



American Society of  
Landscape Architects



# 2026

## ASLA Engagement Kit

The Most Effective Place to  
Connect with Landscape Architects

[advertise.asla.org](http://advertise.asla.org)

# Maximize Your Impact



## 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.

### Advertise

*Landscape Architecture Magazine* is the source that landscape architects reference for new ideas and to stay current in the field. Our print and digital offerings put your brand in front of landscape architects when they need you most.

### 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!

### Join

Joining ASLA as a Corporate Member shows our members and landscape architects that you are a part of the Society and profession, and aligned with the values our members find important.

### 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**

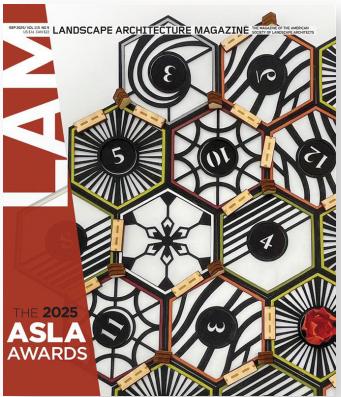
**>16K**

**Conference  
Attendees**

**>6K**

**Industry  
Size**

**\$140B**



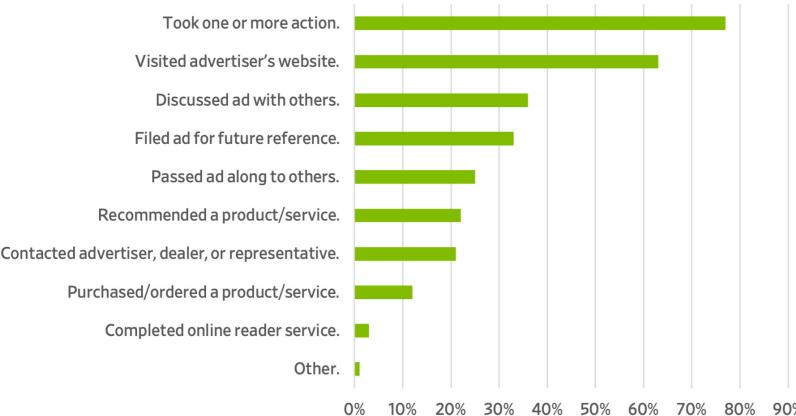
As the official member publication of ASLA, **LAM** addresses the interest and informational needs of landscape architecture professionals better than any other publication serving this market.

**LAM** is the premier resource for landscape architecture professionals. It is the one-stop resource for new ideas, innovative products, creative designs, best business practices, and issues impacting the profession. Surveys show that the majority of **LAM** readers keep each issue as a reference for more than a year.

# LAM by the numbers

## LAM drives action!

A significant majority of *LAM* readers take action after seeing ads, demonstrating the magazine's strong influence on purchasing decisions.



## LAM is a valuable resource!

*LAM* is a key source of information for new products, services, and trends, with a large majority of readers finding it very useful.

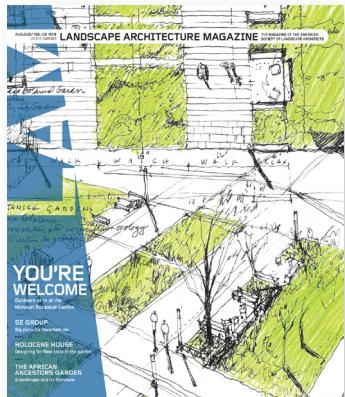
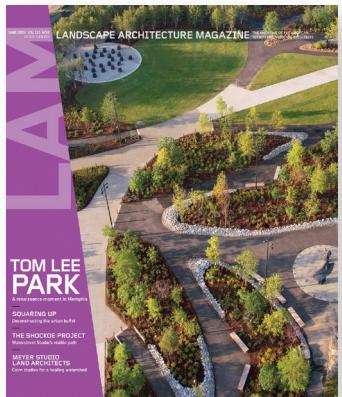
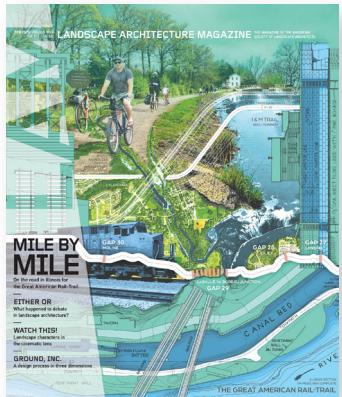


