



SPONSORSHIP OPPORTUNITIES

There are many opportunities you can take advantage of to brand your business or product at the Nursery/Landscape EXPO. If you spend 20K or more, you will also receive your company name and logo placement at the Welcome Reception and on the collectible T-Shirts.

Check box at left to show your interest in the sponsorship and fax to TNLA, 512.280.3012.

Call TNLA for more information on these and other opportunities, 800.880.0343

	Welcome Reception – non- exclusive	See TNLA Staff for details	Recognition at the opening night reception and all promotional items. Sponsor will receive extra drink tickets for clients.
	Gauze Tote Bags (4K bags) – exclusive	\$10,000	Colorful and versatile these bags feature your company name and logo
	Hotel Room Key – exclusive	\$10,000	Directly in the minds of Expo attendees your company name and logo will remain as they use the Hotel room key at the EXPO.
	Grower Educational Sessions (Fri & Sat) – exclusive	\$5,000	These tracks will feature Texas experts. Your company will be highlighted in all promotion material for these special sessions, and during the sessions, as well as on the trade show floor.
	Internet Cafe/Computer Terminals – exclusive	\$5,000	Invaluable tool for finding exhibitors, checking email and displaying your company name. Recognition will be on each computer screen.
	Registration Area – exclusive	\$5,000	Introduce your company to attendees before they enter the trade show floor.
	Aisle signs in Halls C/D	\$5,000	A sign with your company name or logo will hang from all aisle signs in the designated hall(s) area.
	Turn-down Sponsor at Grand Hyatt	\$5000	Name & logo on chocolate and/or aspirin packets.

	Education Conference General Sessions – <i>exclusive</i>	\$4,500	Directly reach over 300 green industry professionals at the Education Conference Lunch and General Session. Along with signage your company representative will be allowed 3 minutes to say a few words during the General Session.
	Trash Can liners/wraps – <i>exclusive</i>	\$4,000	Trash cans, throughout the hall, will be wrapped with your logo.
	ExpoCard™ Sponsor	\$3,000	Have your name placed on the back of the ExpoCard™. Everyone will have one! They will be used in those booths for lead retrieval or attendance verification at seminars.
	Breakfast – Friday & Saturday Education Sessions – <i>exclusive</i>	\$2,500	Company's logo, signage, and marketing collateral will be displayed and available in the breakfast area during breakfast and left in that area during the educational sessions.
	Presenting Sponsor for Certification Reception	\$2,500	This sponsorship shows all those who have earned their certification you are a company who supports them and professionalism in the Green Industry. Name and logo on promotional items and thanked and acknowledged during the Reception as the Presenting Sponsor.
	Show Daily Newsletter - <i>exclusive</i>	\$2,500	A Show Daily will be prepared and distributed on Friday, Saturday and Sunday mornings of the show. The distribution will be wide and should guarantee brand exposure. A logo will also be placed on promotional e-blasts before the show.
	Food Cafes - (2 maximum)	\$1,250 each	Fliers placed on tables throughout the show. Will have large signage on Café to identify sponsorship of area.
	Awards Dinner Table Sponsor – Thursday night	\$1,000	Purchase a full table for yourself, colleagues and friends or offer seats to TNLA to be filled by local students, scholarship recipients and/or those interested in the Green Industry. Table sponsors will receive a reserved table with their company name displayed. Table of 10.

	Banner Sponsorships (<i>Banner supplied by your company</i>)	\$800 one-sided or \$1,200 two sided.	Display single side or double-sided banner in high visibility area. Fee includes labor to hang and take down.
	Rest Stops - (6 available)	\$500 each	Benches paired with street lamps and your company signage
	Education Tracks	\$500 each	Seven (7) tracks (Running your Business, Plant Material, Outdoor Living, Learning 'Green', Pest Management, Irrigator CEU – 2 tracks). Recognition will be given during the track throughout the day.
	Bathroom Area	\$500	Company name, logo and booth number before captive audiences in each bathroom at the convention center and in each bathroom stall.
	Floor decals	\$500	Priced for 1 floor plan placement. Need floor plan placement options.
	Ice Merchandisers – <i>exclusive</i>	\$500	Name & logo on eight ice machines
	Information Center – <i>exclusive</i>	\$500	Meet, Greet, gather information and enjoy refreshments
	Chairmen's Reception	\$350	Honor past TAN, TALC, TNLA chairmen and meet current Chairman
	Certification Reception	\$350	Show support for individuals having earned a certified designation
	Gift of Choice to be raffled by the Education & Research Foundation for future scholarships.	Value should be at least \$250	Listed as Raffle sponsor on all promotional materials.
	Education Drafthouse	\$100/ea showing	Drafthouse sponsors will be able to showcase their product, education or other video production in the on-the-floor theater area. Production must be at least 20 minutes in length.

TOTAL sponsorship \$\$ commitment \$ _____

Depending on what your total sponsorship dollar commitment is, see
Depending on what your total sponsorship dollar commitment is, see
the next page for added-value for your sponsorship dollars!!





AUGUST 20-22, 2010
Henry B. Gonzalez Convention Center, San Antonio, Texas

2010 Value-Added Sponsorship Benefits*

* This is in addition to the exposure a particular type of sponsorship offers by its very nature, e.g. banners.

