The annual ASLA Conference on Landscape Architecture is the largest event in the world for landscape architecture professionals. It takes place just once a year, attracting more than 6,000 attendees and more than 350+ exhibitors. This not-to-be-missed event will take place in-person at the Music City Center in Nashville, TN, November 19 – 22, 2021.
Conference Content

Resilience and Stewardship
Climate change is intensifying the negative impacts of previously accepted development practices, putting people and communities at risk. Landscape architects have the responsibility to address these challenges in practice, advocacy, education, and research. We need a new paradigm for building and enhancing communities that works in harmony with natural systems and considers the needs of all.

Planning, Urban Design, and Infrastructure
2020 revealed with great clarity the pervasive inequities of our social, environmental, and economic systems, along with the need for new approaches to shaping communities through planning, urban design, and infrastructure. How are landscape architects leading the charge for more equitable, healthy, safe, and resilient investments? How do we secure a public realm that protects and celebrates uniqueness? What will the urban fabric of diverse, inclusive, resilient, and beautiful places look like?

Technology
Technological advances in both design software and data sources have opened exciting new avenues for design exploration. Technology is thoroughly entrenched as an essential tool for designers and is both a technical and cultural force impacting our profession. Landscape architects are using technology to aid communication among interdisciplinary design teams, provide opportunities for greater participatory design, and make cities smarter and safer.

Design Implementation
Material selection, specifications, and maintenance guidelines allow landscape architects to ensure that their designs are faithfully and successfully brought to life. How can landscape architects be empowered in the studio and on the construction site? How do client needs and wishes influence design choices and outcomes?

Justice, Equity, Diversity, and Inclusion
ASLA is committed to advancing equity and inclusiveness in all aspects of landscape architecture, and raising the diversity of voices in our profession. As landscape architects strive to improve the livability and viability of communities through thoughtful design, we are grappling with both our evolving understanding of equity, and our preparedness to enact it.

Leadership, Career Development, and Business
The pandemic has not only challenged business but also revealed new opportunities. Which tools, techniques, and systems have allowed your business to thrive? How have you nurtured existing relationships and built new ones?

Design and The Creative Process
Landscape architecture projects may differ in scale and complexity, but they all begin with research and questions that evolve into a big idea. Creativity has no beginning or end—it is fed by the publics we serve and how we engage with them, by the sites themselves and their broader context, and by collaboration across disciplines. How do various creative methods translate visionary ideas into reality? How does the design process influence outcomes in our built environment?
Sponsorship Levels

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<th>SUPPORTING LEVEL</th>
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Sponsor ribbons on name badges of all your company representatives.

Your company recognized as a sponsor during the Conference’s general session.

Your logo will appear on the ASLA Conference on Landscape Architecture website and in the on-site program that is provided to all attendees.

Logo presence on conference signage highlighting sponsors.

Your logo and booth number displayed in an advertisement to appear in Landscape Architecture Magazine, thanking General and Premier level sponsors (if purchased by July 31).

We will hyperlink to your company’s website when your company’s logo appears for sponsor recognition on the ASLA Conference on Landscape Architecture website.

Choice of two complimentary tickets to the Council of Fellows Investiture Dinner or the President’s Dinner, which features the presentation of ASLA Honors and Installation of Officers.

One full-page, four-color advertisement in the on-site print program (if purchased by July 31).

A 300-word feature article on your company and your products/services—including photos and hyperlinks—in LAND, ASLA’s biweekly e-newsletter (circulation 13,000+).

Two-to-three-minute introductory remarks at the event you have sponsored (excluding education program sponsor).
Education Sponsorship Opportunities

**General Session - 1 Available $25,000**
One general session will take place at the conference. Opportunity to sponsor the largest gathering of attendees at the event. Sponsorship includes three-minute welcome from sponsor and onstage recognition.

