13th Annual Conference:
This year’s conference will be held in KC’s downtown Marriott Hotel on the streetcar line.

Attendee Info:
6 ASLA Chapters
8 States
Over 250 attendees anticipated

Central States ASLA 13th Annual Conference and Tradeshow provides a great opportunity for our Sponsors to get one-to-one face time with regional Landscape Architecture firms and design professionals who make decisions regarding products they specify on projects. This year’s Tradeshow will offer multiple levels of commitment and interaction with the attendees. In addition to booth spaces and table top display areas, the Sponsorship Committee has planned several events to increase the activities in the tradeshow including a “Sponsor’s Bingo Card” and Sponsor Appreciation Happy Hour on Thursday April 12th.

Please review the following information regarding Sponsorship Levels and contact Steve Winslow at swinslow@industrialsales.us or (913) 620 - 7452.

Sponsorship Registration form can be found at the end of this information package.
Conference Sponsorship Information:
This year’s Central States ASLA Conference will be held April 11-13, 2018 at the Kansas City Marriott Downtown.

Tradeshow Booth Hours:
Thursday, April 12, 2018: Open 7:30am to 7:30pm
- Breakfast in Expo Hall
- Keynote Luncheon in Expo Hall
- Exhibitor’s Reception 5:00pm - 6:30pm in Expo Hall

Friday, April 13, 2018: Open 7:30am to 4:00pm (PGASLA Awards Gala 6:00pm - 8:30pm)
- Breakfast in Expo Hall
- Awards Luncheon in Expo Hall
- Option to Participate in PGASLA Awards Gala in Expo Hall

Exhibitor Move-In: Thurs, April 12, 2018 (5:30am-7:30am)
Exhibitor Move-Out: Fri, April 13, 2018 (2:30pm-5:30pm -or- 8:30pm-10:00pm)

Booth Location Assignments:
Becoming a sponsor and registering early for this conference has many benefits. The sooner you register, the better chance you’ll get your preferred booth location and your company logo gets added to the Conference website immediately (www.aslacentralstates.org).

All booth locations will be allocated in the order received – inclusive of completed registration forms and full payment received. Booth assignments for Diamond-Level Sponsors will be prioritized and processed ahead of all other booth requests each week based on the order in which registration/payment is received, and will be determined on a first-come, first-served basis. All other sponsorship levels will be assigned booth space on the last day of each month (January, February, and March) based on the order in which registration/payment is received, and will be determined on a similar first-come, first-served basis in priority order for each category of sponsorship starting with Platinum Level sponsors.

The expo hall map will be updated on a weekly basis to reflect Diamond-Level sponsors as they are received. The expo hall map will be updated on a monthly basis to reflect all levels of sponsorship as monthly booth assignments occur. These maps will be posted to the Central States ASLA website.

Each Sponsor is to print and mark the latest available copy of the expo hall map with their 1st, 2nd and 3rd choices for booth locations in priority order. PGASLA will make every effort to accommodate the desired booth location as spaces are available.
All prices listed below are considered “early bird” pricing which will be honored through February 15, 2018. All prices will increase by 20% for any sponsorship registrations/payments received after February 15, 2018.

All sponsors who complete sponsorship registration will have their Company logo and link to your website added to the Central States ASLA website as soon as payment is received. All Sponsors will have the option to be added to all email correspondence regarding Conference updates.

**Tradeshow Booth Sponsorship Levels:**

**Diamond Level - $2,500.00 (Increases to $3,000 on February 16, 2018)**
- 10x10 booth including table and chairs
- (2) complimentary tickets to all events
- Company logo on all signage
- Full page advertisement in Conference brochure
- Include one (1) full page advertisement (8.5”x11” double sided) in the welcome packet for each Conference attendee. (Advertisement to be provided by the sponsor)
- Company logo will be added to slide show on the Central States ASLA website main page.
- Recognition as Diamond Level Sponsor during Central States Awards Luncheon
- 15 minutes product showcase presentation and company logo displayed on screen(s) in breakout presentation space.
  * This will be scheduled during regular sessions and will occur in the main hall.

**Diamond Level Lanyard Title Sponsor - Only 1 Available at $3,500 (Increases to $4,200 on 2/16/18)**
- All Diamond Level Sponsor benefits listed above
- Central States Conference will provide lanyards with sponsor-provided logo and conference logo integrated for use on name badges for all conference attendees

**Diamond Level Thumb Drive Title Sponsor – Only 1 Available (Sponsor Cost)**
- All Diamond Level Sponsor benefits listed above
- Diamond Title Sponsor to supply 300 thumb drives (1gb minimum) to be included in the welcome packet of all registered attendees – anticipated for use by attendees to download speaker presentations during the conference
Platinum Level - $2,000.00 (Increases to $2,400 on 2/16/18)
- 10x10 booth including table and chairs
- (2) complimentary tickets to all events
- Company logo on all signage
- Half page advertisement in Conference brochure
- 2 minutes stage time during (1) education session and introduction of the Session Speaker(s)

