

NURSERY/LANDSCAPE EXPO 2024

DREAM, BELIEVE, ACHIEVE

Sponsorship Opportunities

August 14 - 16, 2024 | San Antonio, Texas
Henry B. Gonzalez Convention Center

Any Sponsor investment of \$10,000 or more automatically places your company as a TNLA Strategic Partner receiving full-year benefits and promotion across multiple platforms.



Welcome Party-Multiple Pricing Options Multiple Pricing Options Available See Page 4 for details

Be a part of this very popular "Opening Day Party" Sponsorships are available at multiple pricing levels including but not limited to 'Presenting', Music, Food, Bars, & Special Features.



Lanyards.....\$12,500 SOLD to Southwest Wholesale Nursery

From beginning to end, your company name & logo are exposed on this fabric lanyard. Every attendee receives one when picking up their badge. Lanyard production will be handled by EXPO Management.



Aisle Signs..... \$10,000

Banner with your company name and logo will hang from all aisle signs on the trade show floor in the designated hall(s) area. Signage and rigging will be handled by EXPO Management.

Hanging Banner

Banner produced by TNLA _____\$7,000
Banner produced by Sponsor _____\$5,000

HUNG FROM CEILING - Display single-sided banner in high visibility area inside the Exhibit Hall. Sponsorship includes labor & rigging charges. Banner size of 8' tall x 20' wide is suggested.

Grand Opening Ceremonies.....\$5,000

Have your Company Brand front and center during EXPO's extremely popular Grand Opening Ceremony. Sponsorship includes verbal recognition during presentation, entertainment, & opportunity for flier distribution at the main entrance on Opening Day of Trade Show.

Exhibitor Breakfast.....\$4,000

Help us create a fabulous breakfast experience at the Exhibitor Appreciation Breakfast held Thursday morning prior to Trade show opening for all exhibitors. If Exhibitors are part of your target market, this is the sponsorship for YOU!

Trash Can Liners/Wraps.....\$5,000

Put your company in front of all EXPO attendees with this sponsorship. Trash cans, throughout the Exhibit Hall and Education sessions, will look much nicer wrapped with your company name, logo and booth number!



EXPO Education & Demos Multiple Pricing Options Available See Page 3 for Details



Hotel Key Cards \$12,500

SOLD to EverGro Organic Recycling
Have your brand seen by attendees staying in the Official EXPO hotels (2) during the EXPO. Every time attendees go into their hotel room your brand is front and center!



Tote Bags \$12,500

SOLD to Creekside Nursery
Sponsorship for these high quality collectible canvas tote bags distributed during Badge Pick Up. Your company name will be splashed all over the exhibit hall and used indefinitely after the show ends.



Coffee/Bar/Snacks Area.....\$10,000 SOLD to COLMET

Free coffee to attendees & Branding located in a high-traffic area on the trade show floor. Pre, during, and post-show promotion including across multiple platforms.



Registration Area.....\$5,000 SOLD to Leaf Landscape Supply

Recognition includes a personalized insert in all advance registration confirmation packets, logo placement in advance online registration, on-site registration area, pre, during, and post-show recognition across multiple platforms.



Special Events.....\$5,000

Have your company and products displayed in areas where events will be held. This special sponsorship opportunity allows attendees and exhibitors to see your products in different areas around the exhibit hall and attract people to your booth.



Note Pad Giveaway.....\$3,500

Have your company name and logo on note pads to be distributed during Wednesday education sessions. Attendees can take these home and use them year round, promoting your company the entire year.



Hydration Station.....\$6,000

SOLD to Greenleaf Nursery Company
Let attendees know who is quenching their thirst with infused water and hand sanitizing with your company logo on signage located at the water / hand sanitation station in the exhibit hall. Branded water bottles can also be purchased at an additional cost to sponsor.



Market Cafe Sponsor.....\$5,000

Have your Company Name, Logo, and Booth # printed on table tents and cups distributed at Market Cafe in the Main Lobby of the Convention Center for all three days of EXPO.



Electronic EXPO Program/ Mobile App

With everything at your fingertips and less weight to carry around, this tool will be essential for attendees in planning their experience, creating buzz and finding their way around the EXPO.

Presenting Sponsor\$5,000

Includes Landing Page, top banner ad, rotating banner ad, buzz notifications, enhanced exhibitor and product listings, and more. Pre and post show promotion in addition to EXPO hours.

