LANDSCAPE URBANISM

Economics of Healthy Communities

2011 Central States Conference
May 5-6th
Hy-Vee Hall, Des Moines IA
Dear Valued Partner;

On behalf of the Iowa Chapter ASLA and the Central States ASLA Conference, I am excited to extend to you this invitation for sponsorship at our upcoming 2011 Central States Conference, Landscape Urbanism: Economics of Healthy Communities, being held on May 5th and 6th at Hy-Vee Hall in Des Moines, Iowa.

The Central States ASLA Conference serves landscape professionals from seven states, representing the Iowa, Great Plains, Oklahoma, Prairie Gateway, and St. Louis Chapters of ASLA. As the largest event of the year, the planning committee has worked diligently to secure three distinguished keynote speakers who will attract a wide range of professionals from this region to the conference. Professionals also depend on these educational sessions for required continuing education units to maintain their licensure. Sponsorship at the Central States ASLA Conference not only provides valuable support of our educational outreach, but also provides you with a unique opportunity to display your products and services to a wide audience of landscape architects and design professionals.

To assist you in your planning, we have customized a variety of sponsorship opportunities to accommodate your budget and advertising needs. As an exhibitor, commit early and secure your booth location as they will be assigned on a first-come, first-serve basis!

Please see the enclosed form to offer your support of the 2011 Central States ASLA Conference. The vendor registration deadline is Friday, April 22, 2011. More information about the event will be provided as schedule and educational workshops are confirmed. We hope you will plan to join us for this year’s event!

For additional information about your sponsorship of this event or other opportunities to showcase your products and services at our upcoming events or on our website, please contact Kristina Sickels, our Chapter Administrator at ia-asla@assocserv.com.

Thank you for supporting ASLA,

Matt Carlile, Conference Planning Chair
Confluence
1300 Walnut Street, Suite 200
Des Moines, IA 50309
Tel: 515.288.4875
Fax: 515.288.8359
Email: mcarlile@thinkconfluence.com

Tentative Schedule (May 5th):

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td>Registration / Breakfast / Exhibit Time</td>
</tr>
<tr>
<td>10:00</td>
<td>Keynote</td>
</tr>
<tr>
<td>11:30</td>
<td>Lunch / Exhibit Time</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Workshop #1</td>
</tr>
<tr>
<td>1:30</td>
<td>Break/Exhibit Time</td>
</tr>
<tr>
<td>2:00</td>
<td>Workshop #2</td>
</tr>
<tr>
<td>3:00</td>
<td>Break/Exhibit Time</td>
</tr>
<tr>
<td>3:30</td>
<td>Keynote</td>
</tr>
<tr>
<td>5:00</td>
<td>Social Hour (Exhibitor tear-down if desired)</td>
</tr>
<tr>
<td>6:00</td>
<td>Awards Dinner</td>
</tr>
<tr>
<td>8:00</td>
<td>Pub Crawl</td>
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</tbody>
</table>
FOR-PROFIT BUSINESS

VENDOR EXHIBIT BOOTH - $550

The conference will be conducted in a workshop format with dedicated “vendor breaks” to allow maximum face-time with conference attendees. The vendor booths will be centrally located in the spacious Hy-Vee Hall.

What you receive:
• 8-ft. high back framing and drapes
• 3-ft. high side framing and drapes
• 6-ft. table with skirt
• 7 x 44 identification sign
• Two folding chairs
• Lunch for up to 2 representatives
• One 120v power duplex outlet (upon request only and requires an additional charge of $90 – this is the fee charged by the venue and is non-negotiable)

Power will be provided to booths UPON REQUEST ONLY. Indicate the number of lunches (up to 2). Neither can be added on the day of the event. Please check if required.

_______ (1) 120v power duplex outlet
_______ # Lunches (Indicate ONE or TWO)

NON-PROFIT AGENCIES & CULTURAL ENTITIES

EXHIBIT BOOTH - $300

The conference will be conducted in a workshop format with dedicated “vendor breaks” to allow maximum face-time with conference attendees. The vendor booths will be centrally located in the spacious Hy-Vee Hall.

What you receive:
• 6-ft. table with skirt
• ONE folding chair
• Lunch for ONE representative

_______ ADDITIONAL EXHIBITOR LUNCH AND BEVERAGE - $35

Names: ____________________________________________
SHARED SPONSORSHIP OPPORTUNITIES

Shared sponsorship opportunities are available with or without Exhibitor Booth commitment. These opportunities are reserved for exhibitors wanting to extend additional support to the ASLA Central States Chapter, or vendors who will not be able to attend but want to show support for the Chapter. Each sponsorship opportunity will provide: 1) recognition and company logo placed on conference website, 2) public recognition at the conference, and 3) signs and table tents displayed during the sponsored event.

_______ LUNCH SPONSOR - $1,000 (One Sponsorship Available)
_______ Cinco de Mayo SOCIAL HOUR SPONSOR - $500 (Two Sponsorships Available)
_______ AWARDS DINNER SPONSOR - $1,000 (One Sponsorship Available)
_______ SPEAKER SPONSOR - $750 (Three Sponsorships Available)
_______ BREAK SPONSOR - $500 (Four Sponsorships Available)
_______ GENERAL SPONSOR - $250 (Unlimited Sponsorships Available)

TOTAL

Paid registration is due Friday, April 22, 2011. Payment is required prior to conference admittance.

ADDITIONAL EXHIBITOR EVENT INFORMATION

Tentative schedule for exhibitor set-up and tear-down is: Wednesday, May 4:

4:00 - 8:00 PM - Exhibitor Set-up
Wednesday, May 5:
8:30 - 5:00 PM – ASLA conference
5:00 - 6:00 PM – Exhibitor tear-down
6:00 – 8:00 PM – Freeman Tear Down

Final exhibitor set-up/tear-down schedule will be issued no later than Friday, April 22, 2011.
Final exhibitor space layout will be issued no later than Friday, April 29, 2011.
Registration Deadline: Friday, April 15, 2011

Payment with credit card is PREFERRED and available through Acteva. [http://www.acteva.com/booking.cfm?bevaid=215973](http://www.acteva.com/booking.cfm?bevaid=215973)

To pay by check, mail check made payable to ASLA Iowa Chapter along with this completed form to:

Iowa Chapter American Society of Landscape Architects
Attn: Kristina Sickels, Chapter Administrator
200 W. 2nd Avenue, Suite 1
Indianola, IA 50125
Phone: (515) 442.2451
Fax: (866) 442.6751
Email: ia-asla@assocerv.com

Name (of 1st representative attending):___________________________________________________________

Name (of 2nd representative attending):__________________________________________________________

Company:_______________________________________________________________________________________

Address:_________________________________________________________________________________________

City, St, ZIP_______________________________________________________________________________________

Phone:___________________________________________________________________________________________

Email:____________________________________________________________________________________________