



GREEN
Infrastructure
LINKING
LANDSCAPES
+COMMUNITIES

2008 ASLA Annual Meeting & EXPO
The Premier Event for Landscape Architecture Professionals
Annual Meeting: October 3-7, 2008
EXPO: October 4-5, 2008
Philadelphia
Pennsylvania Convention Center



AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

ASLA 2008 Annual Meeting & EXPO Sponsorship Opportunities

(as of May 20, 2008)

Maximize your company's participation in the 2008 ASLA Annual Meeting and EXPO by becoming a sponsor. It's a great way to raise your visibility and increase your booth traffic. In addition to recognition specific to the sponsored event, **all sponsors will receive the following general benefits:**

- A feature article with photos on your company products/services and booth number in *LAND Online*, ASLA's e-newsletter (circulation 17,000+) prior to the meeting.
- Recognition on ASLA's Annual Meeting web site with logo, booth number, and hotlink to company web site.
- One full-page, 4-color ad in the on-site print program—exclusive advertising for sponsors only!
- Recognition with logo and booth number in *Landscape Architecture* magazine (circulation 23,400+), on the Annual Meeting web site, in the on-site printed program, and on signage.
- Mailing list of pre-registered attendees two weeks prior to the Annual Meeting and mailing list of all attendees within 30 days after the Annual Meeting, in electronic format.
- Invitations to VIP receptions and events during the Annual Meeting.
- Special seating and recognition at the three general sessions.
- Sponsor ribbons for name badges of all company representatives.
- **New!** Exclusive benefit for sponsors only: a gobo with your logo prominently projected on the wall of the EXPO exhibit hall.
- Right of first refusal on sponsored events for 2009 Annual Meeting & EXPO in Chicago.
- **New!** Exclusive benefit for sponsors only: Access to pre and post Annual Meeting & EXPO survey results.

2008 Sponsorship Opportunities:

The ASLA/ "YourNameHere" Gala
Sponsored by Landscape Structures

SOLD \$25,000

Sunday evening's Gala celebration at the National Constitution Center will stand out as one of the highlights of the 2008 meeting (Sunday, October 5). This event is always the best attended of all Annual Meeting social events. Attendees will enjoy gourmet food, beer, wine, and live music by the renowned dance band, Liquid Pleasure. The sponsor will receive naming rights to the event and the sponsor's name and logo will be featured on the Center's state of the art video wall, printed on the gala tickets and complimentary drink tickets to be presented to Gala attendees, and the sponsor will welcome everyone to the event and introduce the band.

General Sessions and Speakers

\$15,000 each

There are three (3) general session sponsorship opportunities in 2008. At each session, the ASLA president will introduce the general session sponsor to say a few words and introduce the featured speaker. The sponsor logo will be projected on the large AV screen behind the stage and highlighted in meeting printed materials, online, and on all signage. A 30-second video featuring the sponsor may be projected as well. The sponsor may place marketing collateral on tables at the entrances to the general session, in addition to the other general sponsor benefits listed above.

1. Opening General Session, Saturday, October 4 *SOLD* *Sponsored by Landscape Structures*

Green Infrastructure: Linking Landscapes and Communities. Cities are the second largest client group for landscape architects and green infrastructure is the new buzz with mayors and city officials across the country and around the world. Amanda Burden, Chair, City Planning Commission, and Director, Department of City Planning, City of New York will share how New York is using its green infrastructure to reduce costs, protect the environment, and provide a cleaner, better quality of life for its citizens.

2. General Session, Sunday, October 5. *SOLD* *Sponsored by HNTB*

Green Infrastructure: Lessons from Abroad (Panel Discussion): *Metropolis* magazine editor-in-chief Susan Szenasy, Hon. ASLA, will moderate a panel of "landscape architects" known for their award-winning sustainable work outside the U.S. What can American landscape architects learn from their colleagues' work in other countries? How does the practice differ in Europe, the Middle East, Central and South America, and Asia? Featuring James Corner of Field Operations; Kathryn Gustafson of Gustafson Guthrie Nichol; Adriaan Gueze of West 8; Mario Schjetnan of Grupo de Diseno Urbano; and Kongjian Yu of Turenscape.

3. Closing General Session, Monday, October 6 *Available*

With the national election only a month after the ASLA annual meeting, attendees will want to know what it will mean for the landscape architecture industry. Deemed "the Picasso of election analysis" by *The Wall Street Journal*, NBC political analyst Charlie Cook will share his keen insight into the race for the White House, as well as key Congressional races. Find out what issues are swaying voters and how the election results will affect the landscape architecture market.