## LAM is on trend!

59%



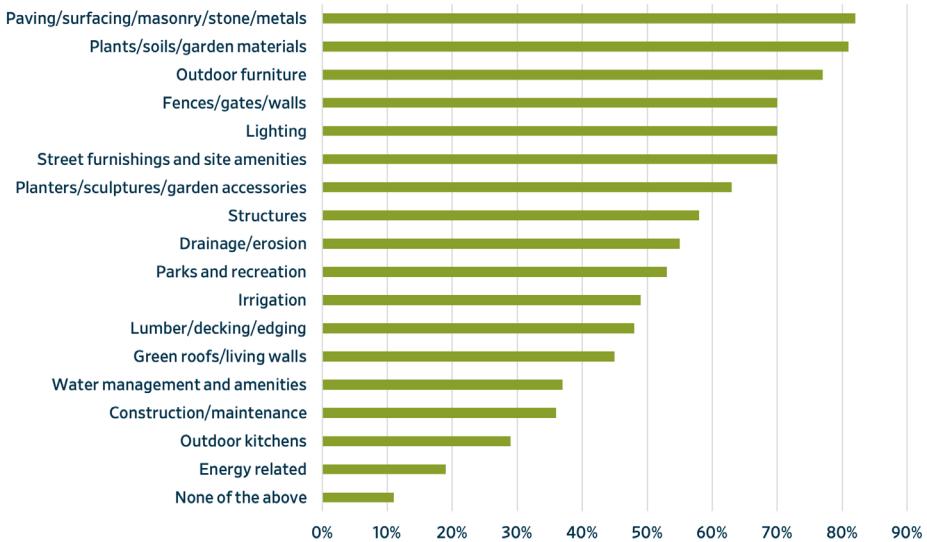
of readers use *LAM* to learn about new products and market trends.



# LAM by the numbers

## LAM caters to information needs!

LAM's content aligns with the product categories specified by readers, providing relevant information for their projects.



## LAs close the deal!

A recent study shows that 84% of LAM readers actively participate in procurement of goods and services by evaluating vendor proposals, ensuring alignment with project requirements, and managing the selection process.

- █ I approve/authorize purchases.
- █ I recommend/specify brands/suppliers.
- █ I am involved in some other way.
- █ I am not involved.



Source: July 2025 Signet LAM Ad Study



[advertise.asla.org](https://www.advertise.asla.org)

## Best in the Industry

### AWARD WINNING CONTENT ON LANDSCAPE ARCHITECTURE DESIGN

*LAM*'s cutting-edge feature articles and art design consistently win awards year after year. *LAM* won the following prestigious awards for work published in calendar year 2024.



#### JESSE H. NEAL AWARDS

The Jesse H. Neal Awards, the most prestigious editorial honors in the field of specialized journalism, were established to recognize and reward editorial excellence in business media. *LAM* was a finalist this year for Best Profile ("Where We Get Stronger," April 2024), Overall Art Direction and Design, and Best Art Direction for a Cover (August 2024).

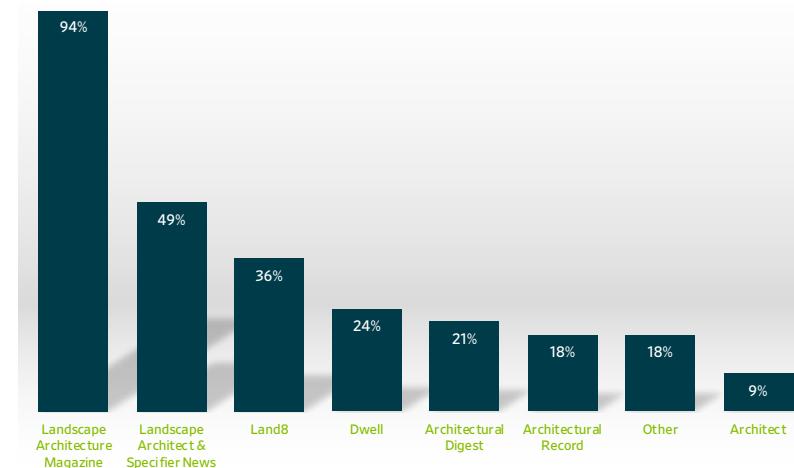


#### AZBEE AWARDS OF EXCELLENCE NATIONAL AWARD WINNERS

The Azbees honor the best in business-to-business media, recognizing outstanding work by B2B, trade, association, and professional publications. *LAM* was awarded a Gold Award in the Category of Design—Publication Design, Mid-Atlantic Region.

## Top Resource for Landscape Architects

In a recent survey, landscape architects indicated *LAM* is most relevant to their professional interests amongst other titles and resources focusing the profession.



Source: July 2023 Readex Reader Survey

# 2026 Editorial Calendar and Close Dates

(subject to change)

For more details and deadlines on 2026 specifications and materials submission, visit:  
[advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions](http://advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions).

