

# VENDOR PROSPECTUS

2016 NJASLA CONFERENCE  
FEBRUARY 21-23, 2016

T H E   S T A T E   O F   T H E   G A R D E N



D E S I G N   .   N U R T U R E   .   G R O W

REGISTRATION INFORMATION  
EXHIBIT BOOTHS  
ADVERTISING OPPORTUNITIES  
SPONSORSHIP OPPORTUNITIES

REGISTER TODAY!  
[WWW.NJASLA.ORG](http://WWW.NJASLA.ORG)

HARRAH'S WATERFRONT CONFERENCE CENTER  
ATLANTIC CITY, NJ

*Dear Vendors,*

*The New Jersey Chapter of the American Society of Landscape Architects is pleased to invite you to take part in our 2016 Annual Meeting, to be held February 21 to 23, 2016 at Harrah's NEW Waterfront Conference Center in Atlantic City.*

**This prospectus outlines exhibit, sponsorship and advertising opportunities at the upcoming NJ ASLA 2016 Annual Meeting.**

*The 2016 Annual Meeting is a special event for NJASLA. The theme for the 2016 Meeting is: The State of the Garden: Design, Nurture, Grow. As always, the meeting promises to be engaging, exciting and educational. Once again, Landscape Architects and allied professionals from New Jersey, New York, Pennsylvania, Delaware and Maryland will come together to learn about new products, make connections and earn professional continuing education credits. This year's conference is already capturing attention from around the country! The NJASLA Meeting is known as the premiere educational and social event for Landscape Architects in the northeast. Your company will have the opportunity to meet with more than 600 design professionals and discover first hand why the NJASLA Annual Meeting is one of the largest and most successful conferences in the country.*

**NEW THIS YEAR....Exhibit Set up will be on Sunday morning from 7AM to 12Noon, giving vendors ADDITIONAL EXHIBIT TIME ON SUNDAY WITH LA's. The event features:**

- *Three full days of exhibition time!*
- *Sunday, Monday and Tuesday meal functions on the exhibit floor.*
- *Exhibitors will be featured on the Meeting App.*
- *Multiple sponsorship and advertising opportunities to maximize your ability to reach your audience.*
- *Social events where you can meet and mingle with attendees in a relaxed, professional atmosphere.*
- *Monday evening Awards Cocktail Reception takes place on the exhibit floor.*

**SPONSORSHIP OPPORTUNITIES FOR 2016:**

- *Sponsor the Educational Program and receive prime advertising at the meeting.*
- *Sponsors will be featured on the Meeting App*
- *Place a digital advertisement on our 'Big Screen' located at the center of the action in the exhibit hall.*
- *Advertise in the conference program*
- *Opportunities to register for Premium Booth locations at special rates.*

*We encourage exhibitors to provide product information, giveaways and prize drawings at their booths. The chance to win a prize will attract people to your booth when providing their business card as part of a prize drawing. NJASLA will announce the winners and contributing vendors during exhibit hours. Prizes valued over \$100 will be listed in the program booklet if information is provided to NJASLA with early registration. Prize information should be provided when purchasing your booth.*

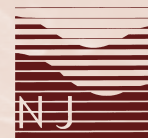
*The following is a complete vendor exposition package including information on exhibiting, sponsorships and advertising opportunities. Booth assignments will be made on a first-come, first-placed basis and history of previous participation. Secure your priority booth location today!*

*We thank our loyal partners who have supported NJASLA over the years and extend a warm welcome to newcomers. Thank you for being part of the NJASLA Annual Meeting!*

*If you have questions, please contact Joanne Lombardi at NJASLA headquarters at 609-393-7500. We look forward to seeing you in February!*

*Best Regards,*

*The 2016 NJASLA Annual Meeting Committee*



# EXPOSITION BOOTH RATES

BOOTH SPACE	BY Dec. 18, 2015	AFTER Dec. 18, 2015
Single	\$ 1,100.00	\$ 1,400.00
Single Premium*	\$ 1,300.00	\$ 1,600.00
Double**	\$ 2,000.00	\$ 2,600.00
Triple**	\$ 3,000.00	\$ 3,900.00
Quad**	\$ 4,000.00	\$ 5,000.00

\* 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 \$200.00.

