

Taking Your Consulting Practice to New Heights



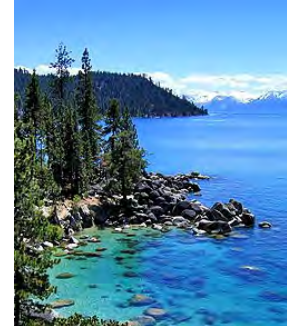
face-to-face networking
visibility brand recognition
Credibility sales
networking demos prominence
decision makers industry awareness

2011 November 30–December 3
Hyatt Regency Lake Tahoe
Incline Village, Nevada

ASCA Annual Conference **Exhibit & Sponsorship Opportunities**

decision makers Relationship building
exposure brand recognition
networking face-to-face
sales visibility demos
prominence Relationship b
industry awareness
sales visibility
prominence
exposure Credibility

exposure
relationship building
visibility
networking
decision makers
prominence
sales
face-to-face



Target the Industry's Best

To be successful, your company needs to be highly visible to the profession's decision makers—and that's where the **2011 ASCA Annual Conference: Taking Your Consulting Practice to New Heights** comes into the picture. This conference is designed to provide key players from the arboricultural consulting profession the opportunity to meet leading suppliers like you. This is your chance to develop face-to-face relationships with hundreds of influential decision makers.

Get the most visibility for your money—Act Now

If you would like your company to be listed in the conference brochure, your payment must be received by Friday, July 1. Sponsorships and exhibits received after this date will not be listed in the conference brochure; however, they will be recognized in the conference notebook—so sign up today!



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Exhibiting

Have products and services that you want to show off? Exhibiting provides you with the perfect opportunity to offer demonstrations or discuss your company's latest offerings to an audience of your current and potential clients.

Exhibit tables will be located in the foyer close to the presentations, which will also be the site for the morning and afternoon breaks.

Sponsoring

Sponsoring allows you to choose specific events or items at the conference that will help you meet your goal of increased company exposure. Opportunities are limited and are available on a first-come, first-served basis.

There are 5 Sponsorship Levels to choose from:

Platinum—\$5,000

With only one Platinum Sponsorship available, these benefits are exclusive to your company:

- Sponsorship of the conference notebook
- Placement of a full color advertisement on the back cover of the conference notebook
- One (1) full conference registration
- Listing with company logo and product description in the conference notebook
- Listing in the ASCA newsletter
- Listing on the ASCA conference web page
- Recognition on signage within the registration area

Gold—\$3,500

- Placement of a full color advertisement on the inside back cover of the conference notebook
- Listing with company logo and product description in the conference notebook
- Listing in the ASCA newsletter
- Listing on the ASCA conference web page
- Recognition on signage within the registration area
- Your choice of:
 - » Reception (3 available)
 - » Computer Printer Station

Silver—\$2,500

- Placement of a half-page B&W advertisement in the conference notebook
- Listing with company logo and product description in the conference notebook
- Listing in the ASCA newsletter
- Listing on the ASCA conference web page
- Recognition on signage within the registration area
- Your choice of:
 - » Audio-Visual Equipment (3 available)
 - » Continental Breakfast (3 available)
 - » Lunch—Thursday
 - » Lunch—Friday

Bronze—\$1,000

- Listing on the ASCA conference web page
- Recognition on signage within the registration area
- Your choice of:
 - » Coffee Break—Thursday
 - » Coffee Break—Friday
 - » Coffee Break—Saturday

Other Sponsorship Opportunities

- ASCA Lanyards **\$750**
(neck cord for badge)
- Registration Materials.... **\$500**
(badges/badge holders/ribbons)
- Speakers' Fee **\$500**
(10 available)
- General Sponsor Donation

Sponsors of these items will receive a listing in the conference notebook and recognition on signage within the registration area.

Exhibit Fees

ASCA Member \$825 (\$275 for each additional exhibit staff)
Non Member \$1,100 (\$275 for each additional exhibit staff)

Exhibitors will have the opportunity for extended conversations with conference attendees along with these specific benefits:

- One full conference registration (*which includes the Reception*)
- One skirted 6' x 30" table, one chair

Additional fees for electricity, audiovisual equipment and an internet connection (wired or wireless) are the responsibility of the exhibiting company.

Exhibit | Sponsor Contract

Exhibitor / Sponsor Contact Info

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Complimentary On-site Exhibit Staff:

1) Name _____ Badge Name (if different) _____
 Special Dietary Requirement: Vegetarian Kosher Other

Additional On-site Exhibit Staff (\$275 each):

2) Name _____ Badge Name (if different) _____
 Special Dietary Requirement: Vegetarian Kosher Other

Products & Services

Please print or type a 2-3 sentence description to be used for promotional purposes:

Tabletop Exhibit Fees

	Exhibit Fee*	Additional Exhibit Staff**
ASCA Member	<input type="checkbox"/> \$825	<input type="checkbox"/> \$275/pp
Non-Member	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$275/pp
Total Exhibitor Fees		\$

* Exhibit fee includes one full conference registration, (1) 6' x 30" tabletop with one (1) chair and complimentary lunch and reception tickets.

** Includes complimentary lunch and reception tickets. It does not include conference sessions.

Cancellation Policy: Cancellations received in writing by November 2, 2011 will be subject to a 25% cancellation fee. Cancellations made after November 2, 2011 will receive no refund. **Disclaimer:** Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend ASCA and the Hyatt Regency Lake Tahoe and their respective employees and/or agents against any claims or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither ASCA nor the Hyatt Regency Lake Tahoe maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

Sponsorship Levels

Platinum Sponsor	
<input type="checkbox"/> Annual Conference Notebook	\$5,000
Gold Sponsor (select one)	
<input type="checkbox"/> Reception (3 available)	\$3,500
<input type="checkbox"/> Computer Printer Station	\$3,500
Silver Sponsor (select one)	
<input type="checkbox"/> Audio Visual Equipment (3 available)	\$2,500
<input type="checkbox"/> Continental Breakfast (3 available)	\$2,500
<input type="checkbox"/> Lunch—Thursday	\$2,500
<input type="checkbox"/> Lunch—Friday	\$2,500
Bronze Sponsor (select one)	
<input type="checkbox"/> Coffee Break—Thursday	\$1,000
<input type="checkbox"/> Coffee Break—Friday	\$1,000
<input type="checkbox"/> Coffee Break—Saturday	\$1,000
Other Sponsorship Opportunities	
<input type="checkbox"/> ASCA Lanyards (neck chains)	\$750
<input type="checkbox"/> Registration Materials (badges/holders/ribbons)	\$500
<input type="checkbox"/> Speakers' Fees (10 available)	\$500
<input type="checkbox"/> General Donation (any amount)	\$
Total Contribution	\$

Payment Information

Total Amount Enclosed	\$
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Check (make payable to ASCA - U.S. Funds only) VISA MasterCard

Cardholder Name _____

Credit Card # _____

Expiration Date _____ Security Code _____

Signature _____

American Society of Consulting Arborists

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