Month	Editorial Content	LAM Goods	Sales Close	Materials Close
<b>January 2026</b> <i>Advertising Engagement Study</i>	<b>Focus:</b> Office Park (Corporate Campus) <b>Features:</b> Urban forests, Modern recreation	Street Furnishings and Site Amenities	11/17/25	11/21/25
<b>February 2026</b>	<b>Focus:</b> Travel and Hospitality <b>Features:</b> Waterfronts, Practice management	Outdoor Fire and Water	12/15/25	12/19/25
<b>March 2026</b>	<b>Focus:</b> Big Moves (Infrastructure) <b>Features:</b> Small city parks, Multimodal transit	Lighting	1/20/26	1/23/26
<b>April 2026</b>	<b>Focus:</b> World Landscape Architecture Month <b>Features:</b> Resorts and recreation, Education campus	Plants and Planters	2/17/26	2/20/26
<b>May 2026</b>	<b>Focus:</b> Small Towns and Cities <b>Features:</b> Riverfronts and lakefronts, Transit design	Outdoor Kitchens	3/16/26	3/20/26
<b>June 2026</b>	<b>Focus:</b> Play More <b>Features:</b> Adaptive Reuse, Healthcare campus	Shade and Shelter	4/20/26	4/24/26
<b>July 2026</b> <i>Advertising Engagement Study</i>	<b>Focus:</b> City Life <b>Features:</b> Multifamily development, Landscape construction	Residential Furnishings	5/18/26	5/22/26
<b>August 2026</b> <i>ASLA Honors and Awards Issue</i>	<b>Focus:</b> The ASLA Professional and Student Awards: ASLA Honors <b>Features:</b> Stormwater innovations, Urban gathering spaces	Parks and Recreation	6/15/26	6/19/26
<b>September 2026</b> <i>ASLA EXPO Issue</i>	<b>Focus:</b> ASLA Conference—West Coast (Mexico, U.S., Canada) <b>Features:</b> Business development, Tourism and cultural landscapes	EXPO Exhibitors	7/20/26	7/24/26
<b>October 2026</b>	<b>Focus:</b> Public Lands and Parks <b>Features:</b> Streetscape makeover, Mixed use development	Surfaces	8/17/26	8/21/26
<b>November 2026</b>	<b>Focus:</b> Museums and Art <b>Features:</b> Residential design, Tech trends	Lumber/Decking/Edging	9/21/26	9/25/26
<b>December 2026</b> <i>2027 Product Directory</i>	<b>Focus:</b> The Business of Landscape <b>Features:</b> Outdoor recreation, Material reuse	Water and Irrigation	10/19/26	10/23/26
<b>2027 Product Directory</b>			9/7/26	9/11/26

# 2026 Advertising Rates

## Agency Discounts

Agencies of record are eligible to receive a 15% discount on rates.

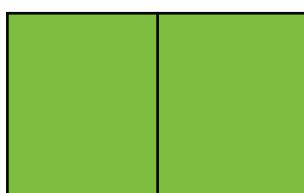
## Bonus

Sign a 12-month, full-page display advertising contract by January 31, 2026, and receive a **free full-page** advertisement in the 2027 Product Directory (December 2026 *LAM* issue).

Display Ads—4 Color	Width x Height (Detailed Specs Below)	1X	3X	6X	9X	12X	24X
Back Cover	9" x 10.5"	\$6,690	\$6,490	\$6,290	\$6,020	\$5,685	\$5,350
Inside Front Cover	9" x 10.5"	6,175	5,990	5,805	5,555	5,250	4,940
Inside Back Cover	9" x 10.5"	5,660	5,490	5,320	5,095	4,810	4,530
Two Page Spread	18" x 10.5"	10,290	9,980	9,675	9,260	8,745	8,230
Full Page	9" x 10.5"	5,145	4,990	4,835	4,630	4,375	4,115
1/2 Horizontal	8" x 4.5"	3,430	3,330	3,225	3,090	2,915	2,745
1/4 Page	4" x 4.5"	1,715	1,610	1,540	1,540	1,455	1,370

## Buyer's Guide Ads—4 Color

1/4 Page	4" x 4.5"	\$1,500	\$1,455	\$1,410	\$1,350	\$1,275	\$1,200
1/8 Page	2" x 4.5"	800	775	750	720	680	640



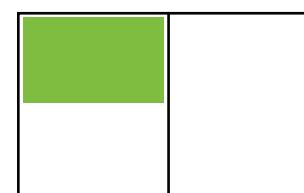
### Full Page Spread

Trim Size: 18" x 10.5"  
Bleed Size: 18.25" x 10.75"



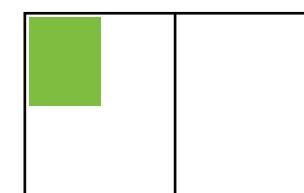
### Full Page

Live Area: 8.5" x 10"  
Trim Size: 9" x 10.5"  
Bleed Size: 9.25" x 10.75"



### Half Page

8" x 4.5"



### 1/4 Page

4" x 4.5"



### 1/8 Page

2" x 4.5"

To learn more, visit [advertise.asla.org/lam-advertising](http://advertise.asla.org/lam-advertising).

# Annual LAM Product Directory

## 2027 LAM Product Directory

published in December 2026 LAM

### Gain Year-Round Exposure With a Single Ad Buy

Reserve space by September 7, 2026

Materials due by September 11, 2026

The **LAM Product Directory** should be the foundation of  
your marketing strategy.

#### Your benefits:

- Point-of-purchase exposure when buyers are searching for products
- Detailed descriptions of your products' performance and sustainability
- Direct access to your website through search optimization and hyperlinks
- Year-round advertising exposure—saved and used as a desktop reference
- Brand awareness

#### You will receive:

- One full-page, four-color, fixed-format advertisement
- Up to four images, plus your logo and marketing verbiage

**SPEC**  
SPECIFIED PLAY EQUIPMENT CO.

Specified Play Equipment Company  
121 Industrial Road  
Suite 1  
Belmont, CA 94002

T: 800-425-1971  
info@specplay.com  
specplay.com

**ABOUT**  
At SPEC, we are experts in play, landscape design, and construction. We create safe, inclusive, and accessible play spaces and activities, including outdoor fitness equipment, playgrounds, and more. We partner with the world's leading playground equipment manufacturers, bringing longevity and safety to playgrounds with sustainable and natural materials. Our playgrounds are interactive public spaces that serve as community destinations for everyone to enjoy.