## HOTEL ACCOMMODATIONS:

**Sunday 2/21/16 through Wednesday 2/24/16:** 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 \$10.00 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. There is a \$20.00 per person, per night charge for the 3rd and 4th occupant in a room. A 48-hour advance notice is required in order to cancel without a penalty.

**The Group Code is SH02LA6 and the show name is NJ-ASLA.**

**Cutoff date is: 1/25/16 while rooms last!**

**Book NOW. Don't be closed out!**

Book reservations by calling **888-516-2215** or online at:

**HARRAH'S ROOM RESERVATIONS, [CLICK HERE](#)**

# TENTATIVE EXHIBIT SCHEDULE:

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## Sunday, February 21, 2016

### 7:00 AM to 12 Noon - NEW Exhibitor Booth Setup

12:00 Noon - 6:00 PM  
Registration Desk Open

12 Noon  
Exhibit Floor Opens

12:00 Noon - 1:30 PM  
Light lunch on Exhibit Floor

4:30 PM - 4:50 PM  
Refreshment Break on Exhibit Floor

## Monday, February 22, 2016

7:30 AM - 5:30 PM  
Registration desk open

7:30 AM - 8:30 AM  
Breakfast Buffet in the Exhibit Hall

11:15 - 1:15 PM  
Monday Lunch in the Exhibit Hall

3:10 PM - 3:30 PM  
Refreshment Break in the Exhibit Hall

7:00 PM - 9:00 PM  
Exposition Cocktail Reception in the Exhibit Hall

## Tuesday, February 23, 2016

7:30 AM - 1:30 PM  
Registration Desk Open

7:30 AM - 8:30 AM  
Breakfast Buffet in the Exhibit Hall

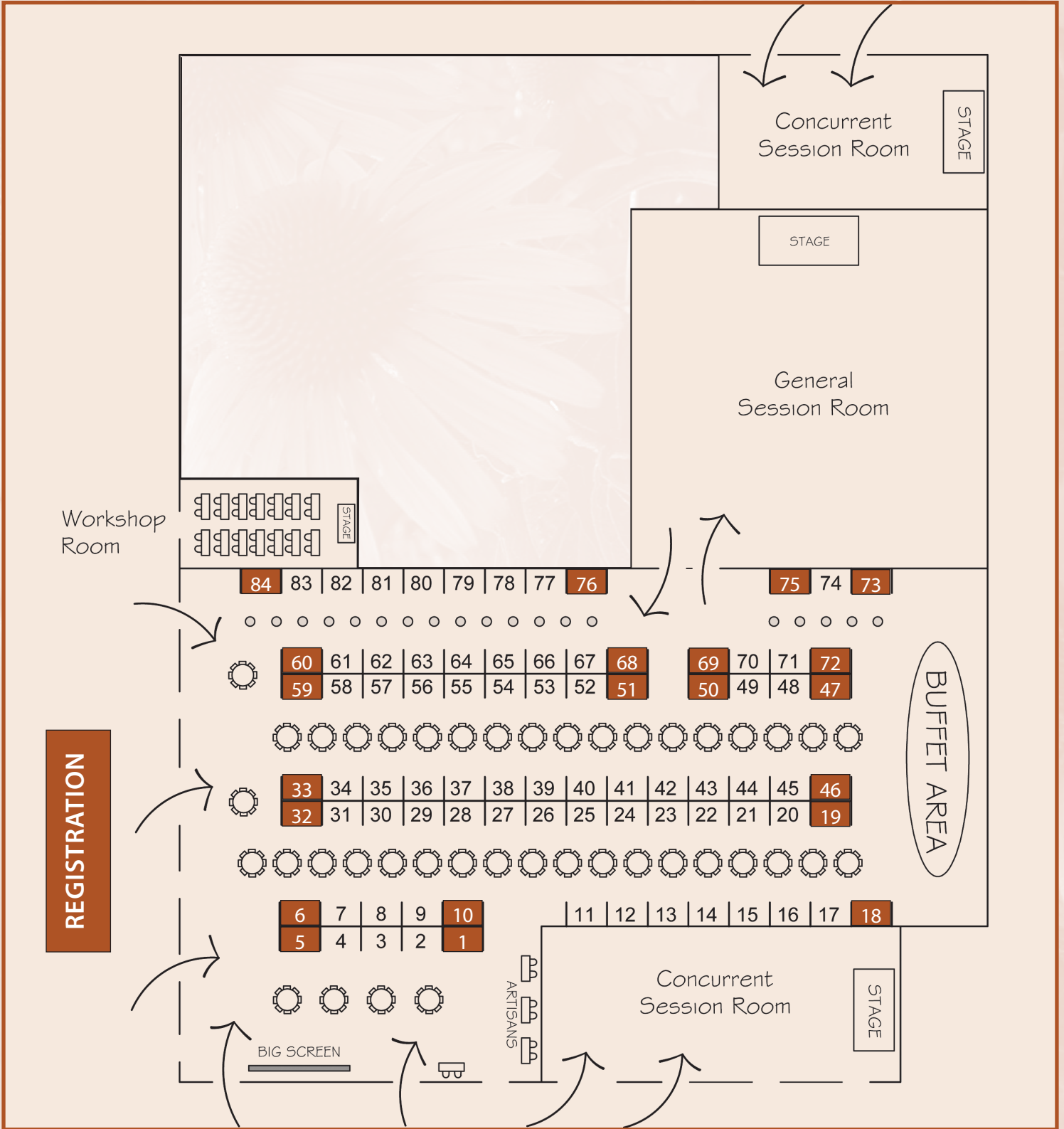
11:20 AM - 1:20 PM  
Tuesday Lunch in the Exhibit Hall

