



# ASLA NEW JERSEY

NJASLA ANNUAL MEETING 2025  
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 2025 Annual Meeting Conference on January 26, 27 and 28, 2025 at Harrah’s Waterfront Conference Center in Atlantic City. This prospectus outlines exhibit, sponsorship and advertising opportunities at the upcoming NJASLA 2025 Annual Meeting Conference.

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 credits.

NJASLA 2025 EXPO and sponsorships have been designed to maximize your exposure, establishing more lasting connections. As a participant, your company will have the opportunity to connect with more than 600 design professionals and discover firsthand why the NJASLA Annual Meeting Conference is one of the largest and most successful conferences in the country.

## Theme: “Rising Tides”

January 26 –28, 2025

Harrah’s Waterfront  
Conference Center  
Atlantic City, NJ

## Table of Contents:

SPONSORSHIP	Page 2-5
EXPO BOOTH INFO AND RATES	Page 6-7
EXPO FLOOR GRAPHIC	Page 7
EXHIBITOR SCHEDULE	Page 7
ADVERTISING - PRINT & DIGITAL	Page 8-9
HOTEL ROOM RESERVATIONS	Page 10
CANCELLATION POLICY	Page 10
EXHIBITION/DISPLAY	Page 10
EXHIBITION SERVICES	Page 11-12



# SPONSORSHIP

## PREMIER SPONSOR: \$8,000

*Includes large expanded EXPO booth in Premium location!*

- Full conference registration for ONE member of your firm
  - ONE premium position EXPO booth
  - Video ad to play prior to one keynote session per day (maximum 1 min duration)
  - Logo recognition on the front page of the Program Booklet
  - Logo recognition and website link on the NJASLA Annual Meeting Conference (AMC) website banner
  - Logo recognition and website link on registration website
  - ONE full page ad in Program Booklet (location to be determined by AMC)
  - Logo and website link on NJASLA social media accounts (no more than twice on three accounts) and NJASLA Today Newsletter (no more than twice)
  - Featured Logo position on opening slide of the big screens prior to keynote sessions
  - Post conference comprehensive list of attendees
- 

## GENERAL SPONSOR: \$4,000

*Includes EXPO booth!*

- General Sponsor recognition on the NJASLA AMC website
  - ONE half-page ad in the Program Booklet
  - General Sponsor Logo and website link on NJASLA social media accounts (no more than once on three accounts) and NJASLA Today Newsletter (no more than once)
  - 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 Program Booklet
  - Post conference comprehensive list of attendees
- 

## FUNDRAISING SPONSORSHIP OPPORTUNITY: \$4,000

*EXCLUSIVE OPPORTUNITY*

This is an exclusive opportunity to show your support by sponsoring this Fundraising Event at Harrah's Resort in a reserved restaurant space just for this event! All proceeds are going to support **BlackLAN** network, which is a non-profit organization that supports and promotes Black practitioners and students in landscape architecture. Join us for an unforgettable night with an open bar and excellent music and friends!

- Recognition at the Fundraising Event with cocktail table for promotional material
  - Recognition at the Fundraising Event with an opportunity to talk about your company
  - Recognition during the last Keynote of the day prior to the event
  - Logo inclusion and hyperlink on event dedicated social media promotions
  - NJASLA Today Newsletter posting after the event with Logo and website link
-

## **WELCOME COCKTAIL RECEPTION SPONSOR: \$3,000 OR EXCLUSIVE SPONSORSHIP OPPORTUNITY: \$7,500**

*Includes Marketing Table during the Event!*

- Recognition on the NJASLA Conference website home page and sponsor page
  - Recognition at the Welcome Cocktail Reception on Sunday January 26th, 2025
  - Logo inclusion and hyperlink on the event dedicated social media promotions
  - Recognition daily on the big screen in the keynote sessions room
- 

## **NJASLA ANNUAL DESIGN AWARDS: \$3,000 EXCLUSIVE SPONSORSHIP OPPORTUNITY \$7,500**

A highlight of the conference every year, the NJASLA Annual Design Awards will offer pronounced visibility over the course of the three-day live event. This year, the Awards Ceremony will again include a dedicated page on the NJASLA AMC website featuring Sponsor logos. And you can bring marketing material to the Design Awards Ceremony to share!