**PRODUCTS**  
SPEC designs and builds inclusive playgrounds for all ages and abilities, including outdoor fitness equipment, playgrounds, and more. We partner with the world's leading playground equipment manufacturers, bringing longevity and safety to playgrounds with sustainable and natural materials. Our playgrounds are interactive public spaces that serve as community destinations for everyone to enjoy.

**PERFORMANCE**  
Our mission is to develop, sell, and support playgrounds that provide safe, inclusive, and accessible play spaces for people of all ages and abilities to enjoy for years to come. We partner with the world's leading playground equipment manufacturers, bringing longevity and safety to playgrounds with sustainable and natural materials. Our playgrounds are interactive public spaces that serve as community destinations for everyone to enjoy.

**SUSTAINABILITY**  
At SPEC, our commitment to sustainable playgrounds begins with smart design and material choices. We use recycled materials, such as recycled plastic and metal, to create playgrounds that are durable, safe, and energy-efficient. We use recycled materials crafted in the USA, such as recycled plastic and metal, to create playgrounds that are durable, safe, and energy-efficient, designed to be recyclable at the end of their lifespan.

**CAMPANIA INTERNATIONAL**  
Campania International  
2432 Quakerstown Road  
Suite 100  
Pittsburgh, PA 15273

T: 215-541-4230  
projects@campaniainternational.com  
campaniainternational.com

**ABOUT**  
For over 40 years, Campania has offered hand-crafted outdoor collections, an extensive collection of ornamental and architectural items, and exclusive awards. Our products are manufactured with the finest materials and feature an extensive range of styles, including a wide variety of traditional architectural products. Our website features more than 2,000 product designs, available in-stock, and made to order.

**PRODUCTS**

- High-density cast stone
- Fountains
- Statues and benches
- Birdhouses
- Garden structures
- Large-scale GFRC planters
- Garden structures
- Glazed planters
- Terra cotta planters

**PERFORMANCE**  
Campania's products are well-suited for both commercial and residential projects.

- Our high-density cast stone is rated to 7,000 psi.
- Our large-scale GFRC pottery is rated up to 1,000 psi.

**SUSTAINABILITY**  
Campania can source products from manufacturers with locally-sourced materials. Our products are manufactured with 100% recyclable materials, including 100% recycled aggregate and 100% reusable natural wood exterior.

**Plasters / Sculptures / Garden Accessories**

**\$5,145**

# Special Advertising Opportunities

## Maximize Your Impact

Want to make an impact? *LAM* offers a variety of special units that can be inserted into the magazine to maximize your marketing dollar. Gatefolds, inserts, repositionable notes, and more can be quoted, allowing you to bring your products and services to life. Click [here](#) for full details on these ideas and more. We are happy to work with your team to bring an idea to life.

### Insert Options

#### 2-Page Insert

- » Insert will be bound into the magazine.
- » 4/4, final trim size same as magazine, 9" x 10.5".
- » Can be produced with perforation close to the gutter to allow easy removal from the magazine.
- » Production and space charge ranges from \$12,075 to \$13,100.

#### 4-Page Insert + Magna Strip

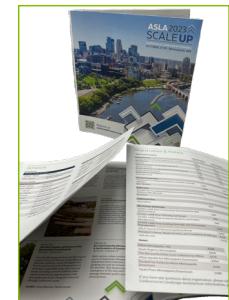
- » 4/4, final trim size 8.5" x 10.5".
- » Insert will be attached to a 1" magna strip with fugitive glue to allow ease of removal.
- » Production and space charge is \$25,865.

### Gatefold Options

- » Gatefold size options include 4, 6, or 8 pages.
- » Can be designed to fold out to the right or left.
- » Paper—70# House #3 Gloss Text.
- » Position within *LAM* not guaranteed as it is based on form breaks.
- » Production and space charges range from \$22,485 to \$45,488 (depending on total pages).



4-page Gatefold



8-page Gatefold

### Repositionable Note

- » 3" square note positioned on your ad within the magazine. Must run a full page ad; space cost is additional.
- » Choice of yellow matte paper or white semigloss.
- » Production charge for standard yellow matte paper and black only is \$1,800. Contact your sales representative for additional options and pricing.



\* Pricing subject to change based on market conditions.

# Special Advertising Opportunities

## Be a Subject Matter Expert

Video interview with ASLA CEO

ASLA will produce a five-minute moderated conversation between ASLA CEO/LAM Publisher, Torey Carter-Conneen, Hon. ASLA, alongside your company's designated expert. This conversation will highlight your organization's insights, thought leadership, and contributions to the field.