Inside the LA Studio Continuing Education Session Series ***Available***

\$15,000

This standing-room-only series of education sessions focuses on award-winning landscape architecture firms, featuring a new array of well-known names, as well as several favorites from last year. The sponsor may serve as the session host to welcome everyone and introduce the moderator and speaker(s). Sponsors will receive special signage and may place marketing collateral at the back of the room on the handouts table. The following firms will be featured in 2008:

- Hart Howerton, Ltd.
- Marta Fry Landscape Associates

- Dirtworks Landscape Architecture
- Mia Lehrer and Associates
- Mikyoung Kim Design
- Olin Partnership
- ARTECHO
- Civitas, Inc.
- EDSA
- Janet Rosenberg + Associates
- Gustafson Guthrie Nichol, Ltd.
- Andropogon Associates, Ltd.
- Mithun
- Nelson Byrd Woltz Landscape Architects
- Balmori Associates

ASLA Awards Presentation Champagne Reception and Video *SOLD* \$15,000
Sponsored by Landscape Forms

The presentation of professional and student awards will be highlighted by the premier of the 2008 Awards Video and followed by a champagne reception for all ASLA Annual Meeting attendees (Monday afternoon, October 6). The sponsor will be an honored guest at the awards ceremony and reception and will offer the champagne toast. The sponsor will be featured in the ASLA awards announcement news releases, in the awards video, on the awards ceremony/reception ticket given to all registrants, and in the onsite program. Following the meeting, the video will be posted on the ASLA web site and social media web sites (YouTube, Facebook, etc.) for free downloading and a link will be sent to all ASLA members.

Closing Dinner and Presentation of ASLA Honors \$15,000
Available

ASLA presents its highest honors each year at the Closing Dinner (Monday evening, October 6), an elegant evening celebrating the end of a successful meeting. The program includes presentation of the Landscape Architecture Firm Award, the ASLA Design Medal, the ASLA Medal, the LaGasse Medals, the Olmsted Medal, the Community Service Award, the Medal of Excellence, the Jot D. Carpenter Teaching Medal, and the President's Medal. In addition to the general benefits listed above, the sponsor will be listed on the event ticket and the sponsor's logo will be featured on signage, on the napkins at the reception preceding the dinner, and at the beginning of the audio-visual presentation. The sponsor will be an honored guest at the event (two complimentary tickets) and will receive special seating and recognition during the program by the ASLA president. The sponsor will also be listed on the printed program placed at each seat.

Council of Fellows Investiture Dinner and Video *SOLD* \$15,000
Sponsored by L.M. Scofield

Among the most prestigious honors a landscape architect may attain during their career is to be named a Fellow of the ASLA. The annual Council of Fellows Investiture Dinner, Saturday, October 4, is a formal event recognizing the new class of inductees and highlighting their lifetime achievements in a video presentation. The sponsor will be an honored guest at the event (two complimentary tickets) and will receive special seating and recognition during the program by the Chair of the Council of Fellows and during the video presentation. The sponsor will be listed on the event ticket and the sponsor's logo will also be featured on signage and in the special commemorative program.

The ASLA/YourNameHere EXPO Reception
Available

\$15,000

A new event in 2007, it was among the highlights of the meeting! This reception draws attendees into the EXPO to celebrate the opening day of festivities. The sponsor will receive naming rights and will be recognized on special signage and napkins. Sponsor representatives will be honored guests at the reception and will be asked to make a toast over the public address system saluting our exhibitors and attendees.

Name Badge Lanyards
Sponsored by Forms + Surfaces

SOLD \$15,000

Every attendee will receive an eye-catching name badge lanyard prominently featuring the sponsor name and logo. This is among the most visible sponsorships available for the meeting, as attendees must wear their badges to gain entry to events.

Badge Holders and Swipe Card
Available

\$15,000

Each attendee will receive a badge holder and swipe card with the sponsor name and logo prominently featured. This is among the most visible sponsorships available at the meeting, as attendees must wear their badge to gain entry to events and use the swipe cards to receive continuing education credit or to register with EXPO exhibitors for more information.

Official Meeting Bag
Sponsored by Firestone

SOLD \$15,000

All meeting attendees will receive an official meeting bag with the ASLA and the sponsor logo featured prominently on the front. This is one of the most visible sponsorship opportunities, as literally thousands of attendees will be sporting these bags throughout the meeting and well after they return home. The bag will be constructed of environmentally conscious materials.

