



DESIGN + NATURE  
A CELEBRATION OF IAN McHARG

Annual Meeting 2019  
New Jersey Chapter ASLA  
February 10th - February 12th  
Harrah's Waterfront . Atlantic City

V E N D O R   P R O S P E C T U S

## Dear Vendors,

The New Jersey Chapter of the American Society of Landscape Architects is pleased to invite you to take part in our 2019 Annual Meeting, to be held February 10-12, 2019 at Harrah's Waterfront Conference Center in Atlantic City.

### ◆ This prospectus outlines exhibit, sponsorship and advertising opportunities at the upcoming NJ ASLA 2019 Annual Meeting.

The 2019 Annual Meeting is a special event for NJASLA. The theme is: NATURE + DESIGN: A Celebration of Ian McHarg. 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 500 design professionals and discover first hand why the NJASLA Annual Meeting is one of the largest and most successful conferences in the country.

### ◆ THE EVENT FEATURES:

- Two days of exhibition time!
- 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.
- **NEW THIS YEAR: EXHIBITOR LABS!**

### ◆ SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR 2019:

- Sponsorships come with prime visibility at the meeting.
- Sponsors will be featured on the Meeting App and in the Conference Program.
- Some sponsorships include your logo in blast emails sent to LA's registered in New Jersey, New York, Pennsylvania and Delaware and your logo on the NJASLA Home Page with a link to your website.
- Advertise in the Conference Program.
- Opportunities to register for Premium Booth locations at special rates.

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 a part of the NJASLA Annual Meeting!

To stay up-to-date with conference information please visit our website at [njasla.org](http://njasla.org). 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 2019 NJASLA Annual Meeting Committee

## TENTATIVE EXPOSITION SCHEDULE:

### ◆ SUNDAY, FEBRUARY 10

10:00 AM to 6:00 PM  
Exhibitor Booth Setup

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

12:00 PM - 1:00 PM  
Mingle with Meeting Attendees  
during a light lunch

1:00 PM  
Educational Sessions Begin

7:00 PM - 8:30 PM  
Welcome Cocktail Reception

### ◆ MONDAY, FEBRUARY 11

7:30 AM - 5:30 PM  
Registration Desk Open

7:30 AM  
Exhibit Hall Opens

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

12:00 PM - 2:00 PM  
Lunch & Exhibitor Labs in the  
Exhibit Hall

4:10 PM - 4:40 PM  
Refreshment Break in the  
Exhibit Hall

6:00 PM - 7:00 PM  
Professional Design Awards  
Presentation

7:00 PM - 8:30 PM  
Awards Reception in the  
Exhibit Hall

### ◆ TUESDAY, FEBRUARY 12

7:30 AM - 3:30 PM  
Registration Desk Open

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

11:00 AM - 1:00 PM  
Lunch & Exhibitor Labs in the  
Exhibit Hall

1:00 PM - 5:00 PM  
Exhibitor Booth Breakdown

## REGISTRATION

To register for booth space, sponsorships and advertising opportunities click below.

### REGISTER HERE

Or copy and paste this link into your browser: <https://myprereg.com/Events/NJASLAB19>

## EXPOSITION BOOTH RATES

BOOTH SPACE	BY Dec. 17, 2018	AFTER Dec. 17, 2018
Single	\$ 1,400.00	\$ 1,600.00
Single Premium*	\$ 1,600.00	\$ 1,800.00
Double**	\$ 2,550.00	\$ 2,750.00
Triple**	\$ 3,800.00	\$ 4,000.00
Quad**	\$ 5,100.00	\$ 5,300.00

\* 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.

## NEW FOR 2019: EXHIBITOR LABS!!

Launch new products, build better brand awareness and generate additional sales by demonstrating your product live on the exhibition floor in a great centrally located site. Exhibitor Labs may only be reserved by those taking a vendor booth and will take place during the Monday and Tuesday Exhibition lunch breaks. Each lab will consist of a 25 minute presentation with 5 minutes before and after for set-up and take-down. The Exhibitor Lab area will be equipped with a low-rise stage, screen, projector, table and audio along with theater seating and high-top tables. There will also be plenty of standing room surrounding the Lab stage. Check out the Exposition floor plan to see what a great location this is!

