



American Society of
Landscape Architects



2026

ASLA EXPO

ASLA Conference on Landscape Architecture
September 15-17, 2026 | Los Angeles, CA

advertise.asla.org/2026-EXPO



ASLA 2026 Conference on Landscape Architecture

September 15-17, 2026 | Los Angeles, CA

Exhibit

The EXPO at the ASLA Conference on Landscape Architecture allows professionals to explore hundreds of new products, services, technology applications, and design solutions to utilize on projects of all sizes—all under one roof!

Sponsor

Maximize your participation and brand-building at the ASLA Conference on Landscape Architecture, and during other ASLA in-person and virtual events, by becoming an official ASLA sponsor. Great benefits are available for our sponsors!

The Big Picture

**Current
Members**

>16K

**Conference
Attendees**

>6K

**Industry
Size**

\$140B

Partner with ASLA

Founded in 1899, ASLA is the oldest and largest organization of landscape architecture professionals. Your company wants to find landscape architects and meet them where they are. Look no further! ASLA is where landscape architects go to learn, connect, and grow.



The largest gathering of landscape architecture professionals in the world takes place once a year, attracting more than 6,000 attendees and 300+ exhibitors.

ASLA 2026 Conference on Landscape Architecture

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We provide exciting programming on the EXPO floor that draws landscape architects, designers, contractors, and planners that have decision making authority.

Sample programming includes:

- Education classrooms on the EXPO floor, providing attendees valuable Professional Development Hours.
- Food and beverage functions.
- Product and service demonstrations.
- Author signings for popular book titles.
- High-interest sketch demonstrations.

Exhibit Hall Dates

Exhibitor Load-In	Monday, September 14
	Tuesday, September 15
EXPO Open	Wednesday, September 16
	Thursday, September 17
Exhibitor Dismantle	Friday, September 18

Why Exhibit?

The **ASLA Conference on Landscape Architecture** continues to be the premier event for connecting landscape architecture professionals. With high engagement levels and significant purchasing power, the conference provides exceptional value for exhibitors, sponsors, and attendees alike.

95%

of attendees surveyed stated that they visited the EXPO. The EXPO was a central attraction, drawing nearly all attendees to explore the latest products and services.



62%

plan to purchase or specify products they encountered at the EXPO within the next year.



45%

of attendees plan to return to the conference next year.

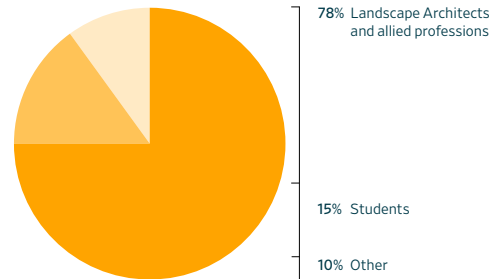


40%

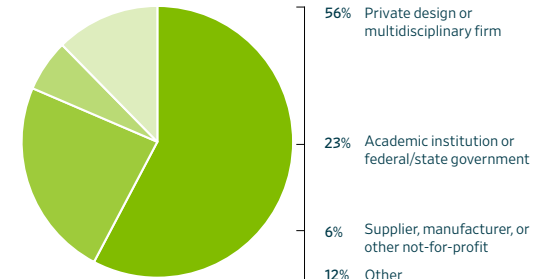
of attendees stated that exploring the EXPO was the driver for their conference attendance.



Top categories represented by attendees*



Within the Landscape Architects and Designers category, top practices represented



Conference attendees are global

Attendees represent ALL

50
STATES

plus Washington, D.C.
and Puerto Rico

Attendees represent

30
COUNTRIES

from around
the world

38% spent 3+ hours

Attendees dedicated significant time engaging with exhibitors, showcasing the EXPO as a hub for meaningful interactions.

\$5 M to over \$50M

Attendees purchase \$5-50M+ in products each year.

