



American Society of
Landscape Architects

2026

ASLA Engagement Kit

The Most Effective Place to
Connect with Landscape Architects

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



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.

Maximize Your Impact

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**

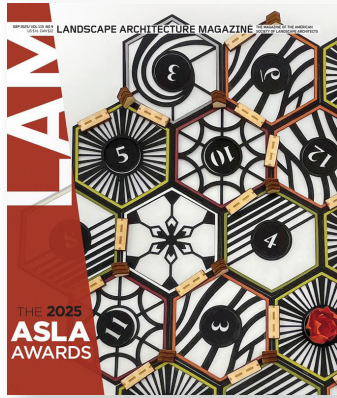
>16K

**Conference
Attendees**

>6K

**Industry
Size**

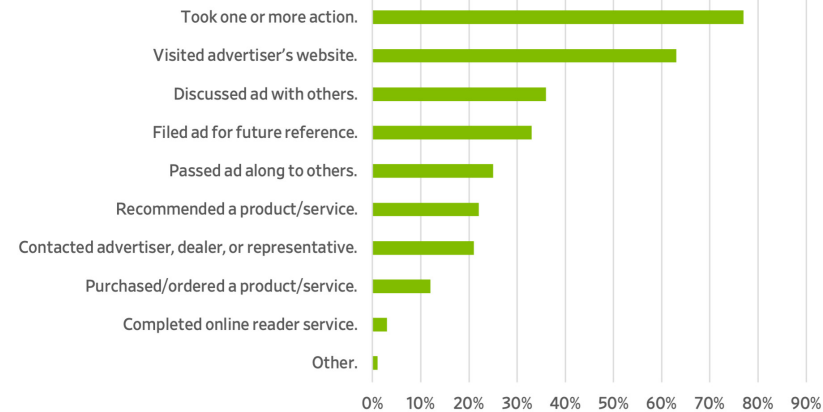
\$140B



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!

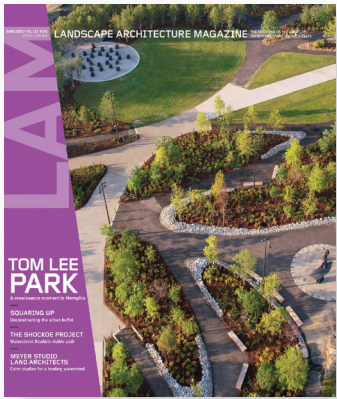
59%



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

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.

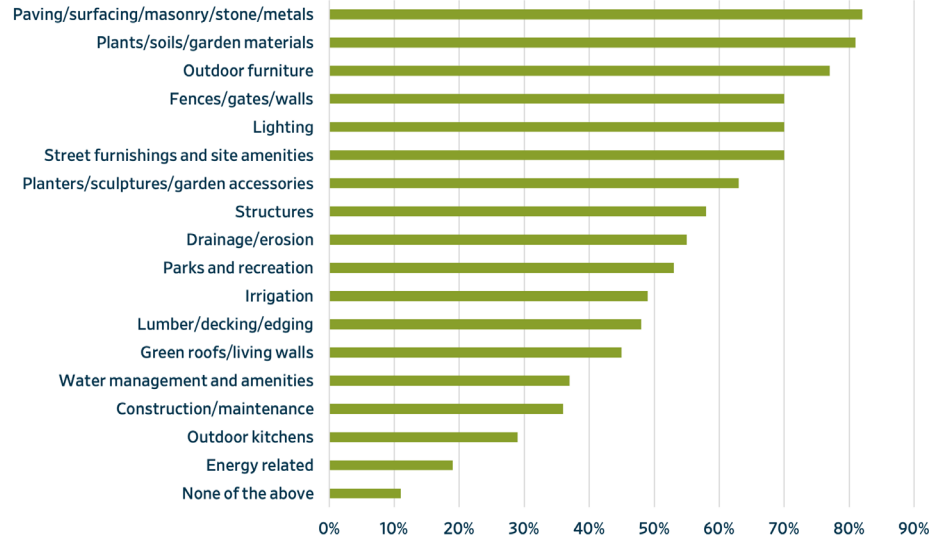
LAM is the premier resource for landscape architecture professionals. It is the one-stop resource for new ideas, innovative products, creative designs, best business practices, and issues impacting the profession. Surveys show that the majority of **LAM** readers keep each issue as a reference for more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



LAM by the numbers

LAM 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.





