

EXHIBITOR BOOTCAMP #5

September 19, 2022 | It's Go Time!

ASLA2022 DESIGNING A BETTER FUTURE

November 11-14 | San Francisco, CA



AGENDA

This session is being recorded

Bootcamp Kick-off

Introduction of ASLA team

Basic Training – It's Go Time

Open Q&A

ASLA Team

Daniel Martin, Honorary ASLA, Director of Development & Strategic Partnerships

Gregg Boersma, Sales Manager

Kathleen Thomas, Sales Manager

Judy Mehlman, Coordinator, Development and Strategic Partnerships

Freeman Team (General Contractor)

Matt Bradley, Exhibitor Service Representative

PREPARING FOR THE CONFERENCE

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What is Design Day?

Overview of special spaces on the exhibit floor:

- Emerging Professionals Zone
- Lunch and Learn
- Practice Basecamp
- SKETCH
- LARE Prep Café
- First Time Attendee Lounge
- JobLink Live

Booth Plan

If your booth is larger than a 10x10, you are required to submit a booth plan for review. If you have not done this, please submit it immediately.

Certificate of Insurance

A Certificate of Insurance (COI) is required to have on file prior to set-up of your booth. Details of coverage is on our exhibitor resource site and a sample COI is in the exhibitor kit.

Please be sure that your COI includes limits of liability, lists the Moscone Center as the facility with the address, as well as dates of coverage to include load-in and load-out. If you do not have insurance we suggest contacting [Rainprotection.](#)

Register your booth staff in advance

Register your staff in advance and avoid the lines. When you register your team they will receive a confirmation email with a barcode. The barcode allows them to skip the onsite registration line. They can simply scan and go to receive their name badge.

Step 1: Go to www.aslaconference.com

Step 2: Click on the register now button

Step 3: Click on exhibitor registration

Step 4: Search by your company name and enter your company password that you used to purchase your booth

These steps will give you access to register staff and book hotel rooms.

Flooring

You are required to have the floor covered in your exhibit space. Please order carpet in advance, if needed, from Freeman. The order form is located in the exhibitor kit.

Additionally, the floor in the convention center is very sensitive to water. Please take precaution and ensure there is a drip plate under any plants or water source in your booth to prevent damage.

If floor covering is not placed in your booth by noon on Friday, November 11, our general contractor will provide carpet and your company will be charged the onsite carpet rate.

Union Labor

Be aware of union labor rules at the Convention Center to help reduce your budget.

Straight Time Rate is \$107.50

Monday – Friday | 8am – 5pm

Overtime Rate is \$161.25

Monday – Friday | After 5pm

Saturday – Sunday | 8am – 5pm

Exiting the event

Would you like to donate materials from your booth to the Legacy Project? You will be required to label your donation items in your booth. Following the shows closing, Freeman will collect all labeled items for donations.

Labels are located in the exhibit kit this year. In addition, we will have a few available in the exhibitor lounge onsite.

Please do not break your booth down early. This will result in penalties when you exhibit with us in future conferences. **Breakdown starts at 2pm.**

Please Join Us!

LAMMY's	Friday, November 11	5:00 pm - 7:00 pm
Exhibitor Breakfast	Sunday, November 13	8:30 am – 9:30 am
Wait for the Crate Party	Sunday, November 13	2:00 pm - 4:00 pm

Information to lookout for:

Invitation to [update your company profile in the mobile app](#)

Details on how to [get involved with the attendee/exhibitor scavenger hunt](#)

How to [book your exhibit space for 2023](#)

Exciting details about the [Design Day Live schedule and how you can participate](#)

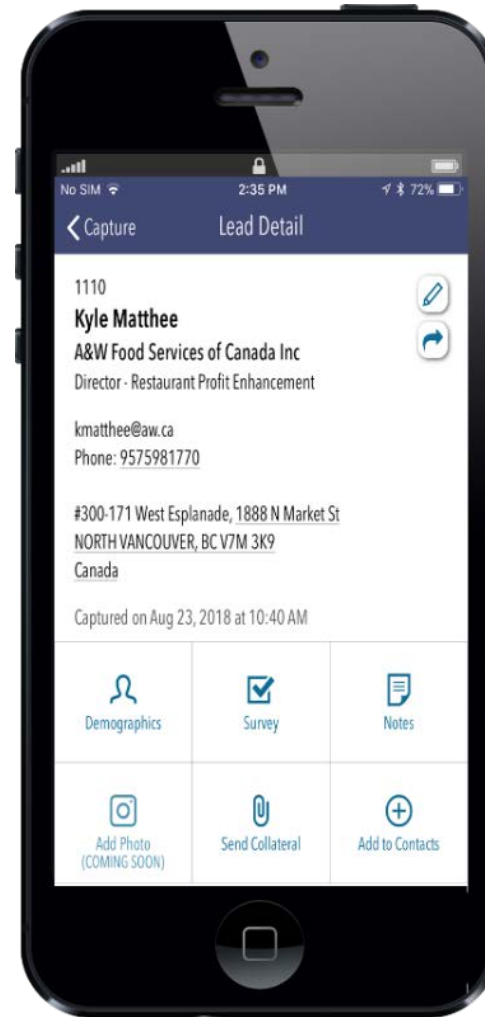
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Don't Forget To Participate in These Activities

- Social Media Incentive Program
- EXPO Only Guest Passes
- Exhibitor Profile
- Gamification Activities
- Network at Special Events
- Lead Retrieval



Engagement Activities Available

Learning Labs

3 Available - \$3,000 Each

Build better brand awareness and generate additional sales by demonstrating your thought leadership and expertise in an ASLA Learning Lab, live in the EXPO. 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. Submitting exhibitors must be (or become) a LA CES education provider. Learning Labs cannot include any proprietary information.

Engagement Activities Available

Field Sessions

23 Available - \$2,000 full-day session / \$1,500 half-day session

Field sessions are extremely popular with attendees year after year. This year we are offering 26 unique field sessions that are sure to sell out. The sponsor of each individual session will be recognized during the kick-off of each field session, receive two complimentary tickets to attend the field session, opportunity to spend the day with a captured audience of participants and provide promotional giveaways during the tour. Logo present on field session signage.

Engagement Activities Available

Lunch and Learn

10 Available - \$1,500 Each

Help attendees connect on the EXPO floor through round-table discussions over box lunches. Each roundtable will have a designated topic and one facilitator. Attendees will be invited to choose a box lunch and join a table discussion of their choice. Exhibitor will help choose their roundtable topic and will have the opportunity for a company employee to facilitate the conversation at the designated sponsor table.

Engagement Activities Available

Beverage Station

4 Available - \$2,000 each

Saturday beverage stations are a popular attendee benefit. Attendees like to begin their busy day with a cup of coffee and wind down with a cocktail. Stations located throughout the EXPO with sponsor recognition at your designated beverage bar. Coffee service will occur from 9:30am -11am on Saturday and bar service will occur on Saturday afternoon from 4:30pm-6pm during the Alumni Tailgate. Branding benefits include branded signage at the station, branded napkins, and recognition on the EXPO map.

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Q&A

Show Contact Information:

SALES MANAGERS

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EXPO MANAGER

Michelle Mobley

Exhibit Manager
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Registration & Housing Customer Service for ASLA exhibitors

Email: ASLAexhibitor@maritz.com

Phone: (864) 208-0397 (available Monday-Friday 9am–5pm EST)

