

invitation to  
sponsors & exhibitors



**THE ESSENCE OF TIME**  
**L'ESSENCE DU TEMPS**

2020 CSLA & AALA CONGRESS ·  
CONGRÈS AAPC & AALA 2020

June 18 – 20, 2020 · 18 – 20 juin 2020  
Calgary, Alberta



*The Essence of Time: A Speculative Reflection on Landscape Architecture*

<http://www.csla-aapc.ca/events/2020-congress>



**The Alberta Association of Landscape Architects**



# We Need Your Support!

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The Canadian Society of Landscape Architects (CSLA) in partnership with the Alberta Association of Landscape Architects (AALA) is pleased to announce the **2020 Congress Invitation to Sponsors and Exhibitors**.

The Congress is the premier networking and educational event for the growing Canadian landscape architecture profession. The event brings together major decision-makers from Canada's landscape architecture profession, including landscape architects from private practices, educational facilities, municipalities, government ministries and agencies. The Congress provides a rare opportunity to engage with a cross-section of industry leaders.

We invite you to join us for the 2020 Trade Show or to participate as a 2020 Congress Sponsor to increase your company profile and remind our design professionals about quality services, new and innovative products, and leading-edge technology that can be used by landscape architects in their offices and projects.

We anticipate that over 200 delegates will register for the CSLA Congress.

We look forward to your support as both a sponsor, exhibitor and participant.

The theme of the 2020 Conference is **The Essence of Time: A Speculative Reflection on Landscape Architecture**.

Landscape architecture has been forged by the challenges and opportunities presented by changing cultural and ecological needs of our world. Our choices and decisions are impacted by shifts in politics, climates, economies, social norms, styles, trends, and technology. Shifts occur in standards and best practices, materials and resources, people and technology. Our understanding of time, space, and nature are continually evolving as scientific discoveries stretch our imagination and speculate on an uncertain future. The way we respond to these changes and the choices we make is what our legacy becomes and what charts our future. Some are big decisions, and some are small. Some will impact millions over generations, and some will impact only a few.

The 2020 CSLA-AALA Congress gives us the opportunity to reflect on our past, consider our present, and anticipate our future. Let us examine the opportunities and challenges that have shaped our current reality, both locally and globally. Let us speculate on those challenges and opportunities we will face in the future. Let's talk about fashion, trends, technology, and theories. Let's talk about infrastructure, industrialization, post-modernism, and immigration. Let's talk about bees and climate change, driverless cars and life on mars.

Through a diverse program of presentations, walking tours, and other amazing activities, we will contemplate the full breadth and depth of our profession. We have organized the conference in three broad subthemes; The Past, The Present, and The Future. Throughout the weekend you will be able to tailor your congress to examine one or multiple streams. We welcome you to Calgary, a city whose lineage can be traced back 13,000 years and look forward to a thoughtful and exciting weekend of discovery.

## Location and Dates

The CSLA Congress will be held at the Hyatt Regency Calgary, 700 Centre St S, Calgary, AB from Thursday, June 18<sup>th</sup> to Saturday, June 20<sup>th</sup>, 2020.

## Sponsorship Levels and Associated Benefits

The following describes the sponsorship levels and associated benefits. For trade show and exhibit opportunities, please refer to the next page.

Title \$20,000	Founder \$15,000	Partner \$10,000	Principal \$5,000	Associate \$3,000	Benefits
<b>SOLD</b>	Two	Four			Number Available
X	X	X			Two tickets to the CSLA awards gala.
X	X				Major Event Sponsor – Exhibitor Social, Thursday or Gala Dinner, <i>(includes speaking opportunity)</i>
X	X	IF TRADE SHOW PURCHASED	IF TRADE SHOW PURCHASED		Complimentary Conference Registration for two
X	X	IF TRADE SHOW PURCHASED			Trade Show Booth Throughout Event
		X			Logo in Grand Foyer Throughout Event
X	X	X	X	X	Logo recognition in preliminary program.
REAR COVER	INSIDE COVER	FULL PAGE	½ PAGE	¼ PAGE	Advertisement in the Congress Program.
X	X	X	X	X	Logo recognition and link to company website on CSLA and AALA bulletins and congress news flashes.
X	X	X	X	X	Logo recognition in Congress program
X	X	X	X	X	Logo recognition and link to company website on AALA and CSLA websites.
		X			Recognition as sponsor at a Breakfast / Lunch.
			X	X	Recognition as sponsor one of the planned breaks or tours <i>(Until all slots filled)</i> .
X	X	X			E-mail Promotion to Congress Attendees