ASLA Honorary Members and National Leaders Reception
Sponsored by Landscape Structures

SOLD \$15,000

Join present and past members of the ASLA Board of Trustees, chapter presidents from across the country, and many other special industry guests as they gather to bestow honorary membership upon 13 friends of the landscape architecture profession at the Crystal Tea Room on Thursday evening, October 2. Honorary membership in ASLA is among the highest honors the Society may bestow upon non-landscape architects and the 2008 list includes:

- The Hon. Jerry Abramson, Mayor of Louisville, KY
- The Hon. Michael Bloomberg, Mayor of the City of New York
- James and Betsy Chaffin, developers of Spring Island and many other sustainable projects
- Adele Chatfield-Taylor, President of the American Academy in Rome
- Paul Farmer, FAICP, Executive Director/CEO of the American Planning Association
- Steven Handel, PhD, professor at Rutgers University
- The Hon. William Hudnut, ULI Fellow and former Mayor of Indianapolis, IN
- William McDonough, FAIA, architect and leader in sustainable design
- The Hon. Gregory J. Nickels, Mayor of Seattle

- Robert Redford, actor and environmental activist
- Kristen Richards, editor of *ArchNewsNow.com*
- The Hon. Allyson Schwartz, U.S. Representative (PA-13)

The sponsor will be an honored guest at the event, may greet attendees at the door, and will be recognized by the session host during the program. The sponsor's name will be printed on the event invitation, the logo will be featured on special signage and napkins, and the sponsor may place marketing collateral on tables at the door.

Student Award “YourNameHere” Scholarships
Sponsored by Landscape Structures

SOLD \$12,500

ASLA provides complimentary registration fees for student award winners, but many still cannot afford the cost of travel, hotel, and incidentals. This new sponsorship will provide the Award of Excellence recipients in each of the seven categories with scholarships to underwrite their out of pocket costs. The sponsor will receive naming rights and will be honored at the Student and Professional Awards Ceremony on Monday, October 6, and will be included in the press release and all printed materials. The sponsor will be an honored guest at the informal lunch preceding the awards ceremony and will dine with the scholarship recipients.

The “YourNameHere” Networking Gardens
Sponsored by The Care of Trees

SOLD \$10,000

Networking is listed among the top reasons attendees register for the annual meeting. ASLA is setting up 10 comfortable, attractive lounge areas throughout the convention center to provide space for meaningful conversations among attendees. The sponsor will receive naming rights and signage will prominently feature the sponsor's name and logo. The sponsor may place collateral on the coffee tables.

The ASLA/ “YourNameHere” Alumni Reunion
Available

\$10,000

Year after year, attendee surveys reveal that one of the most anticipated events of the meeting is the annual Alumni Reunion where each school hosts a designated area for alumni, faculty, and students to mix and mingle. All full registrants for the meeting may attend, placing it among the largest social events of the meeting. The sponsor will receive naming rights, will be an honored guest at the event, and may greet attendees at the door. The sponsor's name will be on the event ticket, the logo will be featured on special signage and napkins, and the sponsor may place marketing collateral on tables at the door.

Official Meeting Map
Available

\$10,000

To ensure all attendees take full advantage of our beautiful meeting location, they will be presented with a colorful, easy to read map of Philadelphia with all meeting venues highlighted. This is an item attendees will turn to time and time again throughout the meeting. Map pads will be placed at all meeting hotels, the registration area, the information booth, and other prominent places. The sponsor's name, logo, and booth number will be prominently featured on the official meeting map, as well as on the maps featured in the registration brochure and on-site program.

Council of Fellows Investiture Reception
Available

\$10,000

The sponsor will be recognized at the reception preceding the dinner honoring the Council of Fellows' new inductees and will be an honored guest during the dinner (two complimentary tickets) with special seating. The sponsor will be listed on the event ticket and the sponsor's logo will be on the napkins, in the evening's commemorative printed program, and on signage.

The "YourNameHere" Cybercafé
Sponsored VectorWorks by Nemetschek N.A.

SOLD \$10,000

Strategically located at the registration area and near the education session rooms, this highly trafficked area will serve as the internet business nerve center for attendees. Attendees may check email and leave electronic messages for other attendees. The cyber café will feature state of the art computer stations. The sponsor will receive naming rights and each screen will default to sponsor's homepage.

"YourNameHere" EXPO Sunday Lunch Vouchers
Available

\$10,000

Treat all the attendees to lunch! To help keep attendees in the EXPO hall, each registrant will receive a \$15 voucher for Sunday that may be used at any EXPO concession stand. The sponsor will receive naming rights and will be recognized with special announcements over the public address system. The sponsor's name and logo will be featured on the voucher, napkins, and prominent signage.

Professional and Student Awards Lunch
New! Available

\$5,000

Treat the 2008 professional and student award winners to lunch prior to the presentation. The sponsor will be an honored guest at the event, may greet guests at the door, and will be recognized during the awards ceremony. The sponsor name and logo will be featured in special signage and on napkins.