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).



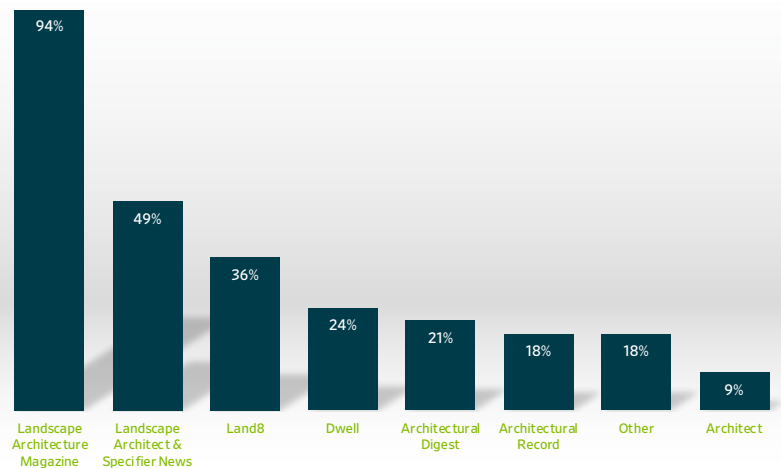
AZBEE AWARDS OF EXCELLENCE NATIONAL AWARD WINNERS

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.

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

2026 Advertising Rates

Agency Discounts

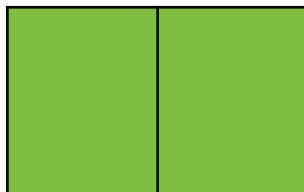
Agencies of record are eligible to receive a 15% discount on rates.

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 | Width x Height | 1X | 3X | 6X | 9X | 12X | 24X |
|---------------------------|----------------|---------|---------|---------|---------|---------|---------|
| 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.

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: 800-475-1071
info@specplay.com
specplay.com

ABOUT
At SPEC, we are experts in play, sport, and park. We consult, collaborate, design, and construct with independence, innovation, and passion. Collaborating with landscape architects, civil engineers, and communities, we create vibrant playgrounds and innovative public spaces that serve as exceptional destinations for everyone's enjoyment.

PRODUCTS
SPEC designs and builds inclusive playgrounds for all ages and abilities, including motor-themed equipment and art furnishings. We partner with the world's most innovative and independent manufacturers, bringing longevity to playgrounds and public spaces with sustainable and ethical products manufactured in the USA, Spain, France, and Germany.

PERFORMANCE
Our mission is to identify well-regarded play experiences for people of all ages and abilities to excite, relax, and inspire long-term. Our playgrounds and art furnishings are built for outstanding performance and durability, with top-quality equipment and carefully selected partners, ensuring they require little to no maintenance.

SUSTAINABILITY
At SPEC, our commitment to eco-friendly practices begins with smart design and material choices. We choose products that are sourced from partnerships with sustainable carbon-footprint forests, and we use recycled materials crafted in facilities powered by renewable energy, designed to be recyclable at the end of their lifespan.

CAMPANIA INTERNATIONAL

Campania International
2452 Quakerstown Road
Suite 100
Pennsburg, PA 18073

T: 215-541-4330
Project@campaniainternational.com
campaniainternational.com

ABOUT
For over 40 years, Campania has offered guidance and design solutions for an extensive collection of planters, fountains, and outdoor accents. Our products are manufactured with pride in the USA. We also partner with a global network of local fabricators to create a wide variety of traditional and high-tech materials. Our headquarters in Pennsylvania encompasses more than 2,500 products.

DESIGNS AVAILABLE: in stock, and ready to ship

PRODUCTS

- High-density cast stone
- Planters
- Fountains
- Tables and benches
- Benches, seating, and accents
- Large-scale site planters and murals
- Custom planters
- Tree collar planters

PERFORMANCE
Campania products are well-suited for commercial, hospitality, and residential projects.

- Our high-density cast stone is rated to 7,000 psi, with a compressive strength exceeding 10,000 psi.
- Our glass and brass collars and 100% reusable natural stone

DESIGNABILITY
Campania products are designed for maximum flexibility and durability.

- Lightweight planters
- UV-protected glass
- UV-protected glass
- UV-protected glass
- UV-protected glass

DESIGNABILITY
Campania products are designed for maximum flexibility and durability.

