



ASLA

NEW JERSEY

NJASLA ANNUAL MEETING 2024
VENDOR PROSPECTUS

DEAR VENDORS,

The New Jersey Chapter of the American Society of Landscape Architects is pleased to invite you to take part in our 2024 Annual Meeting (NJASLA AM), on January 28, 29 and 30, 2024 at Harrah's Waterfront Conference Center in Atlantic City. This prospectus outlines exhibit, sponsorship and advertising opportunities at the upcoming NJASLA 2024 Annual Meeting.

The NJASLA AM is known as the premier educational and social event for Landscape Architects in the Northeast and Mid-Atlantic regions. Each year, Landscape Architects and allied professionals from New Jersey, New York, Pennsylvania, Delaware, Maryland—and beyond—come together to learn about new products, make connections, and earn professional education credits.

NJASLA 2024 AM EXPO, sponsorship and advertising opportunities have been designed to maximize your exposure to our attendees and members and establish more lasting connections. As a participant, your company will have the opportunity to connect with more than 500 design professionals and discover firsthand why the NJASLA AM is one of the largest and most successful conferences in the country.

Theme:

ASLA125: Past + Future

January 28 – 30, 2024

Harrah's Waterfront
Conference Center
Atlantic City, NJ

Table of Contents:

SPONSORSHIP	Page 2-4
EXPO BOOTH INFO AND RATES	Page 5-6
EXPO FLOOR GRAPHIC	Page 6-7
EXHIBITOR SCHEDULE	Page 7
ADVERTISING - PRINT & DIGITAL	Page 7-8
HOTEL ROOM RESERVATIONS	Page 9
CANCELLATION POLICY	Page 9
EXHIBITION/DISPLAY INFORMATION	Page 9-11



SPONSORSHIP

PREMIER SPONSOR \$8000

Includes large expanded EXPO space in Premium location!

- Full conference registration for one member of your firm
- Option to sponsor one keynote session during the AM – while available. Recognition to include:
 - Logo in session list on NJASLA AM website
 - Logo above session details on NJASLA AM website
 - Video advert to play prior to respective Keynote Session (maximum 1 min. duration) Premier Sponsor recognition on the NJASLA AM website home page and sponsor page Premier Sponsor recognition on the NJASLA registration site home page
- Premier Sponsors of the AM program, to include logo on the cover and one full page advertisement in the onsite program
- Premier Sponsor logo inclusion and hyperlink on NJASLA promotional materials, social media and to the NJASLA membership
- Featured position of your company name in the exhibitor and sponsor section of the onsite program recognition daily on the big screen in the keynote sessions room
- While available, Premium position EXPO booth at the in-person showcase.
- Post conference comprehensive list of attendees

GENERAL SPONSOR \$4000

Includes EXPO booth!

- General Sponsor of AM Program, to include logo on the cover of the onsite program. *Only available without Premier Sponsor*
- General Sponsor recognition on the NJASLA AM website home page and sponsor page General Sponsors receive half page ad in the onsite program
- General Sponsor logo inclusion and hyperlink on NJASLA promotional materials, social media channels, and media outreach
- Recognition daily on the big screen in the keynote sessions room
- Featured position of your company name in the exhibitor and sponsor section of the onsite program EXPO booth at the in-person showcase
- Post conference comprehensive list of attendees

SUPPORTING SPONSOR, \$1500

- Supporting Sponsor recognition on the NJASLA AM Website homepage and sponsor page
- Featured position of your company name in the sponsor section of the onsite program
- Supporting Sponsors receive quarter page ad in the onsite program

NJASLA ANNUAL AWARDS, \$3000 or EXCLUSIVE SPONSORSHIP OPPORTUNITY \$7500

Includes EXPO booth!

A highlight of the conference every year, the NJASLA Design Awards (ADA) will offer pronounced visibility over the course of the three-day live event. This year, ADA will again include a dedicated page on the NJASLA AM website and a highlight reel video, which can be viewed by AM attendees and guest at their leisure.

