

INVITATION TO SPONSORS & EXHIBITORS APPEL DE COMMANDITAIRES ET D'EXPOSANTS

 **CSLA Congress**
AAPC Congrès / 2023 /  **SALA**

TCU Place, Saskatoon
June 15th to 17th, 2023

Information

The CSLA-SALA Congress Planning Team is pleased to invite you to the first national in-person event since 2019. Our delegates are eager to meet you! You and your team will get the opportunity to engage with Canadian landscape architects like never before.

Get ready to network virtually with an estimated 250+ 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.



[The 2023 CSLA-SALA Congress will feature two and a half days of in-person Content and a pre-conference virtual event](#)

A pre-Congress event will be held virtually on May 4th from 2pm to 3:30pm ET and will include presentations, educational content and more.

The **In-Person Congress** will be held from June 15th to 17th, 2023. The trade show will kick off with a reception in the show hall from 5 to 9 pm on Friday, June 16th, and will continue from 10 am to 3 pm on Saturday, June 17th.

The trade show hall will feature:

- Friday evening kick off reception from 5 to 9 pm
- Stage for trade show and sponsor in-person technical sessions or demonstrations
- Family-style seating throughout the trade show for lunch on Saturday
- Central, open location in the event
- Competitions for both exhibitors and trade show visitors, including prizes for a passport program, and a competition for 'best booth in show' with the winner receiving a free booth at the 2024 CSLA-MALA Congress in Winnipeg

In addition to the trade show, the CSLA-SALA are also offering several high visibility sponsorship opportunities, including:

- CSLA Awards Gala sponsorship
- College of Fellows Investiture Ceremony sponsorship
- Welcome reception at Remai Modern Gallery sponsorship
- Tour Sponsorship
- Breakfast and lunch sponsorships
- Keynote speaker sponsorships
- Opportunities for sponsors to present a technical session or demonstration at the trade show,
- And more!

Congress Theme

The theme of the 2023 Congress is: **For our Future: Creating Environments for Thriving Communities**

The past three years have been unlike anything experienced in recent history. As a society we have had to adjust and re-adjust to a new normal of pandemic and post pandemic lifestyles. Health and well-being have become an important focal point in our personal lives, businesses, and municipalities. During this unusual time, the industry of landscape architecture has been a key provider in creating spaces for escape and respite. We have been tasked with creating new ways for society to get outside for family fun, for exercise and relaxation, and for the overall wellbeing of communities.



The 2023 CSLA – SALA Congress will explore different ways in which landscape architects design “For Our Future” and in what ways we create environments for people to thrive. Important topics of consideration are health and wellbeing, play and playfulness for all generations, and diversity of landscape and urban design that meet the needs of diverse cultures. We look to our past to make better decisions for our future generations and to create sustainable environments that bring joy and good health into our daily lives.

Sponsorship Opportunities

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

Our goal is to create moments where you, as a sponsor, can benefit from your participation in the Congress, meet landscape architects and have real opportunities to network and integrate with the Congress delegates. We encourage you to attend the Congress, to network with delegates, to get involved and to take the opportunities to promote your company, your brand, your products.

These sponsorship packages are first come, first served. The earlier you book, the more exposure you will gain.

Deadline for logos, ads, videos, and social media content: 1 April 2023 (we encourage you to submit these materials as early as possible to allow us to give you maximum exposure).

