

CENTRAL STATES ASLA CONFERENCE

SPONSORSHIP OPPORTUNITIES

EVENT OVERVIEW

The Iowa Chapter of the American Society of Landscape Architecture (ASLA) is excited and proud to announce our hosting of the 2024 Central States Conference!

This year the Chapter's focused topic is place-making, belonging, and community. The Chapter believes this conference will draw Landscape Architects and related professionals from: Arkansas, Iowa, Kansas, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and the surrounding areas.

Past Central States conferences have seen a number between 150-250 attendees. Sponsors will have a great opportunity to present products, services, and connect with Professionals and Emerging Professionals for future specifiers/employees. See below for a list of sponsorship opportunities! We hope to see you there!

JOIN US:
April 17th - 19th



PLACES OF BELONGING

The general sessions and booth exhibits will be at the Hilton Hotel Downtown Des Moines.

435 Park St
Des Moines, IA 50309

ABOUT US

The Iowa Chapter of ASLA is a well-established organization with many members who are active within our state. In 2023, the chapter had an active list of over 165 full, associate, affiliate, and student members. With a continued emphasis of advocacy, service, and shaping the future of the profession, our organization continues to provide a useful resource to professionals, students, and firms. We hope to provide an excellent event for all sponsors and attendees!

CENTRAL STATES ASLA CONFERENCE

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PREMIER SPONSORS AND BENEFITS

All booth locations are at the Hilton Hotel

Premier Sponsorship General Benefits

Benefits listed below are included for all Platinum, Gold, and Exhibitor Sponsorships

- An 8'x8' booth exhibit space
- Ability to include item and business card in the "Attendee Care Package"
- Sponsor Logo and booth # included in invite emails to all conference attendees
- Sponsor Logo presence on conference signage and website (logo will include hyperlink to sponsor's own website)
- Recognition of sponsor at general session
- Sponsors have the chance to engage with emerging students and professionals from multiple states to promote and build upon brand awareness
- Ability to purchase app event analytics independently through the conference app

\$10,000 Platinum Sponsor *(Maximum of 3)*

- Iowa ASLA Chapter platinum partnership package *(\$3500 Value)*
- (2) event tickets *(\$750 - \$900 Value)*
- Largest Company Logo appearance
- If desired, ability to host CEU session
- Sponsor 2 CEU sessions - "Session brought to you by **Company Name**"
- Sponsor of attendee sketchbook as part of "Attendee Care Package"
- Ability to include one piece of site furnishing in attendee lounge at no added cost
- Ability to request an additional booth at no added cost - if interested, please email info@aslacentralstates.org

\$5,000 Gold Sponsor

- Iowa ASLA Chapter gold partnership package *(\$2500 Value)*
- (2) event tickets *(\$750 - \$900 Value)*
- Second largest logo appearance
- Access to conference app analytics
- Ability to include one piece of site furnishing in attendee lounge at no added cost
- Ability to request an additional booth at no added cost - if interested, please email info@aslacentralstates.org

\$2,000 Exhibit Sponsor

- Third largest logo appearance
- (1) event ticket *(\$375 Value)*, add on of exhibitor ticket \$100 *(doesn't include CEU credits)*

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SPECIALTY SPONSORS AND BENEFITS

\$3,000 Welcome Reception Sponsor

(Maximum of 1 - opportunity to merge with Keynote Sponsor [please contact us])

- Reception Sponsor will have logo represented at the welcome reception
- Central States Social and Hospitality committee will work with sponsor to organize food and beverage. Sponsor would be responsible for food and beverage tab

\$3,000 Keynote Speaker Sponsor

(Maximum of 1 - opportunity to merge with Wednesday Welcome Reception Sponsor [please contact us])

- Sponsor logo will be represented and name will be announced at the keynote

\$3,000 Sketch Crawl Sponsor

(Maximum of 1)

- Sponsor hosts the Des Moines Sketch Crawl
- Sponsor is included in planning process of route
- Responsibilities of Sponsor: providing supplies (i.e. sketchbook, watercolor kits, pens)
- Direct impact and exposure of branding to establish connections with attendees

\$3,000 Mobile App Sponsor

- Sponsor is recognized as the mobile app sponsor
- Mobile app will allow attendees to record CEUs, check into events, and review schedule