Gold Level - $1,500.00 (Increases to $1,800 on 2/16/18)
- 10x10 booth including table and chairs
- (1) complimentary ticket to all events (additional tickets are available for purchase)
- Company logo on all signage
- Half page advertisement in brochure

Silver Level - $1,000.00 (Increases to $1,200 on 2/16/18)
- 10x10 booth including table and chairs
- (1) complimentary ticket to Central States Awards luncheon. Additional tickets for all events are available for purchase
- Company logo on all signage
- Quarter page advertisement in brochure

Bronze Level - $750.00 (Increases to $900 on 2/16/18)
- 6’ table top display area outside the main hall. These spaces will be assigned by PG ASLA based on the closest proximity to the expo hall
- Company logo in brochure

Central States ASLA “Sponsors Bingo Card” and Tradeshow Happy Hour
- To encourage all ASLA attendees to visit each Sponsor’s booth or table, each full registration will receive a “bingo” card with the logo of each registered Sponsor. Each attendee will take the card around to each sponsor and have the sponsor initial the card (mark off their logo). Attendee’s with full “bingo cards”, will be entered in a drawing for a door prize (gift card $150.00 value).

- Sponsors are welcome to provide additional door prizes – this is optional and not required as part of Conference Sponsorship. All donated door prizes must have a minimum value of $100.00.

- Sponsor Appreciation Happy Hour will be Thursday afternoon from 5:00 – 6:30 in the expo hall for all attendees to socialize with the Conference Sponsors
Conference Partner Sponsorship Levels:

Welcome Reception Title Sponsor: $3,000.00 (Increases to $3,600 on 2/16/18)
- Exclusive title sponsor for the Welcome Reception held at Boulevard Brewery on Wednesday April 11, 2018
  - Exclusive signage at Welcome Reception
  - Company logo on complementary pint glasses provided to all ticketed guests
  - (2) complimentary tickets to all events
  - Company logo on all signage
  - Recognition at Central States ASLA Awards Luncheon
- Table top display at Boulevard Brewery during the reception
- 10 minutes of stage time to welcome attendees to the reception

Welcome Reception Shuttle Bus Sponsor: $1,700.00 (or 2 at $850.00 ea) (Increases to $2,040 on 2/16/18 – or 2 at $1,020 ea)
- During the transit from the host hotel to Boulevard Brewery, the Sponsor will have the opportunity to have face time with attendees.
- Signage and recognition as Shuttle Bus Sponsor at Welcome Reception
- Company logo on complementary pint glasses provided to all ticketed guests

Keynote Luncheon Sponsor: $1,000.00 (Thursday, April 12, 2018) (Increases to $1,200 on 2/16/18)
- Recognition during the lunch and listed as Keynote Luncheon Sponsor in brochure.
- 5 minutes stage time during luncheon
- Table tents with sponsor logo and exclusive sponsor-provided material on each table
- Reserved seating at the head table

Central States ASLA Awards Luncheon Sponsor: $1,500.00 (Friday April 13, 2018) (Increases to $1,800 on 2/16/18)
- Recognition during the Central States awards Luncheon and listed as sponsor in brochure.
- 5 minutes stage time during awards luncheon
- Table tents with sponsor logo and exclusive sponsor-provided material on each table
- Reserved seating at the head table
Breakfast Sponsors: $500.00 each – (Thursday and Friday) (Increases to $600 on 2/16/18)
- Listed as Breakfast Sponsor in brochure.
- Table tents and exclusive printed material on each table

Break Sponsors: $350.00 each (Increases to $420 on 2/16/18)
- (3) available – Thursday morning, Thursday afternoon, Friday morning
- Listed as Break Sponsor in brochure.
- Table tents and exclusive printed material on each table

Sketch Crawl Sponsor - $2,500.00 (Increases to $3,000 on 2/16/18)
- Sponsor of the Sketch Crawl which will occur Thursday afternoon. The Sponsors will have one on one time with approximately 30+ attendees during the Thursday afternoon program
- Sponsors logo will be added to each sketch book provided to participants
- Sponsor has the option to provide additional snacks and drinks for all sketch crawl participants on the bus

Boost Your Conference Presence – Advertisement in the Conference
- Reinforce your message with an advertisement in the conference program, distributed to all conference attendees! Ad copy should be submitted to info@aslacentralstates.org by March 1st, 2018.
  - Full-page advertisement—$700 (Increases to $840 on 2/16/18)
  - ½ page advertisement—$450 (Increases to $540 on 2/16/18)
  - ¼ page advertisement—$300 (Increases to $360 on 2/16/18)

Note: All sponsor logos and related information shall be provided by March 1st, 2018 for inclusion in the conference program and other materials outlined above. The sooner this information is received, the sooner it can be utilized in promoting sponsor participation and support for the conference.