General\$2,500

Includes rotating banner ad, buzz notification, enhanced exhibitor and product listings, and more.

Women in Horticulture Get Together

Join the very popular Women's Only Get-Together event held Thursday during EXPO as a Sponsor. This year will feature a change from lunch to drinks & apps. These key women in leadership are changing the industry. Pre, During, and post-show recognition provided.

Influencer	Innovator	Trailblazer
\$5,000	\$3,000	\$1,500

TNLA Political Action Committee Lounge.....\$2,500

Have your company name associated with the political arm of TNLA - the TNLA PAC Lounge! This lounge is a heavily visited spot by key industry leaders at EXPO. Individuals contributing funds to TNLA PAC have a nice place to relax, do business, while enjoying complimentary beverages and snacks. Not only will your company name/logo be visually recognized at the Lounge, but also in all promotions leading up to EXPO.

Certified Professionals Reception

Multiple Pricing Options..... See Commitment Form

Show your support for individuals having earned a professional certification designation by sponsoring this special appreciation reception. Company name on napkins, signage, and pre-EXPO promotion.

Chairs' Reception..... \$1,500

Help TNLA honor the current and past Chairmen of TAN, TALC, and TNLA and receive the opportunity to meet TNLA's current Chairman of the Board. Verbally and visibly recognized pre, during, and post show.

Social Media Posting.....\$750

Nursery/Landscape EXPO Facebook Page will feature 2 posts for your company designed by you or TNLA. The posts will be hyperlinked directly to your company website. EXPO will boost your company's post on EXPO's Facebook wall to create additional impressions and also track the click through rates (CTR).

Bathroom Signage.....\$550

You may laugh, but this is a highly visible sponsorship!! Company name, logo, message & booth number before a captive audience in each bathroom on mirrors, stall doors, etc. throughout the entire Trade Show floor.



Escalator Runner..... \$4,000

Captivate buyers as they travel through the main traffic transit area for EXPO's Education Conference. Price includes production and labor.

Floor Decals Main Entrance.....\$3,500



Company logo & booth number printed on this decal and placed on floor at the main entrance to the Trade show. Size will be 9'x9' configuration unless logo dictates otherwise.

5'x5'... \$1,250 3'x3'... \$1,000

Includes your company logo and booth number on a floor decal placed on the Trade Show floor. Call TNLA for floor plan placement options.



High Traffic Hallway Display....\$3,500

Take this opportunity to promote your brand beyond your booth. Set up a display in very high traffic hallways in the convention center.

Official EXPO E-Blast Sponsor..... \$2,000

Partnered with GO TEXAN

Be the 'Official' EXPO E-blast Sponsor for the 2023 EXPO. Over 30 dedicated EXPO E- blasts will be sent out to a potential distribution of 15,000 email addresses each time. Your company name and logo will be prominently displayed on each e-blast with a hyperlink to your company's website.

Women in Horticulture 'AFTER HOURS' Party

Influencer.....\$2,000

Innovator.....\$1,000

Trailblazer\$ 500

TNLA Annual Business Meeting.....\$1,000

The TNLA Annual Business Meeting will be held Friday morning prior to Trade Show opening. Includes pre, during, and post-show recognition across multiple platforms.

Information Center.....\$1,500

Meet, greet, and gather information is the purpose of the popular area inside the Exhibit Hall. Your company name and logo will be displayed along with a 4'x4' floor decal, signage, and CANDY!

Ice Merchandisers.....\$500

The perfect sponsorship for those companies whose target audience is growers. Grower exhibitors displaying their plant material make several trips daily to these complimentary ice merchandisers to keep their material watered. Your name, logo, & booth number displayed on all six (6) merchandisers.

**Please call for custom packaging
512.579.3858**

Education Sponsorship Opportunities

\$4,000 Education Special Events Area



The Special Events Area will be a high energy demonstration zone on the Trade Show floor for presentations and a variety of EXPO Events.

- Your company's name will brand the special events area.
- Additional branding opportunities include pre-expo promotions, website listings, on-site promotions including the stage, and more!
- Ability to place handouts on tables located in the area and more.

\$4,000 Tree Action Area



Participants will be able to learn tips firsthand on the best tree climbing practices at this Education Demonstration Area located on the Trade Show Floor in Hall 3.