- Recognition on the NJASLA ADA page of the AM Website and the Sponsor page
- Recognition at the Awards Presentation Ceremony on site at the live event
- Recognition in the printed Awards Brochure featuring all winners
- Daily recognition on the big screen in the keynote sessions room
- EXPO booth at the in-person showcase

WELCOME COCKTAIL RECEPTION SPONSOR, \$3000 or EXCLUSIVE SPONSORSHIP OPPORTUNITY, \$7500
Includes EXPO booth!

- Recognition on the AM Website home page, schedule and sponsor page
- Recognition at the Welcome Cocktail Reception on Sunday January 28th, 2024
- Logo inclusion and hyperlink on the event dedicated social media promotions
- Recognition daily on the big screen in the keynote sessions room
- EXPO booth at the in-person showcase

MONDAY EXPOSITION BREAKFAST, \$2000

MONDAY EXPOSITION LUNCH, \$2000

TUESDAY EXPOSITION BREAKFAST, \$1500

TUESDAY EXPOSITION LUNCH, \$1500

Benefits of sponsoring any one of these events include the following:

- Recognition on the AM Website home page, program schedule and sponsor page
- Recognition at the event you sponsor
- Recognition of your company in the sponsor section of the onsite program

NJASLA DIVERSITY INITIATIVE PANEL, \$1000

A powerful fixture in the AM, the NJASLA Diversity Initiative Panel (DIP) has been a leading voice in advocacy and community building since 2018. In 2024, the DIP will feature leading professionals and advocates who will once again explore the existing and future implications of diversity led initiative on our practice.

- Recognition in the AM website schedule and sponsor page
- Logo inclusion and hyperlink on event dedicated social media promotions
- Recognition at the Diversity Initiative Summit on January 28th

STUDENT SUPPORTER, \$750

You may elect to support the next generation of Landscape Architects by supplementing their registration! A donation of \$750 sponsors two full registrations to the event.

- Recognition on the NJASLA AM Website homepage and Sponsor page
- Recognition at the student chapter booth at the EXPO and Profession Meet & Greet on January 28th
- Recognition in the sponsor section of the onsite program

PARKLET SPONSORSHIP OPPORTUNITIES \$1000 (WITH \$1600 SINGLE BOOTH PURCHASE)

A highlight at the EXPO, the Parklet sponsorship offers prime visibility centrally located at the EXPO. We offer two vendors the opportunity to purchase a booth and adjoining parklet space in the Expo Park to showcase your firm in a 6' x 20' space. You'll get the spacing of two booths for less than the original price! The Parklet is the perfect location for students and attendees to gather and enjoy a conversation or participate in one of the many exciting student activities. Please contact us to discuss this option.

CUSTOM SPONSORSHIP OPPORTUNITIES

The NJASLA AM Committee is also offering custom opportunities for sponsorship for the 2024 AM. Below are a few, but not all, possible sponsorship opportunities – benefits for which will be customized.

NJASLA AM PROMOTIONAL PARTNER

Help us get the word out before, during and after the conference! Promotional Partners customized benefits may include dedicated company content on our award-winning social media and communication platforms; alignment with signature events within the AM; dedicated communication outreach.

Provide your support in promoting our event! We provide Promotional Partners one full registration to attend the conference, recognition on the AM Website home page and sponsor page, in the onsite program and daily on the big screen in General Sessions.

PLANT SPONSOR

Got plants? Showcase your variety of plants throughout the conference. Work directly with the team to select appropriate size of trees and shrubbery for multiple spaces.

[CLICK HERE TO REGISTER](#)

Questions: contact Stephanie McFarland, NJASLA, smcfarland@njpsi.com or 609-393-7500.



NJASLA EXPO

Two days of pronounced visibility through our acclaimed EXPO!

Space allocation and booth assignments are made based on the number of booths reserved and receipt of payment. All single booths are 6' x10' (unless otherwise noted), with 8' backdrop, 3'side rails, and one 7" x 44" sign with exhibitor's name. Aisle space cannot be used for exhibit or demonstration purposes.