<b>Materials Table</b> \$250 + HST / Item	Giveaways/Marketing material on promotional table (maximum of two promotional pieces). Does not include conference admission.		
<b>Specialty Support</b>	An amazing conference includes many small touches that make the event unique and memorable. We would be thrilled to work with you to add those small touches – either through a sponsorship or gift-in-kind options - contact Todd Reade, AALA Executive Director, at <a href="mailto:executivedirector@aala.ab.ca">executivedirector@aala.ab.ca</a> to discuss. Examples of what we need include:		
	<b>Need</b>	<b>Value</b>	<b>Need</b> <b>Est. Value</b>
	<ul style="list-style-type: none"> <li>• Keynotes (3) \$2,000</li> <li>• Gala Reception \$2,000</li> <li>• Conference App \$1,000</li> <li>• Registration Desk \$1,000</li> <li>• Device Charging Stations \$1,000/rm</li> <li>• Signage \$1,000</li> <li>• Room AV Equipment \$1,000/rm</li> <li>• Speaker Green Room \$1,000</li> <li>• AGM Sponsor \$500</li> <li>• Education Session (16) \$250</li> </ul>	<ul style="list-style-type: none"> <li>• Conference App \$1,000</li> <li>• Table Décor In-kind or Cost</li> <li>• Lanyards &amp; Badges In-kind or Cost</li> <li>• Stage Décor In-kind or Cost</li> <li>• Delegate Bags In-kind or Cost</li> <li>• Stage Lighting In-kind or Cost</li> <li>• Printing In-kind or Cost</li> <li>• Plant Material In-kind or Cost</li> <li>• Notebooks In-kind or Cost</li> </ul>	

# Trade Show Prospectus

## Schedule – Friday, June 19th, 2020

6:00 am to Noon – Set up

12:00 to 1:00 pm – Trade Show Luncheon

12 pm to 6 pm – Exhibit hall open

6 pm to 10 pm – Exhibitor Social & Dinner

## General Information

The Trade Show is one of the most anticipated features of the Congress, ensuring your product or services are prominently displayed.

If you require other banquet accessories, please contact us and we will do our best to accommodate you. Exhibitors are solely responsible for all costs and the safe return of the accessories.

## Show Services Supplier

We will be supplying information closer to the event if you require the services of a trade show management supplier. Their professional team will be readily available to assist you. Exhibitors are responsible for all additional fees and taxes related to support services.

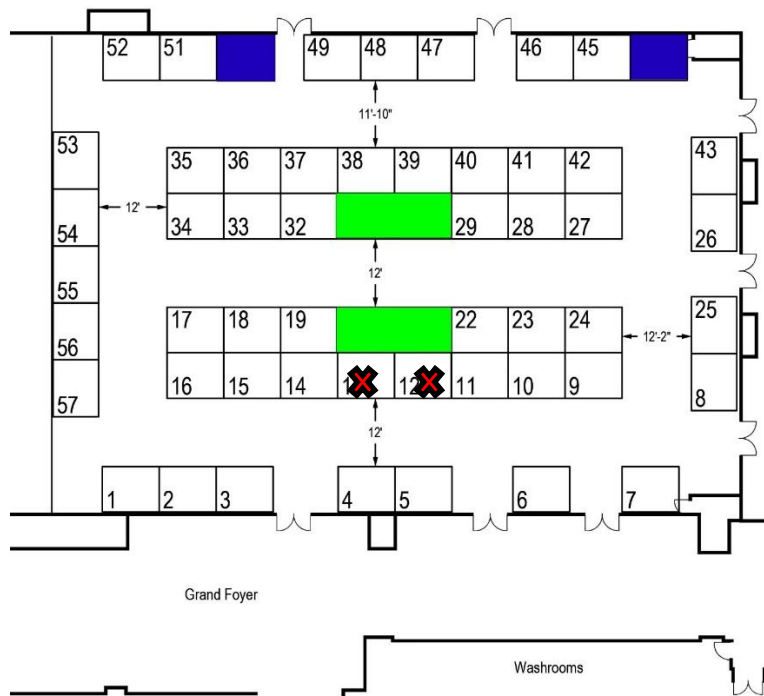
## Move-In/Move Out Time

In order to minimize waiting times and to facilitate larger deliveries, exhibitors must book a move-in time. We appreciate your patience in adhering to the schedule. Designated move-in times must be arranged by contacting the AALA office between April 1 June 12, 2020.