- UV-protected glass
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- UV-protected glass
- UV-protected glass

SPECIAL ADVERTISING SECTION

2026 PRODUCT DIRECTORY LAM/ASLA ARCHITECTURE MAGAZINE, PG 20

\$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*

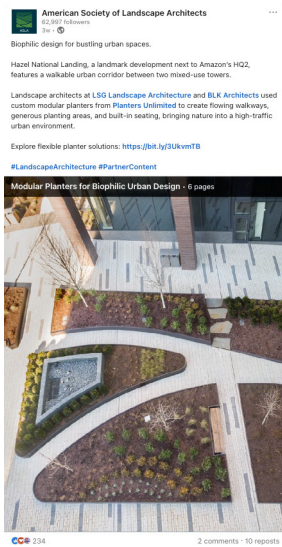
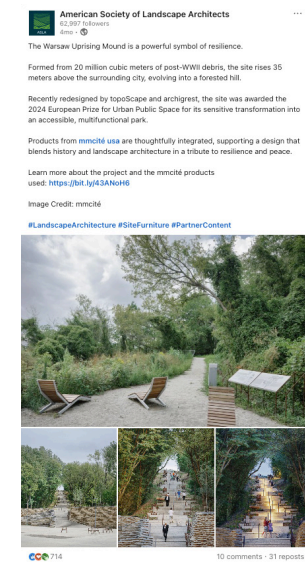
Partner content achieves strong performance on ASLA's channels, delivering high impressions, engagement, and traffic for sponsors.

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.

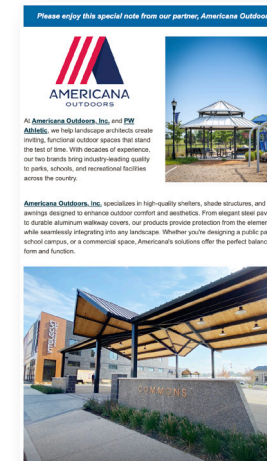
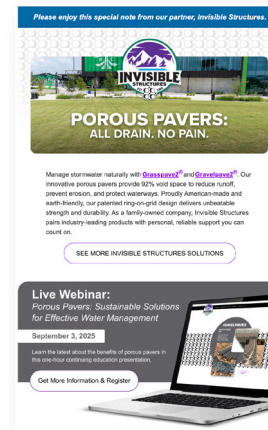
Dedicated Email Blasts*

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, <i>excluding MPP</i> | 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 LANDSCAPE REPORT

A weekly newsletter from *Landscape Architecture Magazine*

The Big Story

How [Washington School for the Deaf](#) students communicate is central to their identity; interpersonal interactions [unfold in the space around them](#). This principle guided Mithun's approach to the school's expansion, the subject of Emerson Goo's [feature story](#), in the January issue and at [LAM online](#).

Mithun sought to foreground deaf and hard of hearing experiences and adopted DeafSpace building design guidelines, such as wider walkways for signing and walking. The [WSD project](#) "demonstrates that DeafSpace is readily applicable in the landscape," Goo writes.



A transparent entryway signals Mithun's approach at the redesigned campus of the Washington School for the Deaf. Photo by Lara Swimmer/Esto

In Case You Missed It ...



Joan Nassauer's Rooted Research

Why Joan Nassauer's ecological aesthetics are more relevant than ever.



The Unbounded Current

A daring approach reclaims space for a promenade on the St. Lawrence River.



Extraordinary Moments at the House Door

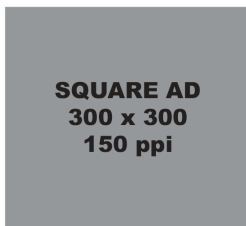
The "Little Project" by Ping Design creates experiences that exceed a small footprint.

In the News

• How the first year of President Trump's second term led to dramatic changes in Washington, D.C.'s landscape. [WTOP](#)

• A sculpture garden is planned for Amsterdam's Rijksmuseum by Foster + Partners with Belgian landscape architect Piet Blankaert. [Dezeen](#)

• To ease flooding, the Rwandan capital of Kigali has an ambitious plan to reshape 18,000 acres of degraded wetlands with the use of water-filtering native plants. [Yale E360](#)



Advertisement

Square Ad—
above the fold

\$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—300 x 300 pixels
- » Banner Ad—660 x 150 pixels
- » Tall Banner Ad—660 x 300 pixels

Tall Banner Ad

\$1,500

Cost per insertion.