* Experient registration data and ASLA Conference on Landscape Architecture attendee survey.
** Source: 2022 EXPO lead retrieval statistics

2026 Exhibitor Benefits and Pricing

Exhibitor Benefits

- Receive one complimentary full conference registration plus two booth staff registrations for every 10' x 10' booth.*
- Enjoy a complimentary standard booth profile listing in the official conference mobile app, used by thousands of attendees.
- Access the Exhibitor Lounge with complimentary amenities throughout the conference.
- Attend of three complimentary webinars hosted by our exhibit's logistics team, designed to help you prepare for a seamless exhibit experience.
- Share unlimited complimentary, customizable guest passes (a \$145+ value each) to personally invite your clients and prospects to the EXPO.
- Receive two attendee contact lists—one pre-registered list 30 days before the conference and the final list 30 days after—for targeted outreach.
- Use of the official ASLA Annual Conference Exhibitor Logo in your print, digital, and social promotions.
- Place your press releases and media kits in the ASLA Press Room, reaching more than 25 industry journalists covering the event.
- Unlock exclusive opportunities to sponsor ASLA events, meetings, and special activities during and beyond conference hours to maximize brand recognition.

Pricing

Booth Space

Rate	Deadline	Price per Square Foot	10' x 10'	10' x 20'
Early Bird	Ends October 14, 2025	\$38.50	\$3,850	\$7,700
Standard	October 14, 2025–forward	\$41.00	\$4,100	\$8,200

Premiums

Rate	Deadline	Corner	Endcap	Island
Early Bird	Ends October 14, 2025	\$262.50	\$385.00	\$525.00
Standard	October 14, 2025–forward	\$525.00	\$770.00	\$1,050.00

* Registration upgrades, additional booth personnel registrations, and tickets to special events may be purchased.

ASLA Online Education Sponsorship Opportunities

2026 Online Learning Labs

Four (4) opportunities per year—January, June, October, and December 2026.

\$5,000

Sponsoring an **ASLA Online Learning Lab** is a wonderful opportunity to share your expertise with ASLA members, while allowing attendees to earn professional development hours (PDH) free of charge, ensuring a large, engaged audience for your presentation.

Sponsoring a Learning Lab allows ASLA to offer free registration to ASLA members for both the live and on-demand presentation.

Recordings remain available online for four years, allowing many more members to access the content over time.

SKETCH! Studio Online

One (1) opportunity per year—March 2026.

\$7,500

Sketching remains one of the most powerful tools for landscape architects to communicate ideas, test concepts, and bring designs to life. In this online session, landscape architects will learn the fundamentals of sketching, strengthen their existing skills, and explore techniques to master sketching as a professional design tool.

Whether landscape architects are new to sketching or looking to refine their style, this session will have mass appeal.

In Development: Online Tech Day

One (1) opportunity per year—July 2026.

Pricing TBD

Position your brand at the forefront of innovation in landscape architecture. Technology Day brings together leading software companies, their clients, and practicing landscape architects to showcase real-world case studies and success stories.

Sponsors will be part of dynamic sessions that highlight innovative tools and strategies, including how **artificial intelligence** can transform workflows and elevate design. This is a prime opportunity to align your company with thought leadership, connect directly with decision makers, and demonstrate how your solutions drive the future of the profession.

Development Team

Daniel Martin, Honorary ASLA

Managing Director, Development

202-216-2356

dmartin@asla.org

Monica Barkley

Sales Manager

202-216-7853

barkley@asla.org

Robert Reed

Sales Manager

202-216-2327

rreed@asla.org

Kathleen Thomas

Sales Manager

202-216-2363

kthomas@asla.org

Laura Iverson

Senior Production Manager

202-216-2341

liverson@asla.org

Judy Mehlman

Development Manager

202-216-2366

jmehlman@asla.org

Michelle Mobley

Manager, Exhibits & Sponsorship

202-216-2377

mmobley@asla.org

Lydia Thompson

Marketing Manager

202-216-2320

lthompson@asla.org



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