- Recognition on the NJASLA conference website and the Sponsor page
  - Recognition at the Design Awards Presentation Ceremony
  - Recognition in the printed Design Awards Brochure featuring all winners
  - Daily recognition on the big screen in the keynote sessions room
- 

## **LANYARD SPONSOR \$4,000**

*EXCLUSIVE OPPORTUNITY*

Our Lanyards are used by every single registered attendee and visiting EXPO member. Promote your company by becoming the exclusive sponsor for our lanyards and let everyone see your logo alongside NJASLA's logo for all three days!

---

## **MONDAY EXPOSITION BREAKFAST: \$2,000 MONDAY EXPOSITION LUNCH: \$2,000 TUESDAY EXPOSITION BREAKFAST: \$1,500 TUESDAY EXPOSITION LUNCH: \$1,500**

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

- Recognition on the NJASLA Website home page, schedule and sponsor pages
  - Recognition at the event you sponsor with (2) 22" x 28" lollipop stands
  - Recognition of your company in the sponsor section of the Program Booklet
- 

## **NJASLA DIVERSITY INITIATIVE: \$1,000**

A powerful fixture at the NJASLA AMC, the Diversity Initiative has been a leading voice in advocacy and community building since 2018. In 2025, the DI will once again feature leading professionals and advocates who will explore the existing and future implications of diversity in our practices.

- Recognition in the NJASLA AMC website schedule and sponsor pages
  - Logo inclusion and hyperlink on event dedicated social media promotions
  - Recognition at the Diversity Initiative Sessions
-

## QUIET LOUNGE SPONSORSHIP \$3,000

### EXCLUSIVE OPPORTUNITY

This is an amazing opportunity to sponsor our EXPO Lounge, a separate room dedicated to attendees who need to recharge their “batteries” or get a little work done during the conference. If you’re looking to get away from the hustle and bustle and need a few moments to yourself to answer some emails, make a quiet phone call, or just relax - come hang out at the Lounge!

- 22”x 28” lollipop stand
- Recognition during the opening keynote session on Sunday
- Cocktail table with pamphlets on display in Your Lounge
- Recognition in the Program Booklet

---

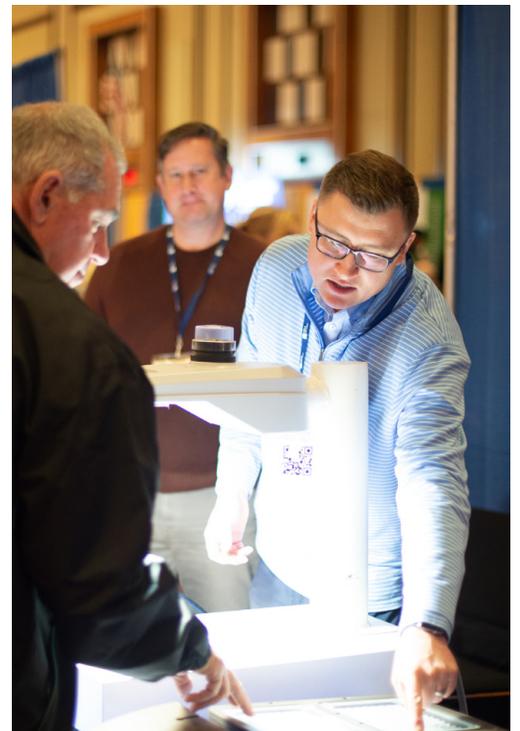
## WIFI SPONSOR \$2,500:

Increase your website’s foot traffic by becoming our exclusive wifi sponsor for the three day event. When attendees log in to use Harrah’s wifi **named after your company**, they’ll see a link to your website with an exclusive shout-out on the page!

---

## PARKLET SPONSORSHIP OPPORTUNITIES: \$1,000 (WITH \$1,600 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 NJASLA 2025 Conference. Below are a few, but not all, possible sponsorship opportunities – benefits for which will be customized.

If you have any ideas you'd like to discuss with the NJASLA Annual Meeting Committee team, please reach out to [SMcFarland@njpsi.com](mailto:SMcFarland@njpsi.com).