- » The five-minute video will be professionally edited to include your company's branding identity.
- » It will be posted on the ASLA website, distributed to ASLA membership via *LAND*, and promoted via ASLA's marketing channels.
- » Your organization will have unlimited license to share the video across your own platforms, including your website, social media channels, and marketing and promotional materials. The combination will extend its reach and impact well beyond the initial release.

**\$5,000**

**ask the  
expert**



# Digital Engagement with Members

## Dedicated Social Media Posts\*

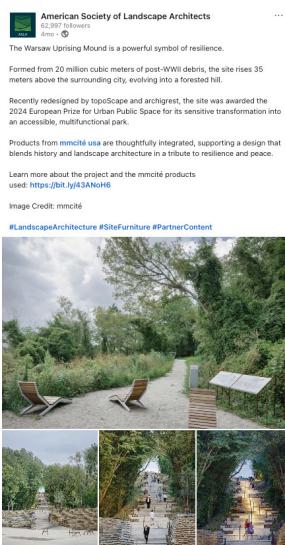
Partner content achieves strong performance on ASLA's channels, delivering high impressions, engagement, and traffic for sponsors.

### ASLA METRICS

Aggregated performance metrics from our 2025 partner content posts. Platforms include Facebook, Instagram, LinkedIn, Twitter (X).

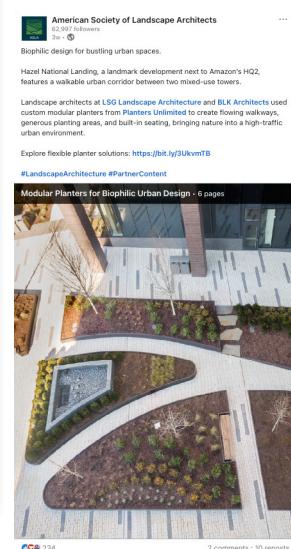
- » 163,463 impressions
- » 19,270 engagements
- » 11.8% average engagement rate
- » 11,389 link clicks
- » 317,550 total audience size across platforms

### Subject to schedule.



**\$3,500**  
Cost with at least  
a 6x contract.

**\$5,000**  
Cost without a  
contract or not a  
current advertiser.



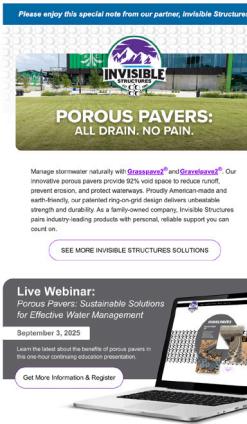
## Dedicated Email Blasts\*

ASLA offers dedicated email blasts with the content of your choice sent to our entire mailing list. Distributed to over 24,000 recipients every other Friday throughout the year, don't miss this opportunity to place your brand in front of a highly engaged audience of landscape architects, industry leaders, students, and more.

### PARTNER CONTENT METRICS

Delivery Rate	99.7%
Open Rate	38.1%
Open Rate, excluding MPP	17.8%
Click-through rate	2.17%

### Subject to schedule.



**\$3,500**  
Cost with at least  
a 6x contract.

**\$5,000**  
Cost without a  
contract or not a  
current advertiser.

**\* Must be part of a minimum 6X print advertising contract. Limited inventory available.**

# The Landscape Report—A weekly newsletter



## The Big Story

When North Carolina State University (NC State) had to demolish an iconic campus building, the school hired Kimley-Horn to facilitate the removal of the 110,000-square-foot building. The site would be home to a new building, but the timeline was unknown, and the university wanted to provide a quality landscape in the interim.

In addition to complementing the Brickyard, NC State's central gathering place, the design had to salvage and reuse building elements in the interim landscape. It was a challenge for Kimley-Horn who, in addition to navigating the university's waste reduction guidelines, had a condensed timeline. [Read](#) Kyle Wurtz, Associate ASLA, on how the landscape architects produced an interim landscape that

## From the LAM Archives



This interim landscape within the Brickyard at NC State occupied the site from 2017 to 2023. Courtesy Kimley-Horn.



Advertisement

SQUARE AD  
330 x 300 pixels  
150 ppi

Square Ad—  
above the fold

**\$1,500**

Cost per insertion.



An Interim Landscape at NC State is a Master Class in Reuse. [\[LAM Online\]](#)  
In advance of the presidential election, the New York Times outlines where each candidate stands on climate change. [\[The New York Times\]](#)

- After nearly a decade, Surfacesdesign's 5.5-acre Bayfront Park in San Francisco is opening. [\[The Architect's Newspaper\]](#)

Advertisement

BANNER AD  
660 x 150 pixels  
150 ppi

Banner Ad

**\$1,500**

Cost per insertion.

*The Landscape Report* is a weekly electronic newsletter published on Thursdays. Curated by the staff of *Landscape Architecture Magazine (LAM)*, it showcases current *LAM* content, highlights relevant articles from the archives, and shares the latest news impacting the profession of landscape architecture.

This newsletter is emailed to over 16,000 subscribers each week. These are the average metrics for TLR.