ASLA Professional Practice Network Meeting
New! Available

\$5,000

Hundreds of members of the ASLA's 17 Professional Practice Networks will meet on Monday morning, October 6, to network and find out the latest news in their areas of practice. Coffee, water, tea, and pastries will be provided. The sponsor will be an honored guest at the event, may greet attendees at the door, and will be recognized by the session host during the program. The sponsor's name will be printed on the event ticket and the logo will be featured on special signage and napkins. The sponsor may place marketing collateral on tables at the door.

"YourNameHere" Coffee Breaks & Refreshment Service
Available

\$5,000 each

Give everyone a special break! Specialty coffee, water, and sodas will be served throughout the EXPO and strategically stationed near education session rooms on Saturday, Sunday, and Monday. Three sponsorships are available (Saturday, Sunday, Monday). Each sponsor will

receive naming rights and be recognized with special announcements over the public address system and the sponsor logo will be featured on napkins and prominent signage. The sponsor will also receive the other benefits listed above.

Women in Leadership Reception
Available

\$5,000

Each year, ASLA celebrates the women leaders of the profession with a special reception. It is always one of the most anticipated events of the Annual Meeting. The sponsor will be an honored guest at the event, may greet guests at the door, and will be recognized during the reception. The sponsor name and logo will be featured in special signage and on napkins.

Client Roundtables
Available

\$5,000 each

Among the most popular education sessions in 2007! This series features leaders representing the largest four client groups for landscape architecture services, according to the ASLA National Salary and Business Indicators Survey. What trends do they see in design and construction that will affect the landscape architecture profession? How do they select and use landscape architects? How does landscape design inform and improve their projects? These and other questions will be addressed in moderated sessions by four- and five-person panels. The sponsor will be the Session Host for their roundtable, introducing the moderator and speakers, and may place marketing collateral at the back of the room on the handouts table. The sponsor logo will be featured on special signage.

- ***Developers Roundtable:*** Developers are the largest client group overall for the profession and many consider landscape architects their prime partners in a project's success. ***Available***
- ***Mayors Roundtable:*** Municipalities are the second largest client group for the landscape architecture profession and mayors are their cities' chief designer. ***Available***
- ***Architects Roundtable:*** Architects are the third largest client group overall for the profession and more are hiring landscape architects at the beginning of projects. ***Available***
- ***Home Builders Roundtable:*** Homebuilders and single family clients are the fourth largest client group for the profession overall. ***Available***

Media Roundtables

\$5,000 each

Key consumer and industry media representatives will participate in a series of Media Roundtables to discuss what trends they are seeing in planning and design, how they select topics and projects to cover, what their editorial calendars for 2009 look like, and the best way to contact them to get coverage. Each roundtable sponsor will be the Session Host for its roundtable, introducing the moderator and speakers, and may place marketing collateral at the back of the room on the handouts table. The sponsor logo will be featured on special signage.

- ***Industry Media Roundtable.*** Invitees: *Architectural Record, Landscape Architecture, Planning, Multi-Family Housing Trends, Architect, Engineering News-Record.* ***Available***

- **Consumer Media Roundtable.** Invitees: *Garden Design, Cooking Light, Cottage Living, Better Homes & Gardens, and Southern Living.* **Sponsored by Janus et Cie** **SOLD**
- **National Newspapers Roundtable.** Invitees: *The San Francisco Chronicle, The Miami Herald, The Los Angeles Times, The Chicago Tribune, The New York Times, The Wall Street Journal, and The Washington Post.* **Sponsored by SavATree** **SOLD**
- **Real Estate Editors.** **Available**

“YourNameHere” Coat and Luggage Check

\$5,000

New! Available

A great FREE service to offer attendees that will ensure the sponsor is remembered long after the exhibit hall is closed. Most members use the service on their last day so they can run straight to the airport at the end of their last session or tour. This will be prominently located near registration and the information desks. The sponsor will receive naming rights and each attendee will receive a coupon for the free coat and luggage check, prominently listing the name of the sponsor. Signage will also feature the sponsor’s name and logo.

“YourNameHere” Professional Development Certificate Booth

SOLD \$5,000

Sponsored by Florence Manufacturing

With more and more states requiring continuing education to maintain a license to practice landscape architecture, attendees must prove that they are meeting their requirements. The PDC Booth will provide meeting attendees with real-time confirmation of continuing education hours earned during the meeting. This booth will be prominently located near the registration and information desks. Each attendee will receive a coupon prominently listing the name of the sponsor for a free confirmation certificate of professional development hours. Signage will also feature the sponsor’s name and logo.