---

## 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 NJASLA Conference website home page and sponsor page, in the Program Booklet and daily on the big screen in General Sessions.

---

## SUPPORTING SPONSOR: \$1,500

- Supporting Sponsor recognition on the NJASLA AMC website homepage and sponsor page
- Featured position of your company name in the sponsor section of the Program Booklet
- Quarter page ad in the Program Booklet

---

## STUDENT SUPPORTER: \$400

Help support the next generation of Landscape Architects by supplementing their registration! A donation of \$400 sponsors one full student registration to the event.

- Recognition on the NJASLA AMC website homepage and Sponsor pages
- Recognition at the student chapter booth at the EXPO and Professional Meet & Greet
- Recognition in the sponsor section of the Program Booklet

---

## PLANT SPONSOR

Got plants? Showcase your variety of plants throughout the conference by becoming our **Exclusive Plant Sponsor!** Work directly with the team to select appropriate size of trees and shrubbery for multiple spaces.

- Recognition for being the event's Exclusive Plant Sponsor on the NJASLA Conference website
- Recognition in the event's Program Booklet



# 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](mailto:smcfarland@njpsi.com) or 609-393-7500.



# EXPO FLOOR RATES:

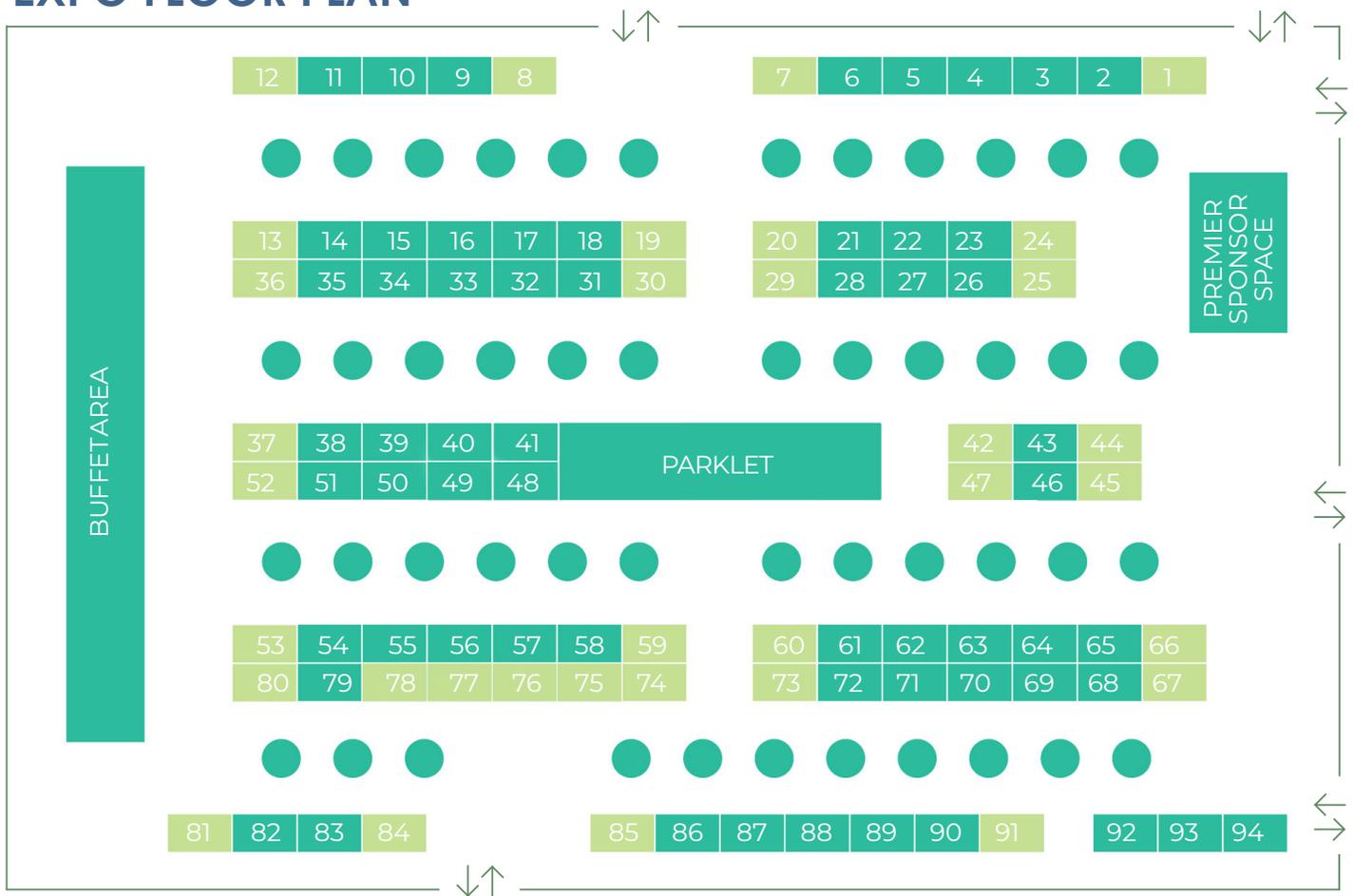
All single booths are 6' x10', with 8' backdrop, 3'side rails, and one 7" x 44" sign with exhibitor's name