There are only 6 Exhibitor Lab timeslots being offered and they will be selected and scheduled by NJASLA based on the proposed program to be offered by the vendor. The fee for each Lab is \$500. If you are interested in reserving a Lab timeslot, please submit an

outline of your presentation to us for consideration. All outlines need to be submitted by December 3, 2018.

Your creativity and passion for your products should be your guide when preparing your program outline. Are you looking for an interactive moment with attendees or maybe a hands-on product demonstration, possibly a game or contest to highlight your materials or a presentation about the benefits of your offerings... the Exhibitor Lab possibilities are endless! This is a wonderful opportunity to advertise and instruct regarding your products and expertise to a large audience of landscape architects.

The Exhibitor Lab topics and times along with the vendor name and booth number for reference will be printed in the Annual Meeting Program Book. If you have any questions regarding the Exhibitor Labs please contact Joanne Lombardi at [jlombardi@njpsi.com](mailto:jlombardi@njpsi.com) or 609-393-7500.

## HOTEL ACCOMMODATIONS:

**Sunday 2/10/19 through Tuesday 2/12/19:** 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 reservations by calling 888-516-2215 or online at: **HARRAH'S ONLINE ROOM RESERVATIONS, CLICK HERE**  
The Group Code is **SH02LA9** and the show name is **NJ ASLA 2019**. *Cutoff date is: January 9, 2019, while rooms last!*

Book NOW. Don't be closed out!

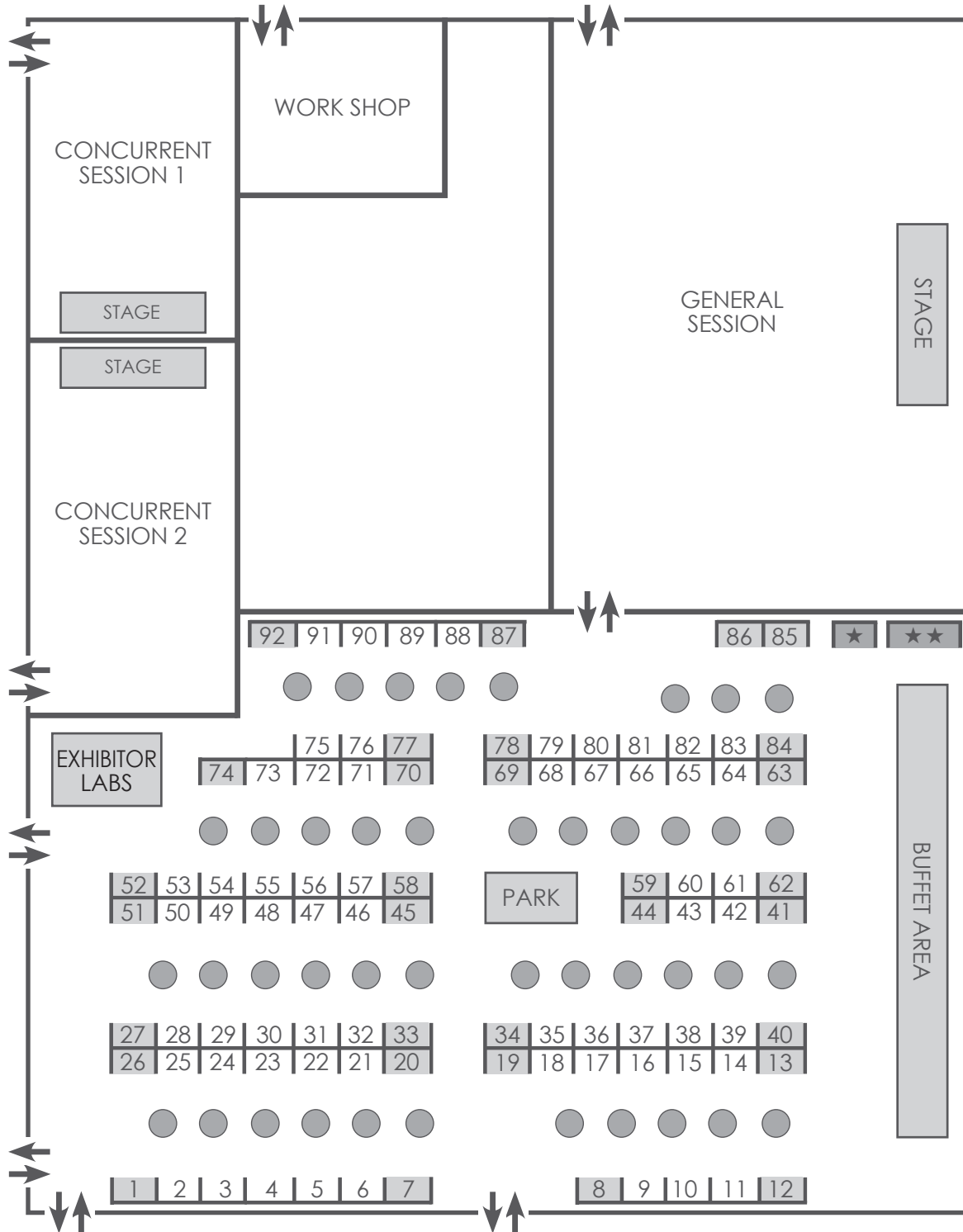
# EXPOSITION & ANNUAL MEETING FLOOR PLAN