- Join the EXPO to reconnect with your network and meet new customers, employees, students, and strategic business opportunities!
- Monday and Tuesday meal functions and breaks on the exhibit floor.
- Social events during which you can meet and mingle with attendees in a relaxed, professional atmosphere.
- Monday evening Awards Cocktail Reception on the EXPO floor.
- Opportunities to meet your brand needs and goals.
- EXPO vendors receive post event attendee list!

REGISTER EARLY FOR THE BEST BOOTH PLACEMENT!!

[CLICK HERE TO REGISTER](#)

Questions: contact Stephanie McFarland, NJASLA, smcfarland@njpsi.com or 609-393-7500.



EXPO Rates:

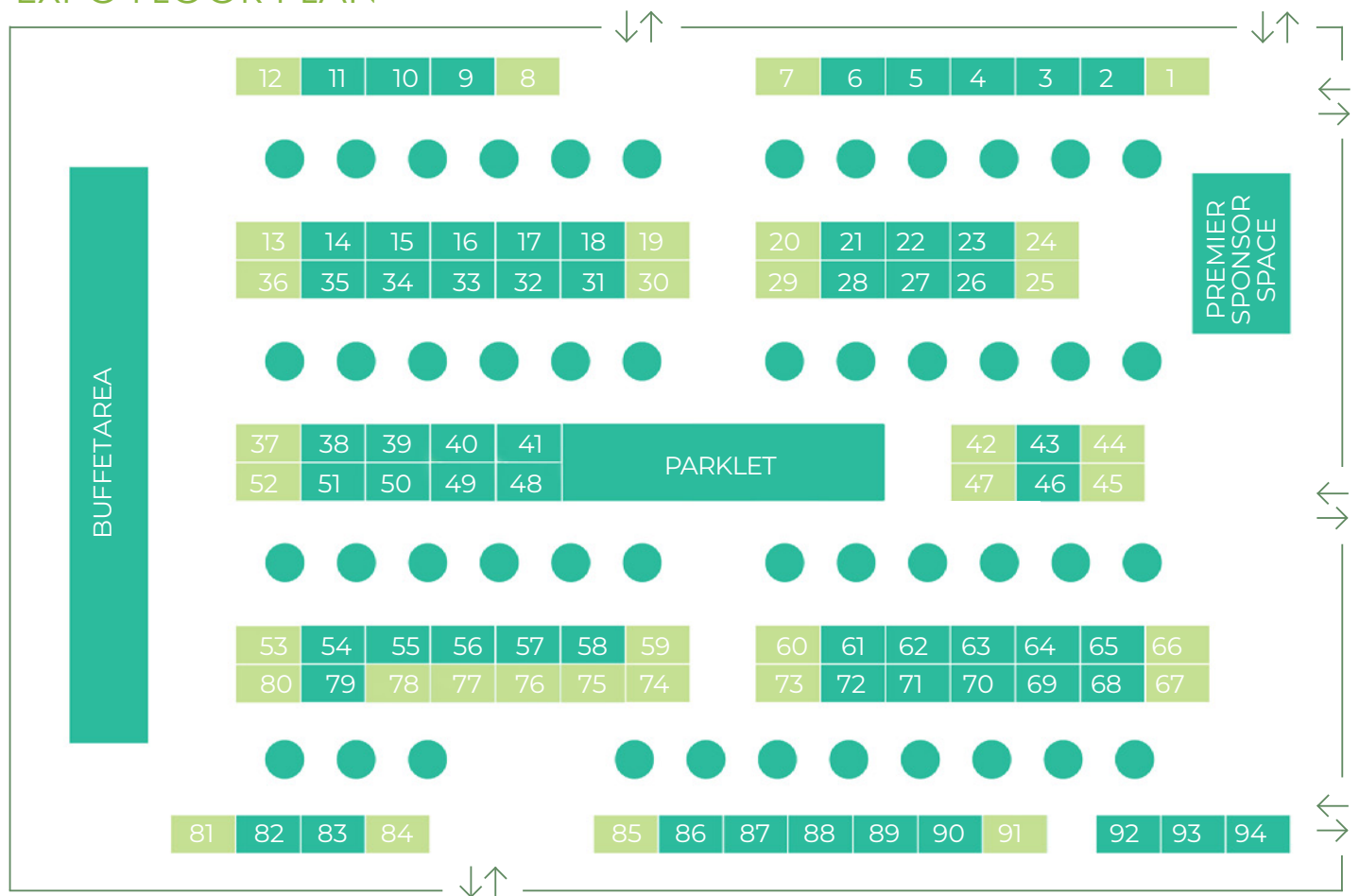
Booth Space	By December 1st, 2023	After December 1st, 2023
Single	\$1600	\$1800
Single Premium*	\$1800	\$2000
Double*	\$2800	\$3000
Triple*	\$4200	\$4400
Quad*	\$5400	\$5600