Sponsorship Prospectus

Title Sponsorship Event Package: \$25,000

ONE Title Sponsorship package is available. This package includes:

1. Logo on main stage throughout both virtual and in-person events
2. Customized ad placed on event web page

3. Two-minute video commercial played once during virtual event and 5 times during in-person event, and to be added to the CSLA's YouTube channel
4. CSLA Awards Gala sponsor (includes logo placement, and a speaking opportunity at the gala and a table of 8 at the awards gala)
5. Opportunity to give a technical session (20 minutes) at the in-person Congress
6. Complimentary Congress registration for four (4) staff members (with ability to purchase additional registrations at a reduced rate)
7. Full page ad in Congress printed program
8. Five social media shares
9. Logo recognition in Congress Program
10. Logo recognition and link to company website in CSLA bulletins and Congress eblasts
11. Opportunity to include two promotional items in the delegate bag
12. Opportunity to distribute one marketing eblast to CSLA's 9,000 email contacts (graphic presentation and copy to be provided to CSLA in French and English, to be distributed by CSLA)

Partner Sponsorship Package: \$15,000

SIX Partner Sponsorship packages are available. This package includes:

1. Customized ad placed on event web page
2. Two-minute video commercial played once during virtual event and twice during in-person event, and to be added to the CSLA's YouTube channel
3. Special event sponsor: welcome reception OR trade show reception OR keynote speaker OR College of Fellows Investiture Ceremony
4. CSLA College of Fellows Investiture Ceremony sponsor (includes logo placement and a speaking opportunity)
5. Opportunity to give a technical session (20 minutes) at the in-person Congress
6. Complimentary Congress registration for two (2) staff members (with ability to purchase additional registrations at a reduced rate)
7. Half-page ad in Congress printed program
8. Two social media shares
9. Logo recognition in Congress Program
10. Logo recognition and link to company website in CSLA bulletins and Congress eblasts
11. Opportunity to include one promotional item in the delegate bag

Principal Sponsorship Package: \$8,000

This package includes:

1. Customized ad placed on event web page
2. One-minute video commercial played twice during in-person event, and to be added to the CSLA's YouTube channel
3. Opportunity to give a technical session (20 minutes) at the in-person Congress
4. Recognition as sponsor one of the educational sessions, lunches or breakfasts (until all slots filled) with logo placement during event and opportunity to introduce your company and the speaker
5. Complimentary Congress registration for two (2) staff members (with ability to purchase additional registrations at a reduced rate)
6. Quarter-page ad in Congress printed program
7. One social media share
8. Logo recognition in Congress Program
9. Logo recognition and link to company website in CSLA bulletins and Congress eblasts