\$2,500 Award Luncheon Sponsor

(Maximum of 2)

- Opportunity to sponsor attendees food accommodations for the award event

\$2,000 Breakfast Sponsor

(Maximum of 2)

- Opportunity to sponsor attendees food accommodations for the event

\$2,500 Happy Hour Sponsor

(Maximum of 2)

- Sponsor is highlighted as the “host/sponsor” of conference happy hour either Thursday or Friday
- Logo will be present at Happy Hour and at the Conference
- Central States Social and Hospitality Committee will help coordinate, plan, and book happy hour locations with the input of the sponsor
- Responsibilities of Sponsor: paying any associated fees, drink tab, and/or food tab
- Event will be promoted as the official happy hour of that event day
- This event will be promoted as the official happy hour of the conference

\$1,500 Field Session Sponsor

(Maximum of 2)

- Opportunity to sponsor field session
- Logo is represented at event and during session
- Sponsor has ability to hand out information and items to promote sponsorship

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SPONSORSHIP OPPORTUNITIES

ADDITIONAL SPONSORS AND ADD-ONS

\$500 Advocate Sponsor

- Sponsor is recognized and logo is present for event and on the website

\$350 Firm Sponsor

- Sponsor is recognized and logo is present for event
- Helps provide subsidized rates for student tickets

Conference Impact Offset Sponsor

- Reduce the impact of the conference by purchasing credits with the Greater Outdoors Foundation, a local non-profit, to offset the conference on local Des Moines projects
- If interested, please contact us to discuss at info@aslacentralstates.org

\$250 Site Furnishings

(Must be a premier sponsor to qualify for add-on)

- Ability to showcase a piece of site furnishing in a designated lounge area
- Allows exhibitor to showcase a piece of site furnishing without taking up valuable exhibitor booth space
- Opportunity to showcase site furnishings next to other pieces of site furnishings

\$100 Exhibitor Ticket

(Must be a premier sponsor to qualify for add-on)

- Ability to allow for extra conference attendee without purchasing full registration ticket
- Does not include CEU Credit

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP COMMITMENT FORM

COMPANY + CONTACT INFORMATION

Company Name

Contact Person

Contact Email

Contact Phone

Additional Contact Person + Email if Needed

Requested Booth Locations

1st	2nd	3rd
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Authorized Signature

Date

Printed Name

Authorized Person Title

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 the Hilton Hotel, its owners or managers, which results from any act or omission of Sponsor. Sponsor agrees to defend, indemnify, and hold harmless the Hilton Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, 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 of 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 Hilton Hotel or any party there of.

PREMIER SPONSORS

- \$10,000** Platinum Sponsor
- \$5,000** Gold sponsor
- \$2,000** Exhibit Sponsor

SPECIALTY SPONSORS

- \$3,000** Wednesday Welcome Reception Sponsor
- \$3,000** Keynote Speaker Sponsor
- \$3,000** Sketch Crawl Sponsor
- \$3,000** Mobile App Sponsor
- \$2,500** Award Luncheon Sponsor
- \$2,000** Breakfast Sponsor
- \$2,500** Happy Hour Sponsor
- \$1,500** Field Session Sponsor

ADDITIONAL SPONSORS

- \$500** Advocate Sponsor
- \$350** Firm Sponsor
- Conference Impact Offset Sponsor**
- \$250** Site Furnishing (premier sponsor add-on)
- \$100** Exhibitor Ticket (premier sponsor add-on)

TOTAL DUE

Online Payment:

Email completed form to ExComm@iaasla.org
Online payment link can be found at
<https://www.iaasla.org/central-states-sponsorship>
(available now)

Check Payment:
Make checks payable
to 'IA ASLA'

Mail Completed Form:
Attn: ASLA Iowa Chapter
2500 W 2nd Avenue, Suite 16
Indianola, IA 50125

