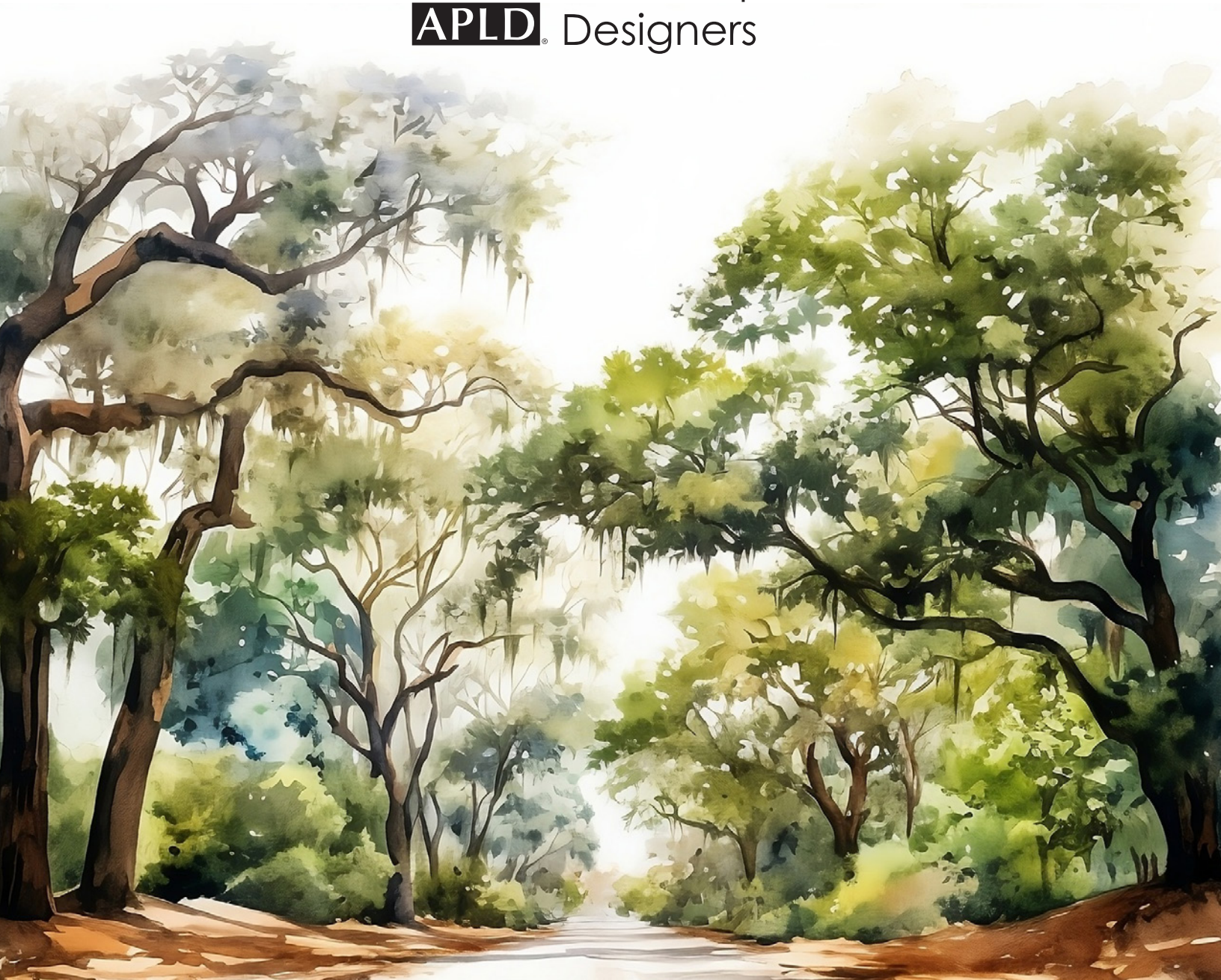


# CONFERENCE SPONSORSHIP PROGRAM

October 11 - 13, 2024 | Charleston, South Carolina



Association of  
Professional  
Landscape  
Designers







The APLD International Landscape Design Conference will be held October 11 - 13, 2024 in Charleston, South Carolina. It is the premier event for landscape designers, bringing together thought leaders, innovators, and professionals from around the globe. As a sponsor, this event gives you unparalleled opportunities to showcase your brand, network with key decision-makers, and position your company as a leader in the industry.



## Maximize Your Brand Visibility

Promote your brand to a highly targeted audience through pre-event marketing, on-site branding, and post-event communications.



## Direct Engagement with Industry Leaders

Network with landscape design professionals face-to-face during social events and exclusive garden tours.



## Enhanced Business Opportunities

Introduce your products and services to conference attendees. Many sponsor levels include an event attendee list for follow-up after conference.



## Exclusive Digital Exposure

Gain visibility through our digital platforms, including social media shout-outs, conference app profile, and website promotion.

# Becoming a sponsor is easy.

Simply fill out the attached form and submit it to APLD at [communications@apld.org](mailto:communications@apld.org).

## Official Conference Sponsor - \$10,000 (Exclusive)

Step into the spotlight with our exclusive event sponsorship opportunity! This is your chance to align your brand with the premier event for landscape designers. As the exclusive sponsor, your brand will enjoy unmatched visibility.