If you do not require the loading dock you may set up after 6:00 am June 19, 2020. Please contact Todd Reade at the AALA offices at [aala@aala.ab.ca](mailto:aala@aala.ab.ca) or 780.435.9902 to set up move in and move out times.

## Location & Floor Plan

The trade show will be held in the Hyatt Regency's Imperial Ballroom located on the second floor of the venue.



## Fees

8 x 10 Trade Show Space

\$1,500.00

### Each booth includes:

- access to meals provided to conference delegates
- two exhibitor badges (additional badges can be ordered). Please provide the names of two staff per booth only.

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Exhibitor #1

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Exhibitor #2

Trade show fees are quoted in Canadian funds and are subject to HST. Payment to the "Canadian Society of Landscape Architects" in full is required to secure space. Upon receipt of the trade show form, you will be invoiced by Michelle Legault at the CSLA". Payment by cheque is required.

## Booth Assignment

Applications will be date-stamped on receipt. Space will be assigned to sponsors first and then on a first-come, first-served basis, providing the applicant has no outstanding debts with the AALA or CSLA starting February 1, 2020. No change to assignments may be made without the agreement of the organizers. Please Note: Booth sizes are approximate and are subject to change by the organizers.

## Hotel Accommodations

A block of rooms is being held at the Hyatt. Book your guest room **before May 3, 2020** to secure the group rate. Register at: <https://www.csla-aapc.ca/events/2020-congress>

# Sponsorship/Trade Show Form

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Please complete this form and submit it by email to the AALA Office at [aala@aala.ab.ca](mailto:aala@aala.ab.ca) to reserve sponsorship opportunities or trade show space. **Please see pages 9-10 for complete trade show information.**

<b>Company Name</b>					
<b>Address</b>					
<b>City</b>		<b>Province</b>		<b>Postal Code</b>	
<b>Primary Contact</b>			<b>Title</b>		
<b>E-mail</b>			<b>Phone</b>		

## Participation:

Options	Cost (ea.)	#	Total	Options	Cost (ea.)	#	Total
Sponsor – Title	\$20,000			Table Décor	Cost/In-kind		
Sponsor – Founder	\$15,000			Lanyards & Badges	Cost/In-kind		
Sponsor – Partner	\$10,000			Stage Décor	Cost/In-kind		
Sponsor – Principal	\$5,000			Delegate Bags	Cost/In-kind		
Sponsor – Associate	\$3,000			Stage Lighting	Cost/In-kind		
Trade Show Booth (s)	\$1,500			Printing	Cost/In-kind		
Keynotes (3)	\$2,000			Plant Material	Cost/In-kind		
Gala Reception	\$2,000			Notebooks	Cost/In-kind		
Conference App	\$1,000			Promo Item	\$250		
Signage	\$1,000			Other:			
Registration Desk	\$1,000						
Charging Stations	\$1,000						
Education Sessions	\$250						
Room AV Equipment	\$1,000						
Speaker Green Room	\$1,000						
AGM Sponsor	\$500						
<b>Total</b>							

## TRADE SHOW: Booth # On Floor Plan:

1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice

## Acceptance of Terms and Conditions

Exhibitors withdrawing their prior and including April 30, 2020, will have their payment refunded (minus a 10% Processing Fee). Cancellations received on or after May 1, 2020 will be subject to full contract price.

The AALA, CSLA its Members, employees, and agents ('the AALA' & 'the CSLA') assume no responsibility for the security, loss, or damage of any materials or merchandise stored or used at the 2020 Showcase of Products & Services. The participants, the company, its employees, and agents ('the Participant') shall indemnify and save harmless 'the agencies' for injury or damage or loss from partaking in the 2020 AALA/CSLA Showcase of Products & Services. 'The Participant' assumes the responsibility of restoring the booth space to its original condition. 'The Participant' will pay for any damage that 'The Participant' causes directly to the Hyatt Regency Calgary. Speakers listed at each time slot are not guaranteed. Where required, replacement speakers may be substituted at the discretion of the conference organizers. Exhibit booths are subject to change by the organizers.