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

advertise.asla.org

Reach LAs via ASLA's new websites

Elevate your brand alongside the new digital foundation of landscape architecture. With the reimagined 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 displays the ASLA website interface with several ad placements highlighted by red boxes and arrows. The placements include:

- A top banner ad labeled "Ads will appear here" with a dimension of **728 x 90**.
- A large central ad for "The ASLA Medal" with a dimension of **300 x 600**.
- A side ad on the right labeled "Content Page Ad 3" with a dimension of **728 x 90**.
- A bottom ad labeled "Content Page Ad 2" with a dimension of **728 x 90**.
- A bottom ad labeled "Content Page Ad 4" with a dimension of **300 x 250**.

The main content area features a section titled "The ASLA Medal" with a description: "The ASLA Medal is the highest honor the American Society of Landscape Architects (ASLA) can bestow upon a landscape architect whose lifetime achievements and contributions to the profession have had a unique and lasting impact on the welfare of the public and the environment." Below this is a "Submission Period Open" section with a "Submissions Due February 2, 2026" deadline and a "Start a Nomination" button.

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 |

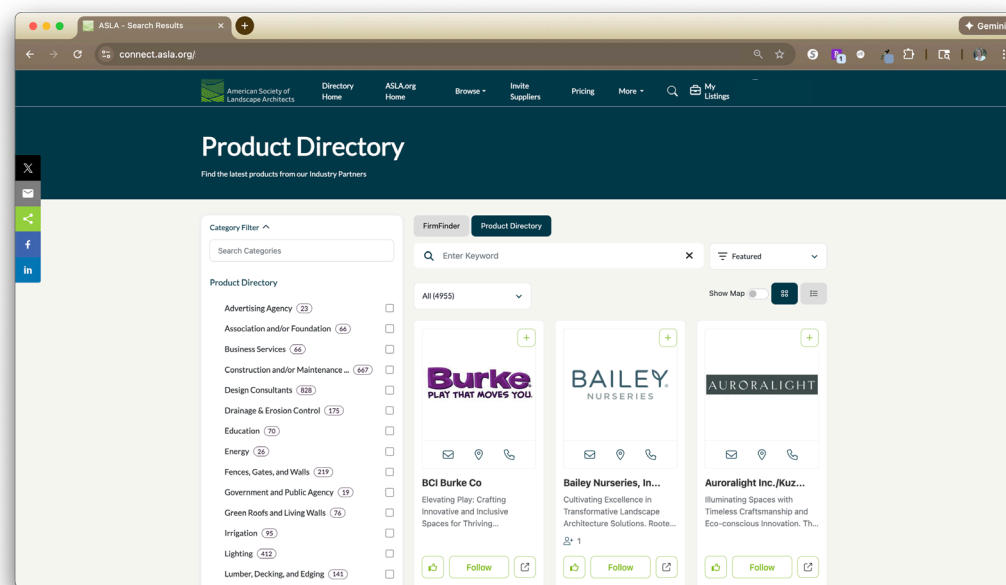
The New Online Product Directory—Your Virtual Showroom

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 to view your listing. Log in to refine your profile and select upgrades designed to distinguish your brand from competitors.



Introductory pricing. Vist 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. Includes a full page, fixed-format ad in the LAM Product Directory (published in December). |



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 |

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

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.

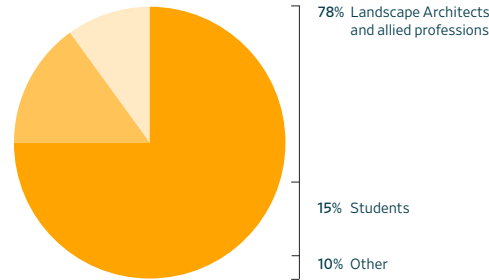


40%

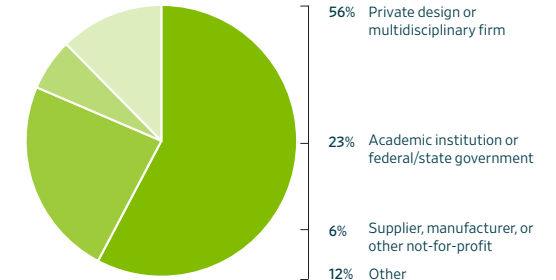
of attendees stated that exploring the EXPO was the driver for their conference attendance.



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.

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.

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!

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ASLA

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

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)

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