**Lunch & Learn – 1 Available $25,000**
Help attendees connect on the EXPO floor through round-table discussions over lunch boxes. Each table will have a designated topic and one supplier to facilitate. Attendees will be invited to choose a boxed lunches and join a table discussion of their choice. The Sponsor is guaranteed 10 positions to facilitate for sponsoring staff at attendee lunch tables. Activity will take place on Saturday and Sunday from Noon – 1pm.

**Education Track - 6 Available $10,000 Each**
Each sponsored track is guaranteed 12 sessions. The Sponsor will receive recognition at the start of each session and recognized as the sponsor of the track in education promotional materials.

**Continue the Conversation - 1 Available $10,000**
Opportunity to customize designated space on the EXPO floor for attendees to Continue the Conversation with high interest and general session speakers. Conversations have assigned times and an advance schedule is published to attendees.

**Bookstore – 1 Available $10,000**
The ASLA bookstore is the “must-visit-spot” during the conference. It is high traffic area and offers the sponsor the opportunity to have the brand associated with ASLA's sought after education materials. Author book signings will take place in

**PPN Live - 1 Available $10,000**
Professional Practice Network (PPN) Live will give the sponsor a high-profile brand exposure to hundreds of attendees at this networking and education space. Branding opportunities within PPN Live space.

**Field Sessions - 1 Available $5,000**
Your company recognized during the kick-off of each field session, onsite signage, and in the conference schedule.

**L.A.R.E - 1 Available $5,000**
Make a lasting impression on future licensed Landscape Architects. Sponsor a full day workshop at the annual conference for the Landscape Architect Registration Examination (LARE) in conjunction with a specialty session “Demystifying LARE” focused on emerging professionals.

**Game Changers - 1 Available $5,000**
It takes big ideas to move a profession forward – ideas from different perspectives, voices, and backgrounds. We are inviting attendees to share ideas of what the profession should be doing tomorrow. During these fast-paced, innovative talks, presenters will have just seven minutes to share game changing ideas. Dovetail your brand with the solutions of the future.

**Learning Lab - 5 Available $3,000 Each**
Build better brand awareness and generate additional sales by demonstrating your expertise in ASLA’s Learning Lab, live on the EXPO floor. Five Learning Labs may be reserved in 60-minute blocks during EXPO hours, allowing 50 minutes of instruction time. The presentation area will be equipped with a screen and projector, and a podium. Exhibitor must be LA CES certified and presentation approved by ASLA education team.
High Engagement Sponsorship Opportunities

Mobile App – 1 Available $15,000
Increase your visibility and enhance your company image before, during, and after the event. Conference attendees use the mobile app to access daily schedules, networking and social event information, maps, and exhibitor information.

reCHARGE Lounge - 1 Available $10,000
Get your brand in front of attendees as they take a moment to repower their electronic devices. This charging station will be placed in a high-traffic area for attendees.

Portrait Booth – 1 Available $8,000
The Professional Portrait 10 x 30 booth offers attendees the opportunity to have headshots taken by professional photographers free of charge. The sponsor receives one-on-one face time with attendees at the booth.

EXPO Map - 1 Available $6,500
A printed map of the EXPO floor is an invaluable tool to attendees throughout the conference. Maps made available for each attendee at the conference registration desk.
Branding Opportunities in Music City Center

Digital Branding in Music City Center

Level 1
9 panel display $5,500
4 panel display $4,500
65” panel display $4,000

Level 2
4 panel display $4,500
65” panel display $3,500

Sample of 9 panel display on level 1
Sample 65” panel display on level 1 & 2
Product Engagement Sponsorship Opportunities

**First Timers Lounge - 1 Available $10,000**
Opportunity to customize designated space on the third floor of the Music City Center in close proximity to the registration area. Sponsor to work with the ASLA Membership Department to select furniture from your product line that supports activities programmed in the space. Placement of furniture will need to adhere to fire marshal approval.