PREMIUM BOOTH LOCATIONS

★ NJASLA EDUCATION FOUNDATION

PARK NJASLA PARK IN A POD DISPLAY

★★ RUTGERS STUDENT CHAPTER



## SPONSORSHIP OPPORTUNITIES & FEES

Sponsors at or above \$1500 will have their company logo linked to their website in conference email blasts that are sent to LA's registered in New Jersey, New York, Pennsylvania and Delaware. Sponsors at \$1000 will have their company logo linked to their website on the NJASLA Website Home Page. See page 3 to register for sponsorships.

### ◆ NEW FOR 2019: Official Annual Meeting Plant Provider

NJASLA is offering the opportunity for free advertising during the Annual Meeting in exchange for providing high quality plant material to enhance the visual experience of meeting events.

Those interested in participating are being asked to provide live plants to enhance our 4 stages that will be set up for the: Design Awards, Exhibitor Labs, Concurrent and Keynote Sessions, as well as other selected locations throughout the Exhibit Hall. Plants shall be of a size and type suitable for the intended use and provided in containers suitable for display.

It is anticipated that approximately 10 to 15 plants will be required, depending on the size and type. Interested parties are asked to submit a list of available plants for review and selection by the Annual Meeting Committee. The supplier will be allowed to take the plants for reuse, or give them away to attendees, at the end of the Annual Meeting.

In exchange for being the Official Annual Meeting Plant Provider, your company will be recognized on the large screen in the general session room each morning and afternoon prior to the start of the keynote sessions; announcement by the master of ceremonies at the event, and provided with a complimentary ½ page ad in the Annual Meeting program booklet distributed to all attendees. Artwork for the large screen and program book ad to be provided by the supplier in accordance with the details outlined herein. In addition, the plant provider will be permitted to provide and display a small sign/plaque at each location with their company logo, size and artwork to be approved by NJASLA.

### ◆ Sunday Light 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).

### ◆ Sunday Welcome Cocktail Reception — \$1,500

This Sponsorship includes Sponsor Recognition on signage during the event and on "The Big Screen" during general sessions; 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 Breakfast — \$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).

### ◆ Monday Exposition Lunch — \$1,800

This Sponsorship includes Sponsor Recognition on signage during the event and on "The Big Screen" during general sessions; 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 general sessions; 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 Breakfast — \$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).

### ◆ 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 and afternoon, prior to the start of the session; 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).