- Your company's name will brand the Tree Action Area
- Additional branding opportunities include pre-expo promotions, website listings, onsite promotions, the ability to place handouts on chairs located in the area and more.

\$2,500 Product Demo Area



Attendees will be coming to check out products in motion this year at the Product Demo Area located in Hall 1.

- Your company's name will brand the Product Demo Area.
- Additional branding opportunities include pre-expo promotions, website listings, onsite promotions, ability to place handouts on chairs located in the area and more.

\$4,000 Product Knowledge Area -



Drones will be flying, lights will be shining and plants will be merchandised as attendees come together to learn new tips and tricks. Located at the Product Knowledge Area located in Hall 1.

- Your company's name will brand the Product Knowledge Area
- Additional branding opportunities include pre-expo promotions, website listings, onsite promotions, ability to place handouts on chairs located in the area and more.

\$3,000 Wednesday Education Room (5 Available)



On Wednesday, August 9, 2023, EXPO will be offering education and CEUs from accreditors such as TDA, TCEQ, OSHA and more.

- Branding opportunities include pre-expo promotions, website listings, onsite promotions, ability to place handouts on chairs located in the area and more.

\$500/Wednesday Education Session - (35-40 hours of training)



Throughout EXPO there will be a variety of education sessions being offered. Topics range to fit a niche participant audience of landscapers, retailers, growers, and more decision makers looking to earn CEUs and learn something new.

Break: Wednesday EXPO Education CEU Day - \$5,500



Help set the mood and bring energy to participants as they gear up for Wednesday education sessions by sponsoring a break full of snacks, and drinks to keep them inspired and learning. Your company will be branded as the break sponsor.

Education Page Website Ads



Rotating Banner on top - \$1,500/month

Side bar on right - \$1,000/month

Get your brand seen and earn clicks and impressions by placing banner ads on EXPO's education website pages.

Mobile app ads on Education pages - \$1,000



Receive a rotating banner ad on EXPO's Mobile App education pages, a downloadable program for attendees to have on the go with them as they search for speakers, topics and more.

Value Added:

- Booth placard acknowledging your company as an EXPO Sponsor
- Mention in TNLA's Working For You e-newsletter pre and post event
- Sponsor Ribbon for All Employees
- Select on-site signage
- Complimentary access to EXPO's meeting rooms

Welcome Party Sponsorships

This event brings attendees and exhibitors TOGETHER at the end of the first day of the trade show for a time to connect, enjoy, and add to the energy of the EXPO!

All Welcome Party Sponsorships are Non-Exclusive

Title Sponsor - \$10,000

In addition to the value-added benefits listed for this level, the company will receive:

- Banner hung on wall behind stage
- Name and logo on Welcome Party drink napkins
- Name & logo on drink tickets (1 per EXPO attendee)
- Signage placed around Welcome Party area
- Recognition during Welcome Party from the stage
- Welcome Party promotions will list company as well as logo where possible



Plus Value Added Sponsorship Benefits for Premium Sponsorship Level

Presenting Sponsor - \$6,000

This sponsor is for two companies. In addition to the value-added benefits listed for this level, the company will receive:

- Banner hung on wall behind stage
- Name on Welcome Party drink napkins
- Signage placed around Welcome Party area
- Recognition during Welcome Party from the stage



Plus Value Added Sponsorship Benefits for Partner Sponsorship Level

Reserved Table - \$500

- Signage placed on table to notate reserved
- Includes 10 additional drink tickets



Food Sponsor - \$2,500

This sponsor is a sponsorship for two companies! In addition to the value-added benefits listed for this level, the company will receive:



- Signage placed around Food
- Table Recognition during Welcome Party from the stage
- Signage placed around Welcome Party area

PLUS Value Added Sponsorship Benefits for Supporter Sponsorship Level

Table Sponsor - \$200

This sponsor is a sponsorship available for two companies! In addition to the value-added benefits listed for this level, the company will receive:



- Signage placed on a table in centerpiece Recognition during Welcome Party from the stage

Plus Value Added Sponsorship Benefits for Patron Sponsorship Level

Bar Sponsor - \$2,000

This sponsorship is for one of the bars. In addition to the value-added benefits listed for this level, the company will receive:



