Year-Long Marketing PLUS Annual Conference Marketing, Sponsorship, and Exhibit Opportunities

On the following pages, the Pennsylvania-Delaware Chapter of the American Society of Landscape Architects (PA-DE ASLA) outlines a variety of affordable and effective marketing opportunities for the 2021 calendar year and the 2021 PA-DE ASLA Virtual Conference on Landscape Architecture.

PA-DE ASLA values its relationship with its green industry partners and appreciates your support. In 2021, we hope to continue this tradition of partnership and we look forward to working with you!

Register online at https://na.eventscloud.com/ehome/600964
2021 Commercial Sponsorship

Take advantage of year-round marketing exposure PLUS discounted virtual conference exhibit space! Commercial sponsorship benefits available January 1, 2021 - December 31, 2021.

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+ landscape architect members practicing in Pennsylvania and Delaware.

The PA-DE ASLA Virtual Conference on Landscape Architecture attracts approximately 200 landscape architects and landscape architecture students each year and will be held virtually April 12-15, 2021.

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

2021 Commercial Sponsorship - $1,750

- 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)
- Logo included on virtual conference welcome page
- Up to two (2) display advertisements or sponsored content ePLAN insertions in 2021
- FREE company swag/promo item inclusion in 2021 PA-DE ASLA virtual conference swag bag
  - Prior to the virtual conference in April 2021, PA-DE ASLA will send a canvas tote filled with vendor goodies to all registered conference attendees. Don't miss out! Make sure you're represented! Swag/promo items must be mailed to PA-DE ASLA by Monday, March 15, 2021 to be included in the swag bag mailing.

PLUS!

- 25% off a virtual exhibit booth at the 2021 PA-DE ASLA Virtual Conference on Landscape Architecture. (Discounted value is $375.00)
Virtual Conference Opportunities

2021 PA-DE ASLA Virtual Conference on Landscape Architecture
Hindsight is 20/21: Transforming Our Profession
April 12-15, 2021

Session Sponsor - $750

Get right in front of conference attendees! As a Session Sponsor, your company is guaranteed:

- Conference registration for 2 company representatives
- Company acknowledgement in conference opening and closing remarks
- Pre-recorded video to be played at the beginning of one session of your choice. (Think of this as a commercial before the show!)
  - Must be provided as an .mp4 file no more than 5 minutes in length.
  - Session Sponsorships limited to the number of available sessions and granted on a first come, first served basis.
- Company recognition in session pre-roll clip
- Company logo designated as "Session Sponsor" in the virtual session description

Session Sponsor "Swag Bag" Add-On - $100

Send PA-DE ASLA some company swag/promo items for inclusion in the 2021 PA-DE ASLA virtual conference swag bag! Prior to the virtual conference in April 2021, PA-DE ASLA will send a canvas tote bag filled with vendor goodies to all registered conference attendees. Don't miss out! Make sure you're represented! Swag/promo items must be mailed to PA-DE ASLA by Monday, March 15, 2021 to be included in the swag bag mailing.

Discounted price available to registered session sponsors only. (Interested in sending swag? See below).
Virtual Conference Opportunities

Virtual Exhibit Booth - $500

This package includes your company's own virtual portal where you can:

- Upload a pre-recorded, on-demand marketing or product video
- Showcase brochures, white papers, ads, and other resources
- Post your direct contact details, website, and links to your social media profiles
- Find attendee contact details - at your fingertips
- Set 1:1 appointments with attendees (to be scheduled during or outside of the conference "live" dates)
- Participate in daily dedicated times for exhibitor-attendee interaction
- Attend all conference sessions! (You are encouraged to view all conference content along with attendees and are not confined to your virtual exhibit space!)

Virtual exhibit booth registration includes conference registration for up to 2 vendor representatives whose names and email addresses must be provided at the time of registration. (Otherwise they won't have access to the virtual conference at all).

For optimal experience, PA-DE ASLA recommends that at least one vendor representative monitors booth chats and inquiries for the duration of the virtual conference. You don't want to miss an attendee inquiry, or the chance to reach out to someone with whom you've been meaning to connect!

Swag Bag Sponsor - $250

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Swag/promo items must be mailed to PA-DE ASLA by Monday, March 15, 2021 to be included in the swag bag mailing.

Mail to: PA-DE ASLA, Attn: Swag Bags, 908 N. Second St., Harrisburg, PA 17102
e-Newsletter Advertising

*ePLAN* is the official weekly e-newsletter of the Pennsylvania-Delaware Chapter of the American Society of Landscape Architects (PA-DE ASLA) and is emailed to approximately 600 members every week.

*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 display ads should be submitted to celliott@wannerassoc.com as a .jpg or .png file. Ad dimensions can be up to 800 px wide X 700 px wide.

Rates

Weekly *ePLAN* Advertising - $125/week

Monthly *ePLAN* Advertising - $450/month  
(Your ad will run four [4] times in each selected month)

Full Year *ePLAN* Advertising - $5,000/year  
(Your ad will run for 12 calendar months from the start of your contract)

PA-DE ASLA looks forward to working with you in 2021! Questions? Don't hesitate to contact us at 717-441-6041 or email Cicely Elliott, Deputy Executive Director, directly at celliott@wannerassoc.com.

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