I have read and acknowledge all of terms (authorized signature required)

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Company Representative Name (Print)	Signature	Date (MM/DD/YYYY)
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To safeguard and protect any personal information provided to us, the AALA and CSLA adheres to 'Ten Principles of Privacy Protection', which addresses the requirements for handling "personal information" as defined in both the federal 'Personal Information Protection and Electronic Documents Act', Anti-SPAM legislation, 'BC Personal Information Protection Act' and EU General Data Protection Regulation. For information please visit [www.aala.ca](http://www.aala.ca).

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Signature

Date

## Checklist

Please E-mail the following to [aala@aala.ab.ca](mailto:aala@aala.ab.ca):

- the completed form, and
- a high resolution, digital copy of your company logo for inclusion on congress promotional material. Logos must be vectored (AI or EPS) or JPG (2400 px).

Please submit payment to:

**CSLA**  
**12 Forillon Cres.,**  
**Kanata ON K2M 2W5**

Payment be must be received within 45 days of receipt of invoice.

## Terms and Conditions

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**Dates** — we reserve the right, at their sole discretion, to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor to the Society.

**Rules and Regulations** - The Sponsor shall comply with all rules and regulations set by the Society for the event and agree that the Society's decision to adopt and enforce any such rule or regulation shall be final and binding.

**Indemnity** — The Sponsor shall indemnify and hold harmless the Society from and against any loss, injury or damages whatsoever suffered by the Society as a result of the Sponsor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor's participation in the event, including without limitation, any third party claim against the Society with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees of the Conference, and their respective directors, officers, agents and employees.

**Loss or damage** — In consideration of the Sponsor's participation in the Conference, the Sponsor hereby releases the Society, their directors, officers, agents and employees from all claims, losses or damages whatsoever suffered or sustained by the Sponsor in connection with the Conference, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business profits, whether arising from any act of the Society or otherwise.

**Conduct** — the Society reserves the right at any time to alter or remove Sponsor displays or any part thereof, including printed material, products, signs and to expel sponsors if, in the Society's opinion, their conduct or presentation is objectionable to the Society or to other participants.

**Gaming** — The sale of raffle tickets, lotteries and/or gambling is not permitted.

**Privacy Protection** — The AALA and CSLA adheres to international, federal and provincial privacy protection legislation, Anti-SPAM Legislation and EU General Data Protection Regulation. The Society cannot release delegate lists or contact information.

## Showcase Guidelines and Policies

### Showcase Liaisons

Todd Reade and assigned volunteers will be available to assist you with your requests.

### Exhibitor Registration / Badges

Register all exhibitor booth personnel by completing page 6 and submit it to AALA by **March 31, 2020**.

### Shipping, Storage & Materials Handling

The hotel does not accept exhibitor shipments. Any exhibit materials sent to the hotel may be refused and/or returned to the sender without notice. All brokerage, shipping and handling costs are the responsibility of the exhibitor.

Show Services will receive, store and deliver items directly to the exhibit booth. If you require assistance with materials handling, set-up or tear down and more please contact AALA. Fees will apply.

### Set-Up and Tear Down

If you bring your own material and deliver to meeting space directly on June 19, 2020 at the appointed time there is no charge. In order to minimize waiting times and to facilitate larger deliveries, exhibitors **must** book a move-in time. We appreciate your patience in adhering to the schedule. Designated move-in times must be arranged by contacting the AALA office before **March 31, 2020**.

Set-up is Thursday, June 19, 2020 from 6:00 am to 12:00 pm. Early and/or late access to the Showcase space will not be permitted.

The policy for the Showcase is the same as most other shows. These limits will be enforced.

- Exhibitors will be accountable if they obstruct the visibility of neighboring booths.
- Exhibitor booths will be pipe and draped. Please ensure all material stays within the confines of your booth.
- Use removable double-sided carpet tape to secure carpets and all other materials to the floor.
- All costs incurred for damaged floors and walls will be passed on to the exhibitor.
- Access to Showcase: You may access the show room at 6:00 am. Ensure you are wearing your badge.
- Packing materials (cartons, etc.) may be stored in your booth. There is no onsite storage.

