



## Invitation to Sponsors & Exhibitors, with Opportunities for Virtual Participation

CSLA-OALA 2021 Congress

THURSDAY, MAY 27TH TO SATURDAY, MAY 29TH, 2021

**The CSLA-OALA Congress trade show is going virtual! You and your team will get the opportunity to engage with Canadian landscape architects like never before.**

The Canadian Society of Landscape Architects (CSLA) in partnership with the Ontario Association of Landscape Architects (OALA) is pleased to announce the 2021 CSLA-OALA Congress Call for Sponsors and Exhibitors.

The CSLA and OALA have made an informed and necessary decision to pivot the 2021 Congress to a virtual event. Our associations are focused on protecting our participants and our health care system, while ensuring access to education and networking for the profession.

**Dates: May 27-29, 2021 (trade show days are May 28-29, 2021)**

**Get ready to network virtually with an estimated 500+ conference participants, connect with new clients and profile your company's brand to a large, diverse audience.**

Participants will come from a wide range of backgrounds: landscape architects, architects, planners, engineers, educators, students, and municipal, provincial and federal government employees and representatives.

## Key Highlights of the CSLA-OALA Congress

**Increased Attendance:** providing a cost-effective virtual experience rich in content, requires no travel and offers opportunities for engagement.

**Two and a Half Days of Content:** Educational programming provided over two and a half days allows for repeated exposure to your brand and the likelihood of selecting your product when making a purchasing decision.

**Increased Access:** virtual exhibit booths will be available up to two weeks before the Congress and there will be dedicated time each day for the trade show, allowing participants to make connections, request appointments, learn more about products and services, and access information.

Let's work together to create a customized package that will allow you to:

- Maximize your brand's visibility in our virtual platform
- Increase awareness of your products and services within your target market
- Reach potential sales goals, targets, and partners
- Position your organization as a leading supporter of the landscape industry

### What will the CSLA-OALA Congress offer attendees?

- Up to 18 hours of on-demand professional development
- Creative learning environments to increase attendee engagement
- Opportunity to learn from industry partners about new products, how to specify materials, and much more
- Opportunity to network and share best practices through peer-to-peer learning
- Moments to celebrate the profession of landscape architecture

## Schedule (tentative, all times EDT)

### Thursday, May 27<sup>th</sup>, 2021

4-5 pm	Official Opening, Networking Opportunities
5-6 pm	Virtual Field Sessions
6-7 pm	College of Fellows Investiture Ceremony
7 pm onwards	Networking Event

### Friday, May 28<sup>th</sup> and Saturday, May 29<sup>th</sup>, 2021

12-1 pm	Keynote Speaker
1-4 pm	Educational Sessions and Virtual Field Sessions
4-5 pm	Trade Show Visit and Opportunity for Exhibitor Programming
6-7 pm	Awards Events (OALA and CSLA)
7 pm onwards	Networking Events

## Sponsorship Opportunities

Maximize your participation at the CSLA-OALA Congress by becoming an official sponsor. We offer you many exclusive promotional opportunities which are different than the trade show booth and will align with your company's marketing plan and strategy.

### Sponsorship Levels and Associated Benefits

The following describes the sponsorship levels and associated benefits.

Title \$20,000	Founder \$15,000	Partner \$10,000	Principal \$5,000	Associate \$3,000	Benefits
X					Logo on Main Stage Throughout Event
X	X				Customized ad placed on CSLA and OALA websites
X	X				Two-minute video commercial played 4 times during the Congress
X	X				Keynote Speaker Sponsor ( <i>includes speaking opportunity</i> ) (2 available) with logo placement during event
X	X				CSLA or OALA Awards Event Sponsor ( <i>includes speaking opportunity</i> ) (2 available) with logo placement during event
X	X	X			Opportunity to give a technical session on a specific product (5-10 minutes) via pre-recorded video: Take the opportunity to present your product or service to landscape architects in an educational format. You will have the opportunity to submit a 5-10 minute video highlighting new products, behind the scenes tours of factories, or tell the "how was it made" story of a product.
X	X	X			Complimentary Conference Registration for two staff members
		X			Fellows Event Sponsor ( <i>1 available</i> ) with logo placement during event
		X	X		One-Minute video commercial played twice during event.
X	X	X	X		One social media share
X	X	X	X	X	Logo recognition in online and virtual program.