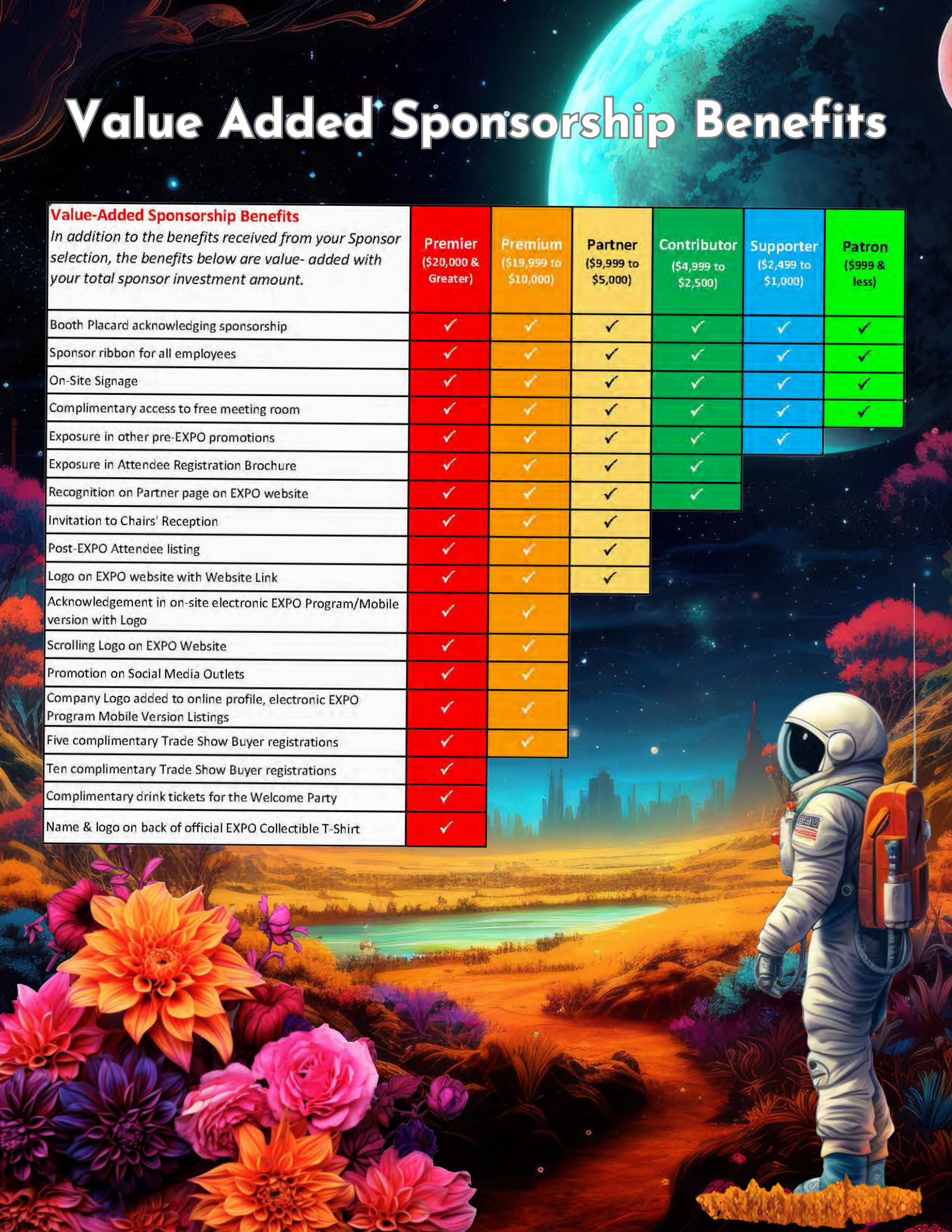
- Signage placed around Bar
- Company can pass out koozies for beer at bar if desired
- Recognition during Welcome Party from the stage
- Signage placed around Welcome Party area

Plus Value Added Sponsorship Benefits for Supporter Sponsorship

NOTE: Extra Welcome Party drink tickets can be purchased for \$10/ticket through the registration portal.