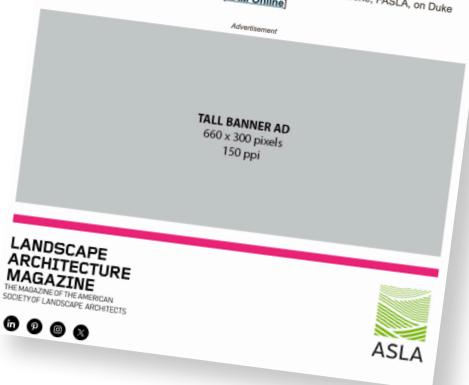
- Delivered—16,164
- Open rate—26.3% (excluding Apple MPP)
- Click through—3.69%

We offer three size options:

- Square Ad—330 x 300 pixels
- Banner Ad—660 x 150 pixels
- Tall Banner Ad—660 x 300 pixels

## In the News

- In advance of the presidential election, the New York Times outlines where each candidate stands on climate change. [\[The New York Times\]](#)
- After nearly a decade, Surfacesdesign's 5.5-acre Bayfront Park in San Francisco is opening. [\[The Architect's Newspaper\]](#)
- New Rochelle, New York, is trying to relink a historically Black neighborhood that was divided by a midcentury highway. The design by Starr Whitehouse will reduce traffic and make the area more accessible to pedestrians. [\[Bloomberg CityLab\]](#)
- A start-up is trying to bring the American chestnut back from functional extinction. [\[MIT Technology Review\]](#)
- According to 60 leading climate scientists, corporate carbon offsets are "ineffective." [\[The Guardian\]](#)
- From the archives: For more on campus design, read Kofi Boone, FASLA, on Duke University's civic hydrology park. [\[LAM Online\]](#)



TALL BANNER AD  
660 x 300 pixels  
150 ppi

LANDSCAPE  
ARCHITECTURE  
MAGAZINE  
THE MAGAZINE OF THE AMERICAN  
SOCIETY OF LANDSCAPE ARCHITECTS



**\* Must be part of a minimum 6X print advertising contract. Limited inventory available.**

## Reach LAs via ASLA's new websites

Elevate your brand alongside the new digital foundation of landscape architecture. With the reimaged ASLA.org and *LandscapeArchitectureMagazine.org*, we offer a premier, high-visibility platform where form meets function. Our clean, modern interface prioritizes stunning imagery and intuitive navigation, ensuring your products and services take center stage. Secure your place in the profession's new digital home and reach the decision-makers shaping the world's landscapes.

Placements run on a monthly basis (not impressions). There are a maximum of four rotations per location so advertisers are guaranteed 25% of share.

### Metrics

	January 2026	12-Month Average
Pageviews	241,000	253,000
Active Users	107,000	86,600

The screenshot shows the ASLA.org website with several advertising slots highlighted by red boxes and arrows:

- 728 x 90:** Located at the top of the page, above the navigation bar.
- 300 x 600:** Located on the right side of the page, above the "Submissions Due February 2, 2026" section.
- 728 x 90:** Located below the "Submissions Due February 2, 2026" section.
- 300 x 250:** Located at the bottom right of the page.
- Content Page Ad 2:** Located at the bottom left of the page.
- Content Page Ad 3:** Located on the right side of the page.
- Content Page Ad 4:** Located at the bottom right of the page.

The website content includes:

- The American Society of Landscape Architects logo.
- A navigation bar with links: About ASLA, Membership, News & Insights, Awards & Events, Become a Landscape Architect, Focus Areas, and Resources.
- A breadcrumb navigation: Home / Awards & Events / Honors & Awards / ASLA Honors / The ASLA Medal.
- A section titled "The ASLA Medal" with a description of the award.
- A "Submissions Due February 2, 2026" section with a "Start a Nomination" button.
- A "Questions?" section with contact information: Email [honorsawards@asla.org](mailto:honorsawards@asla.org).

## Rates for ASLA Website Advertising

### Display ads—ASLA.org

Position	Width X Height	1X	3X	6X	9X	12X	24X
Leaderboard Header	728 x 90	\$4,200	\$3,906	\$3,696	\$3,570	\$3,444	\$3,276
Leaderboard Inline	728 x 90	\$2,640	\$2,455	\$2,323	\$2,244	\$2,165	\$2,059
Sidebar Tower	300 x 600	\$1,800	\$1,674	\$1,584	\$1,530	\$1,476	\$1,404
Sidebar Square	300 x 250	\$1,600	\$1,488	\$1,408	\$1,360	\$1,312	\$1,248

### Display ads—*LandscapeArchitectureMagazine.org*

Position	Width X Height	1X	3X	6X	9X	12X	24X
Leaderboard Inline 1	728 x 90	\$2,400	\$2,232	\$2,112	\$2,040	\$1,968	\$1,872
Leaderboard Inline 2	728 x 90	\$1,600	\$1,488	\$1,408	\$1,360	\$1,312	\$1,248
Sidebar Tower	300 x 600	\$1,120	\$1,042	\$986	\$952	\$918	\$874
Sidebar Square	300 x 250	\$980	\$911	\$862	\$833	\$804	\$764