For more information or to discuss additional opportunities to participate at the 2018 ASLA Central States Conference in Kansas City, Missouri, please contact Steve Winslow at swinslow@industrialsales.us or (913) 620-7452.
PLEASE INDICATE YOUR SPONSORSHIP LEVEL BY COMPLETING THE FOLLOWING:

( Please check all that apply)

<table>
<thead>
<tr>
<th>SPONSORSHIP ITEM DESCRIPTION</th>
<th>PRICING</th>
<th>PREMIUM LEVELS</th>
<th>BOOTH LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception Title Sponsor - $3,000.00</td>
<td><strong>Increases to $3,600.00 on February 16, 2018</strong></td>
<td></td>
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<td>Welcome Reception Shuttle Bus Sponsor - $1,700.00</td>
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<td></td>
</tr>
<tr>
<td>Diamond Level Sponsor - $2,500.00</td>
<td><strong>(Increases to $3,000.00 on February 16, 2018)</strong></td>
<td><strong>(refer to expo hall map - <a href="http://www.aslacentralstates.org">www.aslacentralstates.org</a>)</strong></td>
<td></td>
</tr>
<tr>
<td>Diamond Level Lanyard Title Sponsor - Only 1 available at $3,500.00</td>
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<tr>
<td>Diamond Level Thumb drive Title Sponsor - Only 1 available (Sponsor Cost)</td>
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<tr>
<td>Platinum Level Sponsor - $2,000.00</td>
<td><strong>(Increases to $2,400.00 on February 16, 2018)</strong></td>
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</tr>
<tr>
<td>Gold Level Sponsor - $1,500.00</td>
<td><strong>(Increases to $1,800.00 on February 16, 2018)</strong></td>
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</tr>
<tr>
<td>Silver Level Sponsor - $1,000.00</td>
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<td></td>
</tr>
<tr>
<td>Keynote Luncheon Sponsor-$1,000.00 (Thursday, April 12, 2018)</td>
<td><strong>(SOLD - Victor Stanley)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central States ASLA Awards Luncheon Sponsor - $1,500.00 (Friday, April 13, 2018)</td>
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<td></td>
</tr>
<tr>
<td>Breakfast Sponsors - $500.00 each (Thursday and Friday)</td>
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<td></td>
</tr>
<tr>
<td>Break Sponsors - $350.00 each <em>(1) sold - (2) remaining</em></td>
<td><strong>(Increases to $420.00 on February 16, 2018)</strong></td>
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<td></td>
</tr>
<tr>
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Conference Program Advertisement
Reinforce your message with an advertisement in the conference program
Ad copy should be submitted to info@aslacentralstates.org by March 1st, 2018.

- Full-page advertisement - $700.00 | **(Increases to $840.00 on February 16, 2018)**
- Half-page advertisement - $450.00 | **(Increases to $540.00 on February 16, 2018)**
- Quarter-page advertisement - $300.00 | **(Increases to $360.00 on February 16, 2018)**

*Note: All sponsor logos should be at least 200dpi in PNG format.*

BOOTH LOCATION ASSIGNMENTS

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Visit the Tradeshow / Expo Hall floor plan map to determine booth locations at www.aslacentralstates.org

COMPANY NAME: ____________________________

TOTAL SPONSORSHIP: _______________________

TOTAL SPONSORSHIP: $ ____________________

*Note: All sponsor logos should be at least 200dpi in PNG format.*
Company Name: ____________________________________________

Contact Person: ____________________________________________

Company Address: __________________________________________

City, State, Zip Code: ________________________________________

Email Address: ____________________________________________

Phone Number: ____________________________________________

Additional Contact Person(s): ________________________________

By signing this sponsorship form and providing payment, the sponsor acknowledges the review of and agreement with additional sponsorship details, rules, and regulations as outlined on the 2018 Central States Conference website (www.aslacentralstates.org):

_________________  ______________________________
Signature     Date

_________________  ______________________________
Printed Name    Title

Return the completed sponsorship form and payments to Steve Winslow at: swinslow@industrialsales.us

_____  Check  -  make payable to: PGASLA
mail to: Center for Architecture and Design
       c/o PGASLA
       1801 McGee Street, Suite 100
       Kansas City, MO 64108

_____  Credit Card
mail, fax 816-410-0818, or email info@aslacentralstates.org

Amount to charge $_________

_____  Visa
_____  Mastercard

Card Number: _____________________________________________
Expiration Date: ___/_________
Security Code: ____________________________________________

Name on Card: ____________________________________________
Address associated with card: ________________________________
City: _____________________________________________________
State: ________________ Zip: ________________________________
Signature: ________________________________________________

Questions? Contact swinslow@industrialsales.us or (913) 829-3500

Payment is non-refundable and non-transferable between booths. Sponsors shall be fully responsible to pay for any and all damages to property owned by Marriott Kansas City Downtown, its owners or managers, which result from any act or omission of Sponsor. Sponsor agrees to defend, indemnify and hold harmless, the Hotel, its owners, managers, officers or directors, agents, employees, subsidies, and affiliates, from any damages or charges resulting from Sponsor’s use of the property. Sponsor’s liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor, its agents, employees and business invitees which arise from or out of the Sponsor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.