* Premium Booths include all end or corner booth locations

**Any Double, Triple or Quad Booth with an adjoining Premium Booth location will require an additional \$200

If you have questions, contact Stephanie McFarland at smcfarland@njpsi.com or at (609) 393-7500.

EXPO FLOOR PLAN



EXHIBITOR SCHEDULE

Sunday, January 28

10:00am — 6:00pm	Exhibitor Booth Setup; Registration Desk Open
12:00pm — 1:00pm	Mingle with Meeting Attendees during a Light Lunch
1:00pm	Educational Sessions Begin
7:00pm — 8:30pm	Welcome Cocktail Reception

Monday, January 29

8:00am — 5:30pm	Registration Desk Open; Exhibit Hall Opens
8:00am — 9:00am	Breakfast in the Exhibit Hall
11:40am — 1:40pm	Lunch & Visit the EXPO Vendors
3:50pm — 4:40pm	Refreshment Break in the Exhibit Hall
6:00pm — 7:00pm	Professional Design Awards Presentation
7:00pm — 8:30pm	Awards Reception in the Exhibit Hall

Tuesday, January 30

8:00am — 3:30 pm	Registration Desk Open
8:00am — 9:00am	Breakfast in the Exhibit Hall
11:25am — 1:25 pm	Lunch & Visit the EXPO Vendors
1:25pm — 5:00 pm	Exhibitor Booth Breakdown

ADVERTISING SPECIFICATIONS & FEES – PRINT

Advertising opportunities in the onsite program are available for those who wish to have an expanded presence at the AM. Advertising fees are calculated based on frequency, position, and format(s) selected. Specifications for ad space are shown below. Questions? Please contact Kelly Biddle at kbiddle@njpsi.com or 609-393-7500.

Program Advertising

An advertisement in the 2024 NJASLA Annual Meeting program will be seen by more than 500 landscape architects and allied professionals! Below are the options available for the Annual Meeting

Program Book:

Premium Ad Space, position guaranteed:

- Full page, inside back cover: \$600
- Full page, center spread left: \$600
- Full page, center spread right: \$600

Regular Ad Space, no position guaranteed:

- Full page, \$400
- Half page horizontal, \$250
- Quarter Page, \$200

CLICK HERE TO REGISTER

Questions: contact Stephanie McFarland, NJASLA, smcfarland@njpsi.com or 609-393-7500.

Full Page
6 3/4"w x 8 3/4"h

Half Page
Horizontal
6 3/4"w x 4 1/4"h

Quarter
Page
3 1/4"w x
4 1/4"h

Ad Specifications: Black and white advertising only. No bleeds. All ads must be sent in electronic format prepared at a minimum of 300 dpi. Acceptable file types: PDF (preferred for best results), JPEG, TIFF, & EPS formats are also acceptable. Please prepare your artwork to the dimensions listed; measurements represent the full live space allowed.

Ad copy must be sent to Kelly Biddle at kbiddle@njpsi.com by December 1, 2023. Questions regarding ad rates or specifications, please email or call Kelly at 609-393-7500.

Deadline: Order, payment, and ad/copy art due December 1 2023 – no exceptions.

Terms and Conditions: Payment in full must be received by December 1, 2023. This advertising order is voidable only upon written notification received no later than 5:00 pm, December 1, 2023.