# ADVERTISING OPPORTUNITIES & FEES

## PROGRAM ADVERTISING

An advertisement in the 2019 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, call for availability)*

Full page, inside back cover: \$400  
Full page, center spread left: \$400  
Full page, center spread right: \$400

### REGULAR AD SPACE

*(no position guaranteed)*

Full page: \$300  
Half page vertical: \$200  
Half page horizontal: \$200  
Quarter page: \$150

*Advertising rates are non-commissionable or discounted.*

### AD SPECIFICATIONS:

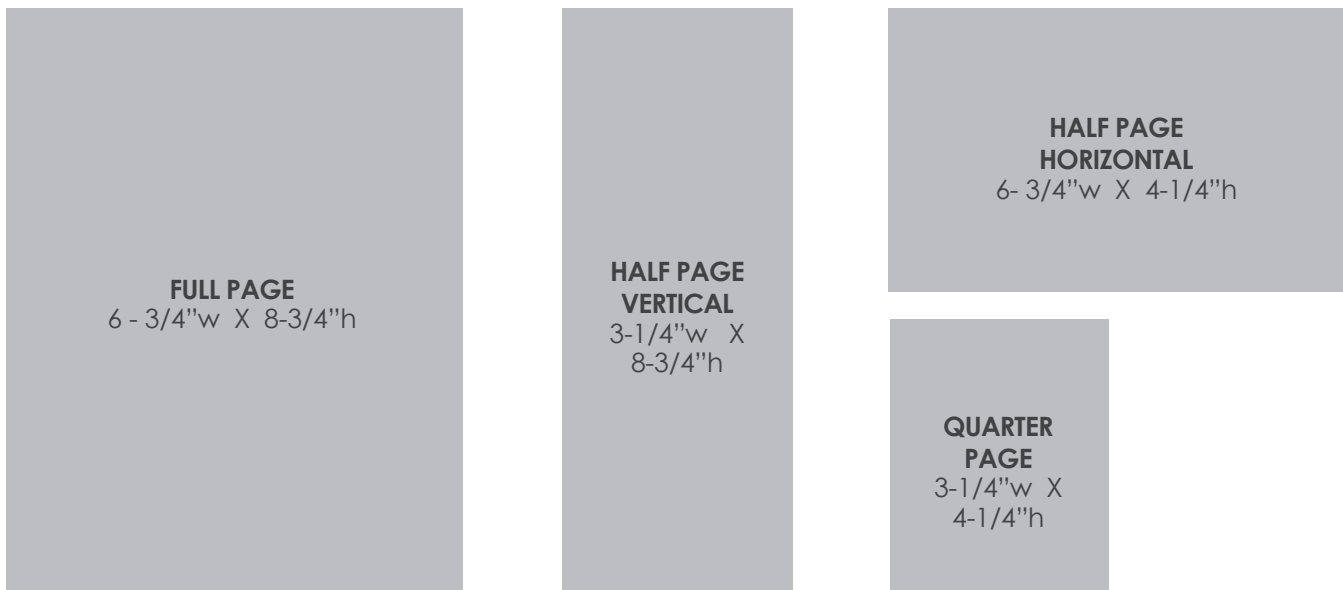
Black and white advertising only. No bleeds. All ads should be sent in electronic format prepared at a minimum of 300 dpi. Acceptable files types: PDF (preferred for best results), JPEG, TIFF, & EPS formats are also acceptable. Material should be sent to Kelly Biddle at kbiddle@njpsi.com. Questions regarding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

**Deadline:** Order, payment and ad/copy art due January 2, 2019 – **no exceptions.**

**Terms and Conditions:** Payment in full must be received by January 2, 2019. This advertising order is voidable only upon written notification received no later than 5:00 pm, December 19, 2019.

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

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



**See page 3 to book your space.**

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 2, 2019 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.

# 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.

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.

**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 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 January 4, 2019 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.

## 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. 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:** 1. AEX 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 for moving large and heavy materials onto the floor. Jeff Dye is our contact at 609-272-1600. Please contact AEX to work out a time to move your heavy equipment in and out of the facility through the loading dock. 2. 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. 3. Vendors may bring small packages from the Valet area to the Exhibit floor with the help of the Bellman. 4. 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 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.