CENTRAL STATES ASLA CONFERENCE

SPONSORSHIP OPPORTUNITIES

BOOTH SELECTION + REQUESTS + TIMING

PREMIER SPONSORS

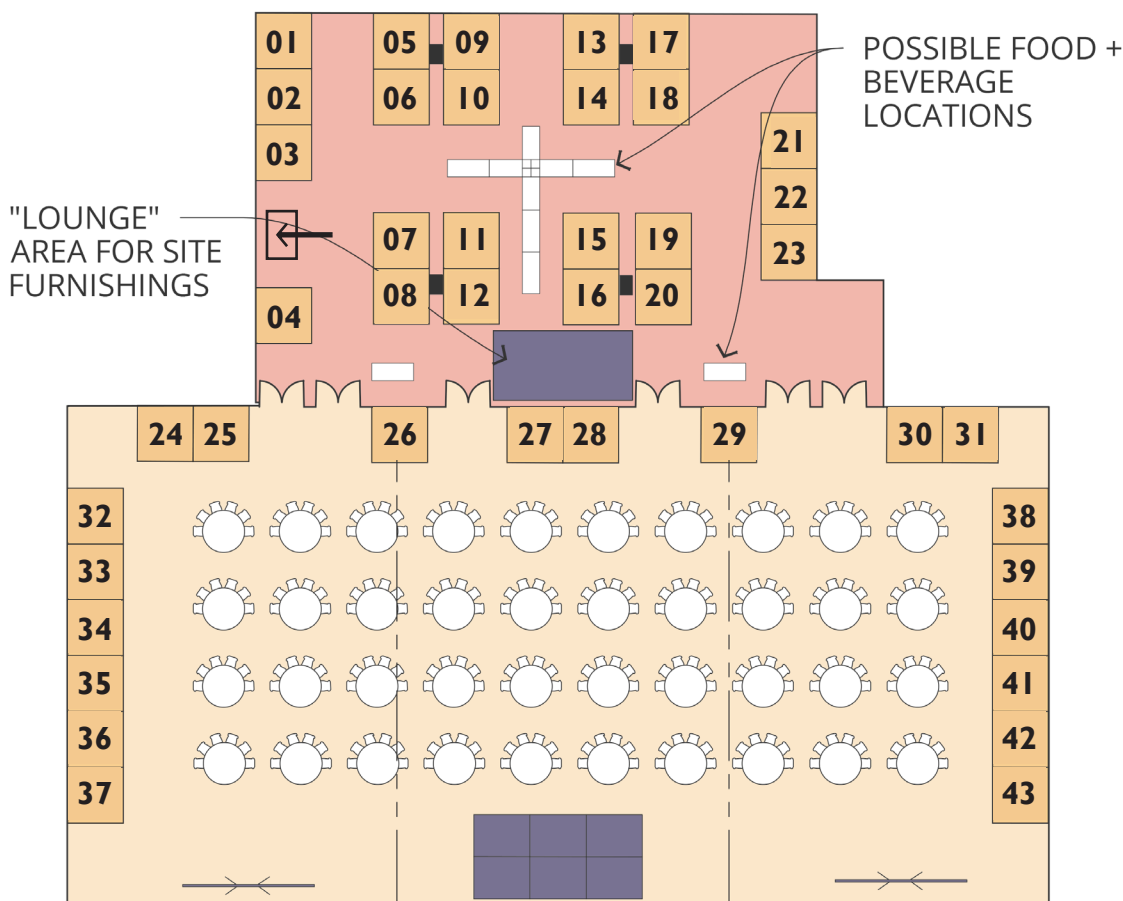
Priority for booth selection will be given based on sponsorship level (Platinum [1], Gold [2], and Exhibit [3]) in the order the requests are received. When completing the Sponsorship Commitment Form, you will indicate your top three choices for a booth location. See the below plan for the booth layout. To guarantee a choice in your preferred selection, please submit payment by March 31st. Any registration sent in after March 31st may not receive their preferred location. The event committee will work to accommodate all requests.

ADDITIONAL INFORMATION

All sponsorship opportunities involving food, drink, and entertainment will need additional coordination with the ASLA Chapter Conference Committee. Forms, payment, and company logos must be submitted by March 31st to be included within conference materials and to secure a booth space.

Please contact us (info@aslacentralstates.org) with subject line "Sponsor" with any questions.

Note: Booths 1 - 23 will be located in a prefunction room without doors and cannot be closed off after hours. The layout of the conference is subject to change.



CENTRAL STATES ASLA CONFERENCE

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CONFERENCE MAP



WELCOME RECEPTION

Des Moines Art Center
4700 Grand Ave
Des Moines, IA 50312

GENERAL SESSIONS

Hilton Hotel
435 Park St
Des Moines, IA 50309