**Dog Park – 1 Available $10,000**
Opportunity to customize one dog park on the EXPO floor. Create a unique engagement area that will serve as a high attraction for attendees. Work directly with the EXPO team to design this footprint with your product in place. Confirmation of dogs participating is TBD based on ability to secure relationship with a local partner.

**Classroom Furniture – 2 Available $10,000 Each**
Opportunity to customize two (2) education spaces in order to create a unique learning environment. Work directly with the Education Team to select furniture from your product line that supports the activities programmed in the space. Placement of furniture will need to adhere to room specifications.

**General Session Stage Decor - 1 Available $5,000**
Gain visibility during the largest gathering of conference attendees during the event by providing your furniture for the General Session stage. Work directly with our production team to select products from your line that supports the onstage activity.

**Plant Sponsor - 1 Available $5,000**
Got plants? Showcase your variety of plants throughout the conference. Work directly with the conference team to select appropriate size of trees and shrubbery for selected spaces throughout Music City Center.
Celebration Sponsorship Opportunities

Council on Fellows Dinner – $20,000
Join friends and colleagues for an elegant evening to honor the newest members of the ASLA Council of Fellows. Council of Fellows members are recognized for their extraordinary work, leadership, knowledge, and service to the profession. Formal attire is appropriate.

ASLA Student Awards Conference on Landscape Architecture Scholarships – $15,000
Scholarships provide travel, hotel, and incidental expenses for the official entrant of the Student Award of Excellence in eight categories (General Design, Residential Design, Urban Design, Analysis & Planning, Research, Communications, The Student Community Service Award, and Student Collaboration) as well as three ASLA Council of Fellows scholarship recipients.

ASLA Honorary Members and National Leadership Reception - $8,000
Join members of the ASLA elected leadership from across the country as they gather to bestow honorary membership upon friends of the landscape architecture profession on Thursday, November 18. Honorary membership in ASLA is among the highest honors the Society may bestow upon non-landscape architects.

ASLA Awards presentation and Video – $15,000
ASLA’s long-standing awards programs are the Society’s and the profession’s most visible expression of excellence in landscape architecture and an unsurpassed resource for public awareness about the value of landscape architecture and the role of landscape architects. Those basic facts make the ASLA awards program a singular opportunity for corporate sponsorship, offering unmatched reach to both professional and public audiences.

President’s Dinner – $10,000
ASLA presents its highest honors each year at the President’s Dinner. 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, Emerging Professional Medal, and the President’s Medal.
Networking Sponsorship Opportunities

EXPO Hall Breakfast – $15,000
The Sunday breakfast is a popular attendee benefit to begin their busy day with a healthy meal. Food stations located throughout the EXPO hall with sponsor recognition at each breakfast station.

Welcome Reception – $15,000
Welcome the national ASLA Board of Trustees and Chapter Presidents to Nashville! They will arrive from all over the country on Wednesday, November 17, for governance meetings. Help them kick off the meeting with a casual reception from 6:00 to 8:00 pm.

National Leadership Luncheon- $15,000
Host the ASLA Board of Trustees and Chapter Presidents Council to lunch and kick off an exciting panel discussion by leaders of allied design organizations.

Emerging Professionals Reception - $8,000
The future of the profession is here! At the Emerging Professional Reception on Friday, November 19, young professionals will mingle with landscape architecture leaders and luminaries inspiring greater connection and new partnerships.

Alumni Tailgate - $5,000
There will be close to 35 schools participating in this event that takes place in the EXPO on Saturday, November 20, from 4:30-6:30 pm. Each school will be showing their school spirit with a table set up along the main aisle of the EXPO.

Saturday Coffee Stations - $3,000
Coffee stations are a popular attendee benefit. Attendees like to begin their busy day with a cup of coffee. Stations located throughout the EXPO hall with sponsor recognition at each coffee station.
Sponsorship Questions?
Contact your ASLA Sales Manager

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