	TITLE	Co-HOST	PARTNER	CONTRIBUTOR	SUPPORTER	PATRON
	\$20,000 & Greater	\$19,999 to \$10,001	\$10,000 to \$5,000	\$4,999 to \$2,501	\$2,500 to \$1,001	\$1,000 & less
Exposure in attendance brochure	X	X	X	X	X	X
Booth plaquard acknowledging sponsorship	X	X	X	X	X	X
Acknowledgement in the on-site program	X	X	X	X	X	X
Mention in Green Magazine as EXPO sponsor - before and after event	X	X	X	X	X	X
Name badge ribbon for all employees	X	X	X	X	X	X
Acknowledgement on Nursery/Landscape Expo website	X	X	X	X	X	
Recognition on on-site signage	X	X	X	X	X	
Exposure in other pre-show promotions	X	X	X	X	X	
Automatically scheduled access to free meeting room	X	X	X	X		
Acknowledgement on TNLA website with logo and link	X	X	X			
Post-show Registration list - free	X	X	X			
Invitation to Chair Reception	X	X				
One complimentary EXPO registration	X	X				
Acknowledgement in the on-site program with logo	X	X				
Another complimentary EXPO registration = Total 2	X					
Name on Welcome Reception napkins and signage	X					
Electronic acknowledgement of sponsorship at Welcome Reception	X					
Verbal acknowledgement of sponsorship at Welcome Reception	X					
Free drink tickets for the Welcome Reception	X					
Name on back of official EXPO t-shirt. Given to 1000 people.	X					



2010 NURSERY/LANDSCAPE EXPO SPONSORSHIP COMMITMENT FORM

- | | |
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| <ul style="list-style-type: none"> <input type="checkbox"/> Welcome Reception – Call TNLA for Details <input type="checkbox"/> Collectible Canvas Tote Bags – \$12,500 <input type="checkbox"/> Gauze Tote Bags – \$10,000 <input type="checkbox"/> Hotel Room Keys – \$10,000 <input type="checkbox"/> Neck Wallets – \$10,000 <input type="checkbox"/> How To 101 Friday Education – \$2,500 <input type="checkbox"/> Internet Café/Computer Terminals (6) – \$5,000 <input type="checkbox"/> Registration Area – \$5,000 <input type="checkbox"/> Aisle Signs in Halls A/B – \$5,000 <input type="checkbox"/> Aisle Signs in Hall C/D – \$5,000 <input type="checkbox"/> Turn-Down Service Sponsor at Grand Hyatt – \$5,000 <input type="checkbox"/> Education Conference General Sessions – \$4,500 <input type="checkbox"/> Trash Can Liners/Wraps – \$4,000 <input type="checkbox"/> ExpoCard™ – \$3,000 <input type="checkbox"/> Breakfast – Fri/Sat AM Education Sessions – \$2,500 <input type="checkbox"/> Presenting Sponsor /Certification Reception – \$2,500 <input type="checkbox"/> Show Daily Newsletter – \$2,500 <input type="checkbox"/> Floor Decal (Main Entrance) – \$2,000 <input type="checkbox"/> General Education Conference Sponsor – \$1,500 <input type="checkbox"/> Food Cafe Sponsorship (2) – \$1,250 each <input type="checkbox"/> Awards Dinner Table Sponsor – \$1,000 <input type="checkbox"/> Banner – \$800 each - Banner must be supplied | <ul style="list-style-type: none"> <input type="checkbox"/> Banner – \$1200 each – (2-sided banner must be Supplied) <input type="checkbox"/> Floor Decals – \$750 each <input type="checkbox"/> Certified Professionals Lounge – \$800 <input type="checkbox"/> Rest Stops - (6 available) – \$500 each <input type="checkbox"/> Education Tracks – \$500 each <ul style="list-style-type: none"> <input type="checkbox"/> Business Mgmt <input type="checkbox"/> Sustainability <input type="checkbox"/> Plants <input type="checkbox"/> Design <input type="checkbox"/> Pest Management <input type="checkbox"/> Irrigator CEU <input type="checkbox"/> Bathroom Area – \$500 <input type="checkbox"/> Ice Merchandisers – \$500 <input type="checkbox"/> Information Center – \$500 <input type="checkbox"/> Chairmen’s Reception – \$350 each <input type="checkbox"/> Certification Reception – \$350 each <input type="checkbox"/> Electronic Sign Ad – \$350 each <input type="checkbox"/> E&R Raffle Gift – Valued at minimum \$250 each <input type="checkbox"/> Education Draffthouse Sponsor – \$100 each |
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Please print or type information.

Name of Sponsoring Company _____
(Name should be listed as you want it to appear on all acknowledgements)

Address _____ City/State/Zip _____

Telephone _____ FAX _____

E-mail _____ Website _____
(Web site listed will be used for hyperlinks to Expo website sponsor recognition listing)

Name of Person Authorizing Sponsorship _____ Title _____

Method of Payment *(Checks Made Payable to TNLA)* Cash/Check Credit Card: Visa MC Amex Discover

Card #: _____ Exp. Date: _____ *Card Verification Number: _____

**MC/Visa - Last three (3) numbers on back of card; AMEX/Disc - Number printed on front of card above embossed digits*

Name as it appears on card _____ Authorized Signature _____

Billing Address for Card with Zip Code: _____

IMPORTANT

This form needs to be returned to TNLA prior to April 1, 2010 to get into the Attendance Brochure and all other recognition opportunities.

***Return completed form to:
 TNLA • 7730 South IH-35, Austin, TX 78745 OR
 Fax to 512.280.3012 • Phone: 512.579.3857 • 800.880.0343***

FOR TNLA OFFICE USE ONLY

Receipt Date _____

Amt Rec'd \$ _____

Check # _____

MC / VISA / AMEX / DISC

Batch # _____

Member _____