Register before December 1, 2023 to be included on our On-Site Program.

ADVERTISING SPECIFICATIONS & FEES—DIGITAL

For those who wish to have an expanded presence on the AM website!

Questions? Please contact Kelly Biddle at kbiddle@njpsi.com or 609-393-7500.

Event Website
Sidebar Ads
\$250
300 x 200 pixels

Ad copy must be sent to Kelly Biddle at kbiddle@njpsi.com by December 1, 2023. Questions regarding ad rates or specifications, please email or call Kelly at 609-393-7500

Deadline: Order, payment, and ad/copy art due December 1, 2023 – no exceptions.

Terms and Conditions: Payment in full must be received by December 1, 2023. This advertising order is voidable only upon written notification received no later than 5:00 pm, December 1, 2023.

HOTEL ROOM RESERVATIONS

Saturday thru Wednesday, 1/28 – 1/31/2024

Harrah's Resort Atlantic City is pleased to offer a special rate of \$65.00, per room, single or double occupancy, plus taxes, tourism fees and \$15.00 per night, per room Resort Fee which includes complimentary in-room internet access for 2 devices per room, per night and \$5 voucher towards self-parking in the garage. A 48-hour advance notice is required to cancel without a penalty.

Book accommodations by calling 888-516-2215 or online at: <https://book.passkey.com/e/50618317>

The Group Code is SH01LA4 and the show name is NJASLA.

All callers will be asked for the code but can also book by saying *NJ-ASLA*

Cutoff date for discounted room block is: December 27, 2023; BOOK EARLY. DON'T BE CLOSED OUT!

CANCELLATION POLICY

Requests for cancellation must be received in writing no later than December 1, 2023 and must be approved by the Committee for reasonable cause. A non-refundable administrative fee of 10 percent will be deducted from the refund amount. No refunds can be given after the stipulated date. Contact Stephanie McFarland at smcfarland@njpsi.com or at (609) 393-7500.

EXHIBITION/DISPLAY INFORMATION

Harrah's staff will maintain the aisle and areas throughout exhibition hours. Additional equipment, at your expense, can be arranged through AEX/TexasXpo. Phone 609-272-1600. An AEX/TexasXpo representative will be on hand during the scheduled setup hours. Exhibitors can reserve space by registering at www.njaslaconference.com. You will receive information on drayage costs, electrical service, and other services upon receipt of your completed registration and payment. Space is assigned on a first-come, first-served basis. Every effort shall be made to give exhibitors their chosen locations. Management reserves the right to assign exhibitors to the best alternate space, in the event their choices are unavailable, or for the betterment of the exhibition. Registration at multiple-booth discount rates is only applicable to exhibitors of the same company registered under one (1) general business entity.

Exhibit Restrictions: No construction in the exhibit space shall exceed eight (8) feet in height and any construction more than four (4) feet in height must be kept within three (3) feet of the back line of the exhibit space. Management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs or any other feature or action which might harm or injure the high standards of the conference.

Security: After show hours the exhibit area will be locked: NJASLA will not be responsible for any items left in the exhibition area before, during or after the conclusion of the show. The exhibitor must have an attendant in charge of the exhibit each day during the hours the exhibit area is open.

Cancellation Policy: Requests for cancellation must be received in writing no later than December 1, 2023 and must be approved by the Committee for reasonable cause. A non-refundable administrative fee of 10 percent will be deducted from the refund amount. No refunds can be given after the stipulated date. Contact Stephanie McFarland at smcfarland@njpsi.com or at (609) 393-7500.

Harrah's Exhibition Services

Electrical: Arrangements shall be made directly through Harrah's. Electrical order forms should be completed and returned to Harrah's prior to the cut-off date. Prices vary depending on your needs. Orders made on-site (without prior arrangements with Harrah's) are subject to late fees. Rates include only the bringing in of power lines to the booth and the primary connection of these lines to a piece of equipment that is already wired in the booth. Should wiring or connections beyond this primary connection be required, such wiring can be completed at a rate based on time and material. To avoid delay in installation, all equipment should be tagged and wired with full information as to the kind, current, voltage, phase, cycle, horsepower, etc., ready for connection.

