower.net to reserve your booth space today.

Great Salt Lake
Photo by: Jessica Tanner



"ASLA puts us in direct contact with those who spec our product while helping us set-up and support dealers."

Deborah Donovan
Scotia Slate

"The ASLA EXPO offers many benefits to the companies exhibiting: quality attendees; a wonderful staff; and very accommodating venues. I would recommend it to all considering exhibiting at this show. It's one of the best in the country."

David Dugmore
Jakob, Inc.



Registration

Complimentary Exhibitor Registrations

Exhibitors receive two complimentary exhibitor registrations per 10' x 10' booth—a \$700 value. Registrations include admittance to social events, meal/social functions and educational sessions (ticketed functions are not included).

For more information, please contact:

Angela Wilson

Tel: 202.363.4666

Fax: 202.363.3339

E-mail: angelaasla@starpower.net

Web: www.asla.org

Exhibitor Rates and Information

Non-Conflicting Exhibit Hours

Exclusive exhibit hours never conflict with education sessions, tours, or social functions. That means you'll have the undivided attention of attendees throughout the EXPO and you'll enjoy maximum selling time on the floor.

EXPO Hours *(subject to change)*

Sunday, October 31

10:00 am–4:00 pm

Monday, November 1

10:00 am–3:00 pm

Exhibitor Move-In

Friday, October 29 and
Saturday, October 30
9:00 am–5:00 pm

Booth Costs

10' x 10'	\$2,400
10' x 20'	\$4,800
20' x 20' island	\$9,600
20' x 30' island	\$14,400

TERMS: 50 percent payment is required with application for exhibit space. After May 1, 2004, full payment is required.

Hotel and Travel

Information will be sent to exhibitors regarding available hotels and rates. In order to get special ASLA rates, be sure to mention ASLA. For blocks of ten or more rooms, contact Martha Montague at 202-216-2328 or mmontague@asla.org.

Exhibit at the only trade show specifically designed to serve the landscape architecture community and you will:

- Meet with thousands of decision-makers genuinely interested in your products and services.
- Gain important leads to significantly increase your business and market share.
- Lay the groundwork for increased sales.
- Achieve a terrific return on your investment.

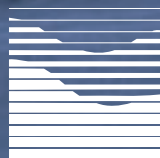
**Prime exhibit space is going fast!
Reserve your booth space today.
Contact or forward your exhibit
space application to:**

Angela Wilson
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001-3736

Tel: 202-363-4666
Fax: 202-363-3339
Web: www.asla.org
Email: angelaasla@starpower.net

© 2004, ASLA

Founded in 1899, the American Society of Landscape Architects (ASLA) is the national professional association for landscape architects and related professionals. With more than 14,000 members and 48 chapters, ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship.



ASLA

2004 ASLA Annual Meeting & EXPO
October 29–November 2,
Salt Lake City, Utah
Salt Palace Convention Center

Annual Meeting Logo includes detail from
2002 ASLA Design Honor Award recipient,
Hotarumibashi Park by Tooru Miyakoda,
Motohide Ogata, and Michio Udaka.