

ASLA 2025  
*Beyond*  
**BOUNDARIES**

Conference on Landscape Architecture  
OCTOBER 10-13 • New Orleans

# 2025 Exhibitor Social Media Kit and Social Media Contest Overview

 **#ASLA2025**



**ASLA**

# Why Marketing Your Presence Matters

- 70% of attendees plan their booth visits in advance
- Exhibitor success isn't just about having a great product—it's about being seen and remembered
- Strategic marketing can make your investment pay off long after the event

# Pre-Show Social Media

*Are you ready to help amplify the conference?*

The actions we take as individuals toward promoting the conference—while they may seem insignificant on their own—**have a profound impact when taken collectively.**

With this Exhibitor Social Media Kit, we hope to provide you with the resources necessary to promote your participation in the EXPO easily through your social media channels. You will find a wealth of information about the EXPO—such as educational offerings, networking and language to share with your customers in the industry.

# Pre-Show Social Media

**Post and be eligible for great rewards!** Each month that you post about your participation in the 2025 EXPO, you will receive a **complimentary** marketing benefit in return.

When creating your post please use the following series of hashtags: **#ASLA2025 #ASLAEXPO**

**July** - Be entered into a drawing to receive a complimentary social media shoutout from the official ASLA social account prior to the conference

**August** - Be entered into a drawing to receive a complimentary food and beverage activation station in your booth. We will also advertise your activation station with one push notification to attendees through the conference mobile app to encourage them to visit you.

**September** - Be entered into a drawing to receive a complimentary profile or product highlight in the conference daily Insight email message that has a history of high open rates from conference attendees.

# Pre-Show Social Media

**Tag us to make sure we see your post!**

Here is a short list of appropriate tags and social media handles to use in your posts about the conference.



@AmericanSocietyofLandscapeArchitects



@nationalasla



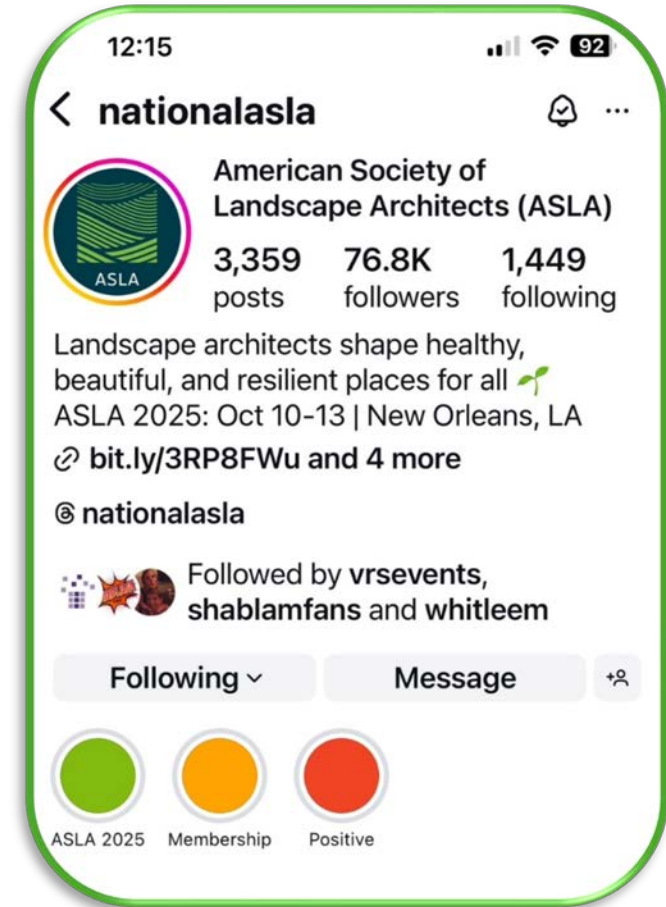
@NationalASLA



@AmericanSocietyofLandscapeArchitects

# Pre-Show Social Media

- Announce your booth location on social media
- Tease giveaways or product launches
- Use the show hashtag and tag National ASLA



# Pre-Show Social Media

## Sample Social Media Posts:

- We're heading to #NewOrleans this October with @NationalASLA. Meet us at the #ASLAEXPO. Learn more at [aslaconference.com](http://aslaconference.com)! You can expect to see (insert your product you will showcase). #ASLA2025
- Learn about new products, services, technology applications, and design solutions when you attend the #ASLA2025 Conference on Landscape Architecture EXPO. Visit us in booth (insert your booth number). #ASLAEXPO
- Join us and 6,000+ #landscapearchitect professionals at the 2025 Conference for Landscape Architecture. Visit us at booth (insert your booth number) and learn about (XXX). Register today at [aslaconference.com](http://aslaconference.com). #ASLAEXPO #ASLA2025
- Join us at #ASLA2025 the largest trade show for landscape architect professionals in the world at booth (insert your booth number). Learn more at [aslaconfere.com](http://aslaconfere.com).
- Visit (Company) at Booth (Number) during #ASLA2025 in New Orleans. We'll be showcasing solutions to help landscape architects push beyond boundaries. #ASLAEXPO

# Thank You!

## Sales Managers

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## Registration & Housing Customer Service for ASLA exhibitors

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