Food Service: Harrah's is the only licensed entity to provide food and beverages on our premises. All food and beverages must be supplied by the hotel. Any food and alcoholic beverages delivered or brought to the hotel will be refused without further notice. Food and beverages may be purchased directly from the Catering Department with advance notice.

Non-Flammable Materials: All materials used in the exhibit hall, ballroom or any other room of the hotel must be non-flammable to conform with the Fire Regulations of the State of New Jersey and City of Atlantic City. Electrical wiring and equipment installation must conform to the National Electrical Code and Electrical Code of Atlantic City. Nonconforming materials will be removed immediately at the exhibitor's expense. Operation of engines, motors or any other equipment must have the consent of the Convention Services Manager at the hotel.

Special Notices: No nails or bracing wires used in the erection of displays may be attached to the building without the written consent of the Convention Services Manager at the hotel. All property destroyed or damaged by exhibitors must be replaced to its original condition by exhibitor or at the exhibitor's expense.

Liability: The hotel and show management will not be responsible for any injury, loss, or damage to the exhibitor, the exhibitor's employees, or property, or to any other person prior to, during, or subsequent to the period covered by the exhibit contract; provided said injury, loss or damage is not caused by the willful negligence or wrongful act of an employee of the hotel. Each exhibitor expressly releases the hotel and show management against any and all claims for such injury, loss or damage.

Insurance: Exhibitors are required to carry the appropriate insurance on their exhibits and equipment.

Counsel Fees Clause: In the event that NJASLA is required to commence any legal action in order to enforce any of the terms of this Agreement, in the event that NJASLA prevails or enters into a favorable settlement of such action, in addition to any award made by the Court, NJASLA shall be entitled to and the exhibitor shall pay to NJASLA its reasonable counsel fees, Court costs and other expenses incurred in pursuing such action.

Choice of Forums Clause: Any legal action by and between the parties to this Agreement shall be filed in the Superior Court of New Jersey, Mercer County, NJ.

Storage: Harrah's will not accept packages (of ANY weight or size) addressed to any convention attendees/exhibitors. Package storage and fees are arranged strictly through AEX/TexasXpo. Please consult AEX/TexasXpo regarding their fees for services.

Material Handling/Arrival and Departure Procedures: AEX/TexasXpo is the official service contractor for this exposition. No freight or packages will be accepted at Harrah's in advance of the show date. If you have questions on shipping or load in/load out OR would like to hire AEX/TexasXpo to assist, please contact AEX/TexasXpo at 609-272-1600.

Load In/Load Out: AEX/TexasXpo is the official show decorator and in charge of the loading dock during our show. We strongly recommend that vendors use the services of AEX/TexasXpo For moving large and heavy materials onto the floor. Please contact AEX/TexasXpo to work out a time to move your heavy equipment in and out of the facility through the loading dock.

- Vendors may use the drive-up ramp behind the Conference Center, at the Loading Dock. Please note that you may NOT leave vehicles parked in this area.
- Vendors may bring small packages from the Valet area to the Exhibit floor with the help of the Bellman.
- Vendors may not, under any circumstances, use the main Conference Center entrance to load materials of any size in or out. Any vendor bringing in equipment or materials through
- The Conference Center entrance will be penalized and possibly ejected from the show.
- EXHIBITS MAY NOT BE ERECTED WHILE THE EXHIBITION AREA IS OPENED TO REGISTRANTS.
- EXHIBITS MAY NOT BE DISMANTLED UNTIL THE TRADE SHOW IS FORMALLY CONCLUDED.
- All materials must be removed by the exhibitor at the conclusion of the show. The management reserves the right to remove any materials left at the conclusion of the show at the expense of the exhibitor.

[CLICK HERE TO REGISTER](#)

Questions: contact Stephanie McFarland, NJASLA, smcfarland@njpsi.com or 609-393-7500.