X	X	X	X	X	Logo recognition, 300-word company description and link to company website on CSLA and OALA Congress web page ( <a href="https://www.csla-aapc.ca/events/2021congress">https://www.csla-aapc.ca/events/2021congress</a> )
X	X	X	X	X	Logo recognition and link to company website on CSLA and OALA bulletins and congress news flashes
			X	X	Recognition as sponsor one of the planned virtual field sessions and educational sessions ( <i>Until all slots filled</i> ) with logo placement during event

### Virtual Trade Show (May 28-29, 2021 from 12 pm to 6 pm EDT)

The CSLA-OALA Congress is creating a virtual exhibit hall to bridge the gap between delegates, exhibitors and presenters participating in the Congress. The trade show will offer several real-time and incentivized opportunities to engage with delegates.

You will be able to build your virtual booth profile and showcase innovative solutions to landscape architects who influence and make buying decisions. **Get creative during the dedicated trade show event space from 4 to 5 pm EDT daily!** While your exhibit should be staffed during the whole event, we encourage you to use the 4 to 5 pm EDT daily slot to engage in live chat or to present video features.

The Standard Booth Package includes a customizable virtual booth:

- Logo
- Company Description Box
- Pre-Recorded Video (no limit on length)
- Call to Action Button (links back to your website or site of choice)
- Company Representatives
- Supporting Documents
- External Links
- Contact Information
- Open to visits by delegates two weeks ahead of event days
- One Congress registration, including access to all conference events
- Exhibit hall listing on the CSLA-OALA Congress virtual platform and the CSLA-OALA event website
- recognition in promotional emails (distribution to over 7,000 contacts)
- access to gaming, leaderboards and other engagement initiatives organized by CSLA-OALA

\$700 plus applicable taxes

## Sponsorship/Trade Show Form

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Trade show and sponsorship 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.

Please complete this form and submit it by email to Michelle Legault at [executive-director@csla-aapc.ca](mailto:executive-director@csla-aapc.ca) to reserve sponsorship opportunities or trade show space.

Company Name					
Address					
City		Province		Postal Code	
Primary Contact				Title	
E-mail				Phone	

### Participation

Options	Cost (ea.)	#	Total
Sponsor - Title	\$20,000		
Sponsor - Founder	\$15,000		
Sponsor - Partner	\$10,000		
Sponsor - Principal	\$5,000		
Sponsor - Associate	\$3,000		
Trade Show Booth (s)	\$700		
<b>Total (plus applicable taxes to be invoiced)</b>			

## Acceptance of Terms and Conditions

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Sponsors and exhibitors withdrawing their prior and including April 30, 2021, will have their payment refunded (minus a 10% Processing Fee). Cancellations received on or after May 1, 2021 will be subject to full contract price.

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

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Company Representative Name (Print)	Signature	Date
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### Checklist

Please E-mail the following to Michelle Legault, [executive-director@csla-aapc.ca](mailto:executive-director@csla-aapc.ca)

- the completed form,
- 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),
- a maximum 300-word description of your company.

## Terms and Conditions

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**Dates** – we reserve the right 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 or Exhibitor to the Society.

**Rules and Regulations** - The Sponsor or Exhibitor 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 or Exhibitor 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, attendees of the Conference, and their respective directors, officers, agents and employees.

**Loss or damage** – In consideration of the Sponsor or Exhibitor's participation in the Conference, the Sponsor or Exhibitor hereby releases the Society, their directors, officers, agents and employees from all claims, losses or damages whatsoever suffered or sustained by the Sponsor or Exhibitor 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 or Exhibitor displays or any part thereof and to expel a Sponsor or Exhibitor 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 OALA 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.

## Additional Information

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