1:30 PM - 5:00 PM  
Exhibitor Floor Breakdown



# EXPOSITION & ANNUAL MEETING FLOOR PLAN

**Premium Booth locations**



# SPONSORSHIP OPPORTUNITIES & FEES

Register online at [www.njasla.org](http://www.njasla.org)

## Sunday Refreshment Break \$500

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Sunday Welcome Cocktail RECEPTION \$1,800

This Sponsorship includes Sponsor Recognition on signage during the event and on "The Big Screen" during the conference; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## MONDAY BREAKFAST BUFFET \$800

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Monday Exposition Lunch \$1,500

This Sponsorship includes Sponsor Recognition on signage during the event and on "The Big Screen" during the conference; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Monday Refreshment Break \$500

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Monday Awards Cocktail Reception \$1,500

This Sponsorship includes Sponsor Recognition on signage during the event and on "The Big Screen" during the conference; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Tuesday Breakfast Buffet \$800

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Tuesday Refreshment Break \$500

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Tuesday Exposition Lunch \$1,000

This Sponsorship includes Sponsor Recognition on signage during the event; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).

## Platinum Education Sponsor \$2,000

This Sponsorship includes Sponsor Recognition on screen in the General Session each morning, prior to beginning of the session; Sponsor Recognition on "The Big Screen" during the conference; announcement by the master of ceremonies at the event; listing in the program booklet distributed to attendees; listing in the NJASLA Today Newsletter and on NJASLA's webpage at [www.njasla.org](http://www.njasla.org).



## EXHIBIT/DISPLAY INFORMATION

Space allocation and booth assignments shall be made based on the number of booths reserved and receipt of payment. All single booths are 6' x 10' (unless otherwise noted), with 8' backdrop, 3' side rails, and one 7" x 44" sign with exhibitor's name. Aisle space shall not be used for exhibit or demonstration purposes.

Booth rental includes: registration, breakfast, lunch and awards reception for two company representatives per booth, per day.

Harrah's staff will maintain the aisle and areas throughout exhibition hours. Additional equipment, at your expense, can be arranged through AEX Convention Services. Phone 609-272-1600. An AEX representative will be on hand during the scheduled setup hours.