**Benefits include:** Welcome attendees as they register for the conference and collect their badges, with the opportunity to hand out literature or promotional items. You can also have a pull-up banner at registration and a small tabletop display. As our exclusive Official Conference Sponsor, you'll also be featured in the conference app, receive recognition in all pre- and post-conference social media and in all email marketing promoting conference, acknowledgement on the APLD website and in the APLD newsletter wrap-up. Plus, we'll provide you with an attendee list so that you can follow up after the event.

The Official Conference Sponsor receives one free registration to attend the conference. Special pricing is available for additional representatives to attend.

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## Reception Sponsor – \$5,000 (3 Opportunities)

Meeting up with old friends and connecting with industry contacts is a true benefit of APLD's annual conference. Some of the best networking happens during our featured evening receptions. As a Reception Sponsor your brand will be front and center. Maximize your ROI! Sponsor more than one reception and get special pricing with each additional sponsorship. Reception sponsors get the right of first refusal for the bar sponsorship.

**Benefits include:** Recognition at the reception, inclusion in the conference app and the opportunity to hand out one piece of literature or promotional item during the reception. Your brand will be prominently featured in pre-and post-conference email marketing, website acknowledgment, social media shout-outs, and the conference newsletter wrap-up. You will receive two VIP passes to the reception and special pricing to attend conference. Plus, we'll provide you with an attendee list so that you can follow up after the event.

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## Bar Sponsor – Market Price + \$500 (3 Opportunities)

How about being the life of the party by sponsoring the bar at one of the receptions? Market price includes the cost of bar staffing and drinks. Contact APLD staff to discuss options.

**Benefits include:** Recognition at the reception, inclusion in the conference app and the opportunity to market your company by providing a drink-related promotional product, like a reusable straw or a branded napkin or drinkware. You will receive one VIP pass to the reception and special pricing to attend conference.

## Conference App Sponsor – \$2,500 (Exclusive)

Take advantage of the prime opportunity to sponsor our conference app and put your brand in the hands of every attendee. Our app is the go-to tool for participants to navigate the event, interact, and get real-time information providing you with continuous exposure and engagement.

**Benefits include:** Your brand will be prominently featured in daily push notifications, pre- and post-conference email marketing, website acknowledgment, social media shout-outs, and the conference newsletter wrap-up. Special pricing is available to attend the conference. Plus, we'll provide you with an attendee list so that you can follow up after the event.

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## Lunch Sponsor – \$2,500 (3 Opportunities)

Sponsor one of our conference box lunches. Extend your brand by providing lunch-related merch, like bottled water, hand-sanitizer or custom napkins. *Pre-Conference Lunch sponsorship will cost less depending on the number of attendees. Contact APLD staff for more information.*

**Benefits include:** The opportunity to pass out lunches to attendees, inclusion in the conference app, pre- and post-conference email marketing, website acknowledgment, social media shout-outs, and the conference newsletter wrap-up. Special pricing is available for you to attend the conference. Plus, we'll provide you with an attendee list so that you can follow up after the event.

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## Promotional Merchandise – Item + \$250

Providing giveaways with your brand is your chance to shine at conference and long after the attendees return home. Water bottles, tote bags, lanyards, gardening gloves, plant markers, small hand tools, t-shirts, hats, power banks, coffee mugs, sunscreen, lip balm, and sunglasses are some of our conference attendee favorites. Whatever item you choose will be exclusive to you. Coordinate your giveaway with staff and plan to provide 150 items.

**Benefits include:** Inclusion in the conference app, website acknowledgment, social media shout-outs, and the conference newsletter wrap-up.

## Ready to Make an Impact?

Don't miss this unique opportunity to elevate your brand and create memorable connections with landscape design professionals. Fill out the sponsorship contract to take advantage of these sponsorship opportunities.

From refreshing garden snacks to bus sponsorships, we offer unique ways to connect with attendees at the APLD International Landscape Design Conference. Contact us today to discuss a custom package that aligns with your goals and maximizes your brand's presence. Reach out to Michelle Keyser at [communications@apld.org](mailto:communications@apld.org) for more information.

# 2024 APLD Conference Sponsorship Contract

Company Name: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Bus. Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## APLD Sponsorship Opportunities:

- Official Conference Sponsor**  
\$10,000 (Exclusive)
- Reception Sponsor**  
\$5,000 (3 Opportunities)
- Bar Sponsor**  
Market Price + \$500 (3 Opportunities)

- Conference App Sponsor**  
\$2,500 (Exclusive)
- Lunch Sponsor**  
\$2,500 (3 Opportunities)
- Promotional Merchandise**  
Item + \$250

TOTAL PAYMENT: \$ \_\_\_\_\_

Date: \_\_\_\_\_

- I am interested in adding a colleague or taking advantage of discounted conference registration. (APLD staff will contact you directly.)

Check (Payable to APLD)  Visa  MasterCard  Discover  AmEx

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card (please print): \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Signature: \_\_\_\_\_

**NOTE:** Sponsor logos must be emailed to [communications@apld.org](mailto:communications@apld.org) as JPG or PNG files only. Logos should be in a high resolution format (300 dpi) to ensure a quality image on any materials or in publications.

**Please return this contract by September 15, 2024 to:**  
APLD, 2207 Forest Hills Drive, Harrisburg, PA 17112 or (717) 238-9985 (fax)  
Questions? Contact [communications@apld.org](mailto:communications@apld.org) or call (717) 238-9780.



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