# The New Online Product Directory—Your Virtual Showroom

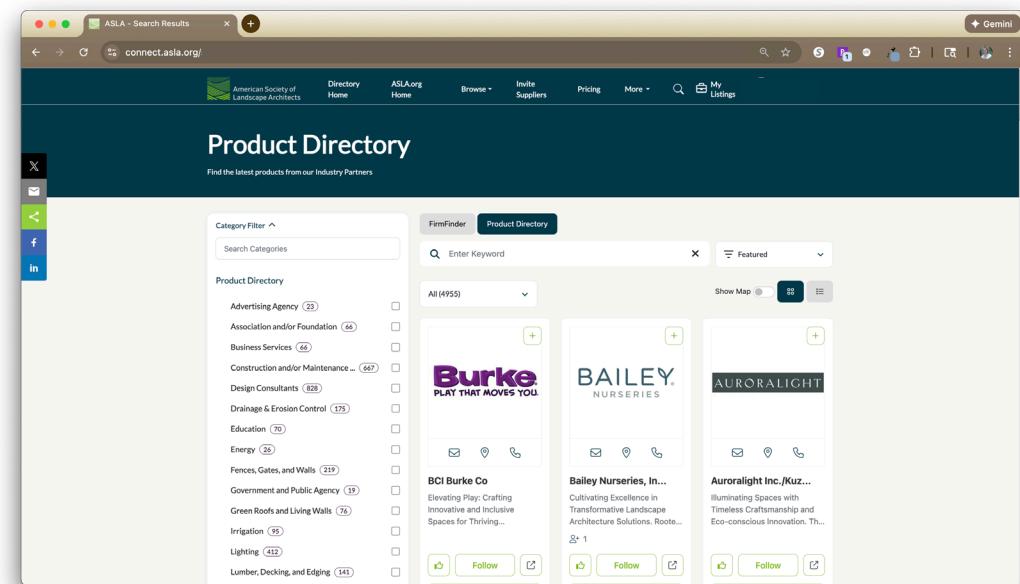
ASLA's industry partners receive a complimentary basic listing in our new searchable online directory. A basic listing keeps your company in the conversation as professionals seek inspiration and source products for their next project.

Want to stand out? A premium listing transforms your presence from a simple name into a feature-rich digital storefront.

- » **The Upgrade Advantage.** Add product galleries, detailed specs, and direct contact links.
- » **Priority Placement.** Appear at the top of search results when members source materials.
- » **Always On.** Maintain a constant presence with year-round visibility to both members and the public.

Visit [connect.asla.org](https://connect.asla.org) to view your listing. Log in to refine your profile and select upgrades designed to distinguish your brand from competitors.

Introductory pricing. Visit [connect.asla.org/Home/pricingpage](https://connect.asla.org/Home/pricingpage) for the full list of benefits for each level.



Level	Cost per Year	Level Description
Standard	\$300	Maintain a consistent digital presence and stay top of mind with ASLA Connect.
Silver	\$1,000	Build visibility and credibility through a professional presence, with access to features that support brand growth and connection.
Gold	\$3,000	For mid-sized suppliers with growing product lines seeking to build brand recognition, develop leads, and enhance visibility.
Platinum	\$6,000	For larger suppliers with diverse product offerings and numerous locations aiming to showcase influence and leadership. <b>Includes a full page, fixed-format ad in the LAM Product Directory (published in December).</b>



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

September 15-17, 2026 | Los Angeles, CA

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.

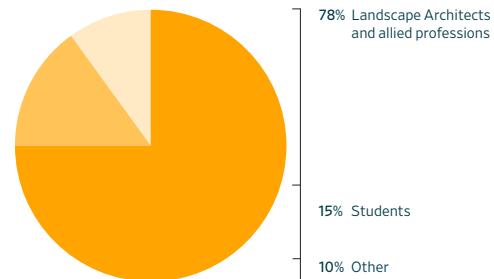


**40%**

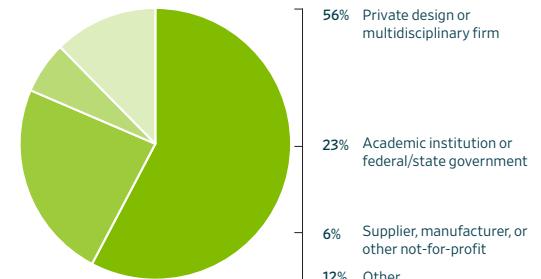
of attendees stated that exploring the EXPO was the driver for their conference attendance.



Top categories represented by attendees\*



Within the Landscape Architects and Designers category, top practices represented



## Conference attendees are global



**38% spent 3+ hours**

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

**\$5 M to over \$50 M**

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.

# 2026 ASLA Sponsorship Eligibility Matrix

We recognize that every organization that partners with ASLA has a unique set of objectives. Our philosophy is built on the belief that a sponsorship should not be a static logo placement, but a dynamic partnership that integrates your brand into the fabric of our community.

New this year, we have placed sponsorship benefits into three pillars—**Content**, **Conversion**, and **Credibility**. By categorizing our benefits, we allow you to tailor your investment toward the specific outcomes that drive your business forward. Below we outline four levels of sponsorship along with the investment and the associated benefits for each level. We also outline the à la Carte Selections available for each sponsor level.

