American Society of Landscape Architects



2027 ASLA+IFLA EXPO

2027 World Conference on Landscape Architecture

September 21–24, 2027 | Chicago, IL

advertise.asla.org/2027-EXPO



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.

2027 World Conference on Landscape Architecture

September 21–24, 2027 | Chicago, IL

Exhibit

The ASLA+IFLA EXPO at the 2027 World 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 2027 World Conference on Landscape Architecture, and during other ASLA in-person and online events, by becoming an official ASLA sponsor. Great benefits are available for our sponsors!

The Big Picture

Current Members	Conference Attendees	Industry Size
>17K	>6K	$140B



In 2027, ASLA will partner with IFLA for our annual conference in Chicago. The **World Conference on Landscape Architecture** will be the largest gathering of landscape architecture professionals in the world, attracting more than 6,000 attendees and 300+ exhibitors.

ASLA+IFLA

2027 World Conference on Landscape Architecture

September 21–24, 2027 | Chicago, IL

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
- Plant education

Exhibit Hall Dates

Exhibitor Load-In	Monday, September 20 Tuesday, September 21
EXPO Open	Wednesday, September 22 Thursday , September 23
Exhibitor Dismantle	Friday, September 24

Why Exhibit?

The **2027 World 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.

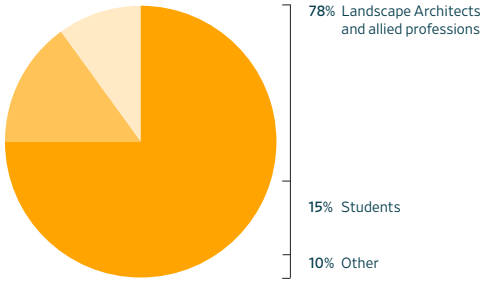
95%
of attendees surveyed stated that they visited the EXPO. The EXPO was a central attraction, drawing nearly all attendees to explore the latest products and services.

62%
plan to purchase or specify products they encountered at the EXPO within the next year.

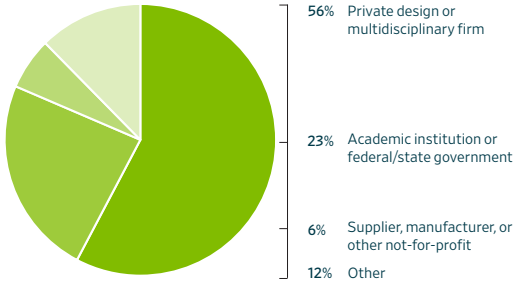
45%
of attendees plan to return to the conference next year.

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*

2027 Exhibitor Benefits and Pricing

Exhibitor Benefits

- Receive one complimentary full conference registration plus two booth staff registrations for every 100 sq. ft. purchased.*
- 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 one of three complimentary webinars hosted by our EXPO 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 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 September 17, 2026	$38.50	$3,850	$7,700
Standard	September 18, 2026–forward	$41.00	$4,100	$8,200

Premiums

Rate	Deadline	Corner	Endcap	Island
Early Bird	Ends September 17, 2026	$262.50	$385.00	$525.00
Standard	September 18, 2026–forward	$525.00	$770.00	$1,050.00

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

2027 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.

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+)

+ Company logo on the conference website, linked to a preferred website
+ A sponsor thank you advertisement in *Landscape Architecture Magazine,* includes the company logo
+ Logo included on large-print sponsor thank you signage at the conference
+ Online profile upgraded to platinum level within the conference mobile app and website
+ Sponsorship-level icon added to the company profile in the conference mobile app and on the website

2027 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. Limited inventory.	Content				✓
One (1) 45-minute thought leadership presentation (non-PDH) hosted in your choice of designated activation stage: The Greenhouse, SKILL | ED Career Hub, SKETCH! Studio, ASLA Live Podcast, or Author Signing Area. Content must remain objective and non-commercial.*	Content				✓
Land8 Thought Leadership Article distributed via email. (26,000+ distribution)	Content			✓	✓
LAND Feature Article distributed via email (16,000+ distribution).	Content			✓	✓
Lunch and Learn Table—facilitator opportunity. Available to the first 10 sponsors that commit at the Distinguished or Premier level.	Content			✓	✓
Direct email to ASLA membership. (24,000+ distribution)	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	✓	✓	✓	✓

2027 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+
Full page ad placement in the online ASLA+IFLA Conference Navigator distributed to all attendees one week prior to the conference for maximum exposure. Sponsor to provide artwork. Available to the first five (5) companies that commit to a Premier sponsorship.	Conversion				✓
Half page ad placement in the online ASLA+IFLA Conference Navigator distributed to all attendees one week prior to the conference for maximum exposure. Available to the first eight (8) companies that commit to a Distinguished sponsorship.	Conversion			✓	
Ad placement in *The Landscape Report* sent via email for a two week run. Sponsor to provide artwork. Limited inventory.	Conversion		✓	✓	✓
10 Guest passes to the EXPO for client distribution. Guests required to register online.	Conversion	✓	✓	✓	✓
Interview with ASLA CEO to take place at the ASLA Conference for a podcast segment. Limited to the first six premier sponsors.	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

2027 Online Learning Labs

$6,000

Four (4) opportunities per year.

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

$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

Presenting Sponsor and Demonstration Opportunities Available

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.

Image credits: ASLA

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