Booth Space	By December 2, 2024	After December 2, 2024
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

## EXPO FLOOR PLAN



# EXHIBITOR SCHEDULE

## Sunday, January 26

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 27

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 28

8:00am — 3:30 pm Registration Desk Open  
8:00am — 10:00am 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 – PROGRAM BOOKLET

Advertising opportunities in the Program Booklet are available for those who wish to have an expanded presence at the conference. 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](mailto:kbiddle@njpsi.com) or 609-393-7500.

### Program Advertising

An advertisement in the 2025 NJASLA Annual Meeting Program Booklet will be seen by more than 500 landscape architects and allied professionals! Below are the options available for the Annual Meeting

#### Premium Ad Space, position guaranteed:

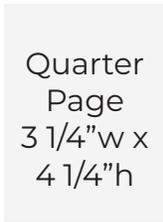
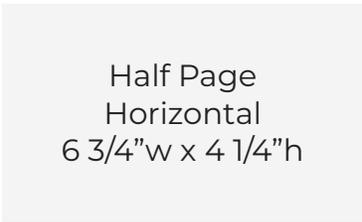
Full page, inside back cover: \$600  
Full page, center spread left: \$600  
Full page, center spread right: \$600

#### 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](mailto:smcfarland@njpsi.com) or 609-393-7500.



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 files 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](mailto:kbiddle@njpsi.com) by December 2, 2024. Questions regarding ad rates or specifications, please email or call Kelly at 609-393-7500.

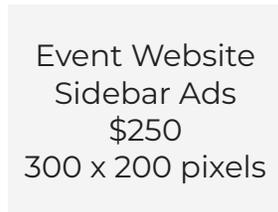
Deadline: Order, payment, and ad/copy art due December 2, 2024 – no exceptions.

Terms and Conditions: Payment in full must be received by December 2, 2024. This advertising order is voidable only upon written notification received no later than 5:00 pm, December 2, 2024.

Register before December 2, 2024 to be included on our Program Booklet.

## 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](mailto:kbiddle@njpsi.com) or 609-393-7500.



Ad copy must be sent to Kelly Biddle at [kbiddle@njpsi.com](mailto:kbiddle@njpsi.com) by December 2, 2024. Questions regarding ad rates or specifications, please email or call Kelly at 609-393-7500

Deadline: Order, payment, and ad/copy art due December 2, 2024 – no exceptions.

Terms and Conditions: Payment in full must be received by December 2, 2024. This advertising order is voidable only upon written notification received no later than 5:00 pm, December 2, 2024.



## HOTEL ROOM RESERVATIONS

Saturday thru Wednesday, 1/25 – 1/29/2025

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 on-line by clicking **HERE**

The Group Code is **SHASL5** and the show name is **NJ-ASLA 2025**.

All callers will be asked for the code but can also book by saying **\*NJASLA\* 2025**

Cutoff date for discounted room block is: December 27, 2024!

**BOOK EARLY. DON'T BE CLOSED OUT!**

## CANCELLATION POLICY

Requests for cancellation must be received in writing no later than December 2, 2024 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](http://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 2, 2024 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.**