## Sponsor Levels and Number of À la Carte Selections

Levels	Investment	À la Carte Selections
Premier	\$30,000+	Choose 9
Distinguished	\$20,000-\$29,999	Choose 6
Strategic	\$15,000-\$19,000	Choose 4
Champion	\$7,500-\$14,999	Choose 2

## Benefits Included for All Sponsors (\$7,500+)

Benefit	Champion	Strategic	Distinguished	Premier
“Thank You” ad in <i>Landscape Architecture Magazine</i> (including your preferred logo and booth number).	✓	✓	✓	✓
Recognition of sponsorship at the conference General Session.	✓	✓	✓	✓
Recognition of sponsorship on official conference sponsor signage and web presence.	✓	✓	✓	✓
Sponsor badge ribbons.	✓	✓	✓	✓

# 2026 ASLA Sponsorship Eligibility Matrix, *continued*

## À la Carte Selections

Below are the à la carte selections available for each sponsor level. **The check marks indicate which benefits are available to choose for each level of sponsorship.**

Benefit	Pillar	Champion Choose 2	Strategic Choose 4	Distinguished Choose 6	Premier Choose 9
Investment		\$7,500–\$14,999	\$15,000–\$19,999	\$20,000–\$29,999	\$30,000+
Learning Lab Session (onsite or online).	Content				✓
Land8 Thought Leadership Article distributed via email.	Content			✓	✓
LAND Feature Article.	Content			✓	✓
Pre-Conference Commercial (2-minute video). <i>Limited to first six sponsors who select this benefit.</i>	Content				✓
Two-minute introduction to an ASLA online webinar hosted in 2026 that qualifies for PDH.	Content			✓	✓
Direct email to ASLA membership.	Conversion				✓
Lunch and Learn Table—facilitator opportunity.	Conversion			✓	✓
Platinum Digital Profile in the conference mobile app + website.	Conversion	✓	✓	✓	✓
Listing in a targeted “Visit Our Booth” E-blast.	Conversion	✓	✓	✓	✓
Product Directory upgrade to “standard” level.	Conversion	✓	✓	✓	✓
CEO Interview.	Credibility				✓
National Leaders Welcome Reception (two tickets).	Credibility			✓	✓
Tagged on ASLA social media platforms as part of ASLA conference promotions.	Credibility			✓	✓

# 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.



Join ASLA and Connect  
With Your Clients

## ASLA Corporate Membership



Become an ASLA Corporate Member to reach more than 16,000 landscape architecture professionals worldwide. As a corporate member, you have the exclusive opportunity to meet landscape professionals personally through chapter events. The Corporate Member Program provides networking opportunities, brand exposure, and access to members-only professional resources. Corporate Membership ranges from \$999-\$2,499 depending on your company size.

To learn more and apply online, visit [advertise.asla.org/cm](http://advertise.asla.org/cm).

### Corporate Member Benefits Include:

- Direct access to 16,000+ members through use of the ASLA USPS mailing list up to four times per year.
- ASLA corporate member logo use in your advertising and marketing materials.
- Opportunity to join up to three Professional Practice Networks (PPNs).
- Access to quarterly industry economic and marketing insights.
- Quarterly recognition in an ASLA-created full-page advertisement in *Landscape Architecture Magazine*, thanking all Corporate Members.
- Regular legislative and policy updates from ASLA Government Affairs.
- Access/participation/outreach with an ASLA chapter of your choosing (chapter membership is not automatically included).
- Complimentary subscriptions to *Landscape Architecture Magazine*; *LAND*, ASLA's bi-weekly member e-newsletter; *The Landscape Report*, a weekly news source roundup exclusively for members; *The Dirt*, a weekly email on the latest built and natural environments and feature stories on landscape architecture; and *The Field*, a Professional Practice Network e-newsletter.
- Check our site for benefit details!

# 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

## **Laura Iverson**

Senior Production Manager

202-216-2341

liverson@asla.org

## **Robert Reed**

Sales Manager

202-216-2327

rreed@asla.org

## **Judy Mehlman**

Development Manager

202-216-2366

jmehlman@asla.org

## **Kathleen Thomas**

Sales Manager

202-216-2363

kthomas@asla.org

## **Michelle Mobley**

Manager, Exhibits & Sponsorship

202-216-2377

mmobley@asla.org

## **Lydia Thompson**

Marketing Manager

202-216-2320

lthompson@asla.org



**ASLA**

**advertise.asla.org**

## CREDITS

**COVER:** ASLA 2025 Professional Honor Award | General Design: The Ellen DeGeneres Campus for the Dian Fossey Fund by MASS Design Group and TENxTEN. (Photo Credit: MASS Design Group)

**PAGE 2:** ASLA 2025 Professional Honor Award | Urban Design: UNIT.City: Transforming an Industrial Zone into an Innovation District by KOTSIUBA. (Photo Credit: Maria Savoskula, Ivan Avdeenko)

**PAGE 5:** ASLA 2025 Landmark Award | The Landmark Award: Restoring the Glory, the Restoration of Forest Park by HOK. (Photo Credit: Forest Park Forever)

**PAGE 10, 11:** nobilephoto

**PAGE 16:** nobilephoto (top), ASLA (bottom)

**DESIGN:** rdcDesigns