Value Added Sponsorship Benefits

Value-Added Sponsorship Benefits <i>In addition to the benefits received from your Sponsor selection, the benefits below are value-added with your total sponsor investment amount.</i>	Premier (\$20,000 & Greater)	Premium (\$19,999 to \$10,000)	Partner (\$9,999 to \$5,000)	Contributor (\$4,999 to \$2,500)	Supporter (\$2,499 to \$1,000)	Patron (\$999 & less)
Booth Placard acknowledging sponsorship	✓	✓	✓	✓	✓	✓
Sponsor ribbon for all employees	✓	✓	✓	✓	✓	✓
On-Site Signage	✓	✓	✓	✓	✓	✓
Complimentary access to free meeting room	✓	✓	✓	✓	✓	✓
Exposure in other pre-EXPO promotions	✓	✓	✓	✓	✓	
Exposure in Attendee Registration Brochure	✓	✓	✓	✓		
Recognition on Partner page on EXPO website	✓	✓	✓	✓		
Invitation to Chairs' Reception	✓	✓	✓			
Post-EXPO Attendee listing	✓	✓	✓			
Logo on EXPO website with Website Link	✓	✓	✓			
Acknowledgement in on-site electronic EXPO Program/Mobile version with Logo	✓	✓				
Scrolling Logo on EXPO Website	✓	✓				
Promotion on Social Media Outlets	✓	✓				
Company Logo added to online profile, electronic EXPO Program Mobile Version Listings	✓	✓				
Five complimentary Trade Show Buyer registrations	✓	✓				
Ten complimentary Trade Show Buyer registrations	✓					
Complimentary drink tickets for the Welcome Party	✓					
Name & logo on back of official EXPO Collectible T-Shirt	✓					





SPONSORSHIP COMMITMENT FORM

Choose your EXPO Sponsorship below and return completed form to EXPO@NurseryLandscapeEXPO.org

Need Details for Sponsor Opportunities Below?
Visit www.NurseryLandscapeEXPO.org or call 512-579-3858

☐ EXPO Education..... \$ _____

Write In Option _____

☐ Welcome Party \$ _____

Write in Option _____

☐ EXPO Lanyards \$12,500

☐ Hotel Key Cards \$12,500

☐ Tote Bags..... \$12,500

☐ Aisle Signs..... \$10,000

☐ Coffee Bar/Snacks \$10,000

(Multiple Options Available – Call TNLA)

Banner Hung from Ceiling

☐ Banner produced by TNLA.....\$7,000

☐ Banner produced by Sponsor.....\$5,000

☐ Hydration Station..... \$6,000

☐ Grand Opening Ceremonies.....\$5,000

☐ Registration Sponsor \$5,000

☐ Market Café Sponsor \$5,000

Electronic EXPO Program/

Mobile App

☐ Presenting Sponsor \$5,000

☐ General Sponsor \$2,500

☐ Buzz Notifications \$200/ea

☐ Trash Can Liners/Wraps \$5,000

☐ Exhibitor Breakfast \$4,000

Floor Decals (Multiple Sizes Available)

☐ Main Entrance 9'x9' \$3,500

☐ 5'x5' Decal on Show Floor..... \$1,250

☐ 3'x3' Decal on Show Floor \$1,000

☐ Education Notepad \$3,500

☐ High Traffic Hallway Display \$3,000

☐ TNLA PAC Lounge \$2,500

☐ Other (not listed above) _____

Certified Professionals' Reception

☐ Presenting Sponsor \$3,000

☐ Premier Sponsor \$1,500

☐ General \$500

Social Media Posts - Boosted

☐ 5 'Super' Boosted Posts ... \$2,500

☐ 2 Boosted Posts \$750/ea

☐ EXPO E-Blast Sponsor \$2,000

☐ Women in Horticulture..... \$1,500

(After Party Options are also available – Call TNLA)

☐ EXPO Information Center \$1,500

☐ Chairs' Reception..... \$1,500

☐ Bathroom Signage \$550

☐ Ice Merchandisers \$500

Please Call 512-579-3858 for Custom Packaging

*****Lock in 2023 Prices for Expo 2024 by committing today!*****

Please Print or Type Information:

Date of Sponsorship Commitment

Name of Sponsoring Company (Name should be listed as you want it to appear)

Name of Person Authorizing Sponsorship

Signature

Mailing Address

City/State/Zip

Contact Phone

Contact Email

Website (Will be used for hyperlinks from EXPO website sponsor recognition listing)

Method of Payment

☐ Check (payable to TNLA) ☐ Please Invoice Me ☐ Credit Card Payment (all credit card payments must be made online or by phone)

Return this form prior to April 1, 2024 for FULL exposure and recognition. Questions? Call 512-579-3858 or EXPO@NurseryLandscapeEXPO.org.