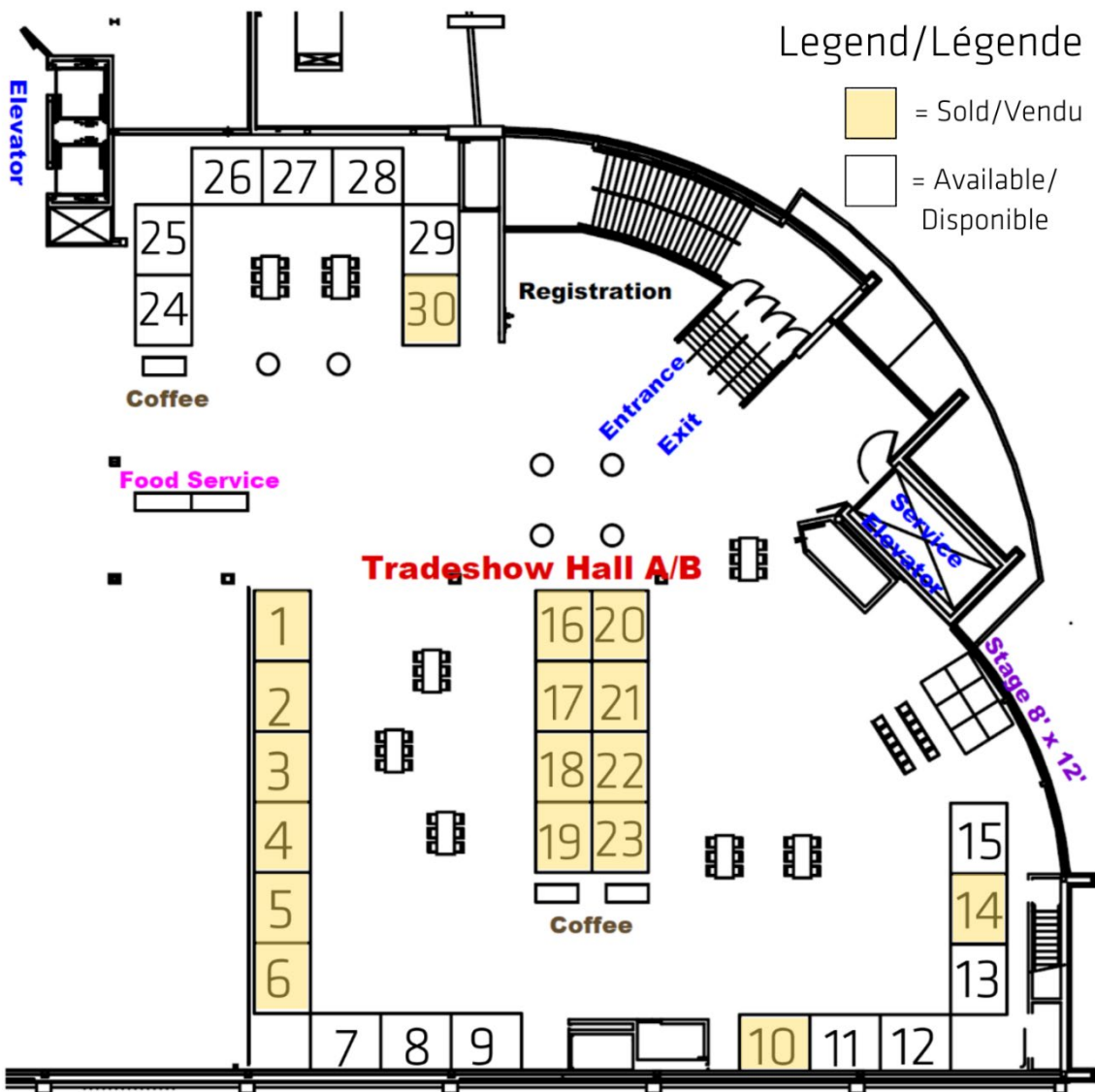
Associate Sponsorship Package: \$5,000

This package includes:

1. Recognition as sponsor of a tour with opportunity to join the tour group and network with delegates
2. Complimentary Congress registration for one (1) staff member (with ability to purchase additional registrations at a reduced rate)
3. One social media share
4. Logo recognition in Congress Program
5. Logo recognition and link to company website in CSLA bulletins and Congress eblasts

Trade Show Prospectus

Floor Plan



Provisional booth allocations (subject to change based on final booth sales)

1 Equiparc	10 Gametime	21 Earthscape
2 Urbanscape Self Watering Planters	14 Barkman	22 Playpower
3 Landscape Structures	16 & 20 Maglin	23 Waterplay
4 Wishbone	17 Parkstreet	30 Streetlife
5 Blue Imp	18 Vortex	
6 Sudden Fun	19 Landforms	

Schedule (TBC)

Friday, June 16th, 2023

- Trade Show Set Up (12pm to 5 pm)
- Exhibit Hall Opens (5pm)
- Reception in Trade Show (5pm to 9 pm)

Saturday, June 17th, 2023

- Exhibit Hall Opens (10 am)
- Demonstrations/Technical Sessions on Show Hall Stage (10:30 am-12 pm)
- Lunch in Show Hall (12-1 pm)
- Exhibit Hall Closes (3 pm)

Show Information

We will be supplying information on the supplier, move-in and move-out, shipping etc. closer to the date of the event.

Fees

8 x 10 Trade Show Space: \$2,000.00

Each booth includes:

- access to meals provided to conference delegates (Thursday evening reception, Friday breakfast, lunch, and evening reception, Saturday breakfast and lunch)
- two exhibitor badges (additional badges can be purchased)

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 SALA or CSLA starting February 1, 2023. 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.