### Move-Out Procedures

Display take-down begins on Thursday, June 19, 2020 at 10:00 pm. DO NOT dismantle booths prior to that time -- anyone doing so will not be invited to next year's show.

Move-out proceeds on a first-come, first-serve basis for access to the loading docks.

The exhibit space will need to be completely clear from the hotel by **Friday, June 20, 2020 at 1:00 am**

### Garbage/Recycling

Garbage and recycling bins will be provided by the hotel in a central location within the trade show space for disposal of any unwanted materials (signage will be provided as to the location of the bins).

Only garbage, broken down cardboard boxes and paper will be accepted; all other materials brought into the hotel must be removed by the exhibitor. If excessive clean-up is required at a particular booth once set up or tear down is complete charges may apply to the responsible exhibitor directly

### Showcase Staffing

- View program updates regularly on our website at <http://www.csla-aapc.ca/events/2020-congress>.
- We recommend that you staff your booth during all breaks. Please refer to the Preliminary Program-at-a-Glance that will be released in mid-February.
- As the program is constantly evolving, visit <http://www.csla-aapc.ca/events/2020-congress>.

### Power / Electricity at Your Booth

Installation of electrical power lines and individual exhibitor power outlets are not included with Showcase booths. These services must be arranged through the AV Vendor. Details to follow.

### Wi-Fi

These services must be arranged through the AALA and the AV Vendor. Details to follow.

### Liability

The Alberta Association of Landscape Architects, Canadian Society of Landscape Architects and the Hyatt Regency Calgary are not responsible for any injury to person, or for loss or damage to any products, equipment or booth furnishings caused by fire, theft, accident or neglect at any time.

### Parking

Extended parking in the loading dock is not permitted; the dock is for active loading and unloading only. Any vehicle left unattended at the dock is subject to removal by the hotel at the owner's risk and expense.

The hotel does not have dollies, carts or other moving aids. During set-up, operation and dear-down of the Showcase, all common areas must be kept clear. This includes hallways, aisles, stairs and ramps. Fire exits, hose cabinets and pull stations must remain in clear sight and accessible at all times.

Parking onsite and in the area is extremely limited.



### Hotel Facilities

It is the exhibitor's responsibility to take proper care and due diligence while moving equipment and materials through all areas of the hotel. Exhibitors are responsible for any damage incurred and will be charged accordingly. Nails, tape, screws, tacks, pins etc. area strictly prohibited on all hotel walls.

Exhibitor floor space must be protected from damage to the carpet, and all furnishings must be free standing.

Tape used to mark the exhibit floor must be completely removed at the conclusion of the Showcase. Tape that leaves flue residue on the carpet or flooring is not permitted; any expense for cleaning of tape residue will be charged to the exhibitor directly.

### Lost and Found

While the hotel is not responsible for any items left behind, the hotel will keep and log any items located for a maximum of three months. If the Exhibitor believes to have left any items at the hotel please contact the Lost and Found Department Any items not claimed within three months will be disposed of by the hotel without notice.

### Waste Management Program

To support the ongoing efforts that the hotel is taking to improve sustainability performance, the general objectives are to reduce waste and use the energy to increase the diversion rate on the exhibit floor. By considering the amount of materials provided at your booth, along with the ability to recycle or donate leftover materials, you will greatly assist the hotel in meeting sustainability targets.

### Need Help?

Todd Reade, Executive Director

### Alberta Association of Landscape Architects

*Suite 248, 17008 90 Avenue NW  
Edmonton, AB T5R 2R6*

**T/F/SMS** : 780-435-9902

**C** : 780-913-2119

**E**: [aala@aala.ab.ca](mailto:aala@aala.ab.ca)

**W**: [www.aala.ca](http://www.aala.ca)

## Additional Information

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Michelle Legault, Executive Director

### CSLA

12, Forillon Crescent.  
Kanata (Ontario) K2M 2W5

613-668-4775

[executive-director@csla.ca](mailto:executive-director@csla.ca)



**Or** Todd Reade, Executive Director

### Alberta Association of Landscape Architects

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