Exhibitors can reserve space by registering at [www.njasla.org](http://www.njasla.org). You will receive information on drayage costs, electrical service and other services upon receipt of your completed contract. 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.

### Booth Rates:

Single booth:	\$1,100.00 by 12/18/15 \$1,400.00 after 12/18/15
Single Premium:	\$1,300.00* by 12/18/15 \$1,600.00* after 12/18/15
Double booth:	\$2,000.00** by 12/18/15 \$2,600.00** after 12/18/15
Triple booth:	\$3,000.00** by 12/18/15 \$3,900.00** after 12/18/15
Quadruple booth:	\$4,000.00** by 12/18/15 \$5,000.00** after 12/18/15

\* Premium Booths are denoted on the floor plan.

\*\* Any Double, Triple or Quad Booth with an adjoining Premium Booth location will require an additional \$200.00.

**Exhibit Restrictions:** No construction in the exhibit space shall exceed eight (8) feet in height and any construction in excess of 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 secured: 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 his/her exhibit each day during the hours the exhibit area is open.

**Cancellation Policy:** Refunds for cancellation must be received in writing prior to December 18, 2015. A non-refundable administrative fee of \$25 will be deducted from the refund amount. No refunds will be given after the stipulated date.

## 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.

**Telephone Service:** Arrangements can be made through Harrah's. More detailed exhibit information will be sent to confirmed exhibitors, inclusive of the telephone services contract form.

**Food Service:** Please be advised that 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. Non-conforming 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.

**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 Convention Services. Please consult AEX Convention Services regarding their fees for services.

**Material Handling/Arrival and Departure Procedures:** AEX 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 to assist, please contact AEX at 609-272-1600.

**Load In/Load Out:** Vendors may carry in 3 packages or less with the help of the bell services to the Exhibit Area from the Valet. Vendors cannot pull up to Conference Center Entrance. Exhibitors cannot access the Loading Dock unless they are with AEX, Drayage Company named above. All Installation and dismantling of exhibits will be in accordance with the enclosed schedule.

**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 show management reserves the right to remove any materials left at the conclusion of the show at the expense of the exhibitor.

**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.



## The Big Screen Advertisement - \$150 each image

This advertisement includes your company name and logo or other image projected as part of a revolving slide show featuring award winning projects and sponsors, running continuously all day in the exhibit hall. Ad copy for the Big Screen can be sent as a JPG or GIF file to kbiddle@njpsi.com.

## Program Advertising

An advertisement in the 2016 NJASLA Annual Meeting program will be seen by more than 600 landscape architects and allied professionals!

### Listed below are the options available for the 2016 NJASLA Conference Program Book:

*Advertising rates are non-commissionable or discounted.*

#### PREMIUM AD SPACE

*(position guaranteed, call for availability)*

Full page, inside back cover: \$350  
Full page, first ad spread left: \$325  
Full page, first ad spread right: \$325

#### REGULAR AD SPACE

*(no position guaranteed)*

Full page: \$250  
Half page vertical: \$150  
Half page horizontal: \$150  
Quarter page: \$100

### Ad Specifications:

Black and white advertising only. No bleeds. All ads should be sent in electronic format prepared a minimum of 300 dpi. Acceptable files types: PDF (*preferred*), JPEG, TIFF, & EPS format. Material should be sent to Kelly Biddle at kbiddle@njpsi.com. Questions regarding ad rates or specifications, please call Kelly at 609-393-7500 x109.

**Deadline:** Order, payment and ad/copy art due **January 15, 2016** – no exceptions.

**Terms and Conditions:** Payment in full must be received by January 15, 2016. This advertising order is voidable only upon written notification received no later than 5:00 pm, January 15, 2016.

**Ad configurations:** *(The visual below is for orientation only.)*

Please prepare your artwork to the dimensions listed; *measurements represent the full live space allowed.*



Register online at [www.njasla.org](http://www.njasla.org)

Questions...contact Joanne Lombardi at the NJ ASLA office at 609-393-7500.

**Cancellation Policy:** Requests for cancellation must be received in writing no later than January 8, 2016 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 Joanne Lombardi for further information at 609-393-7500.

