



ANNUAL CONFERENCE 2023 SPONSOR REGISTRATION IS NOW OPEN!

Promote your business at the American Public Gardens Association's Annual Conference "New Horizons: Rising from Roots." The Association's Annual Conference is taking place in Fort Worth, Texas, from June 5 to 8, 2023, in partnership with our host gardens, the Fort Worth Botanic Garden/Botanical Research Institute of Texas (BRIT) and the Dallas Arboretum and Botanical Garden!

Reach new heights by growing your business through a sponsored partnership at the Association's 2023 Annual Conference. This annual event is where public horticulture's senior leaders and decision makers come to discuss and dive into fiscal, organizational, and best practice standards for the nation's public gardens.

Give current and prospective clients a spotlight on YOUR business. Sponsors of the Association's 2023 Annual Conference receive direct exposure to key leaders and decision makers in the garden industry through our website, presentations, and recognitions. In addition, sponsors receive repeated exposure to our 10,000+ individual members in the months leading up to and following the event, via the Association's website and comprehensive communications plan.

The Association's 2022 in-person Annual Conference in Portland, Oregon, attracted 1,000 attendees (in-person and virtual) and was marketed to more than 10,000+ public garden professionals, representing more than 600 institutions, located across North America and beyond. The Association's membership is present in all 50 states, the District of Columbia, Canada, Mexico, and other countries internationally.

Deadline for full inclusion is March 1, 2023 - for more information, or to talk more about these special sponsorship opportunities, please contact Sara Wilson Meyer, Corporate & Foundation Relations Manager at swmeyer@publicgardens.org

AVAILABLE SPONSORSHIPS

Presenting Partner – SOLD!

Maximize your impact and visibility. As the Presenting Partner, you will receive the highest level of recognition, along with the opportunity to speak at the Annual Conference. Your Presenting Partnership can be customized to fit your needs, but in general includes these benefits:

- Prominent positioning of your logo on the Conference banner underneath the Association's logo as Presenting Partner
- Recognition as the Presenting Partner on conference materials (including Conference slides) and Association website
- Presentation Opportunities – such as the ability to provide remarks of welcome during a gathering/Presentation Lunch and up to five-minutes to share information about your organization
- Up to eight (8) full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$6,702)
- Your choice of either a Main Walkway Table or an indoor Ballroom Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Top tier Presenting Partner recognition on the Conference Website (includes name, logo, description, web address, and header placement)
- Conference attendee list with emails - both before and after Conference

Keynote and Plenary Lunch Sponsor - \$20,000

Our Keynote and Plenary Lunches are always memorable, provocative, and inspiring. We seek out the best of the best to speak and past presenters have included former Supreme Court justices to astronauts! Your sponsorship includes:

- Exclusive recognition as either the Keynote or Plenary Lunch Sponsor on conference materials and Association website
- Opportunity to introduce Keynote or Plenary speaker
- 4 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$3,351)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference

- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

IDEA Café Lunch Sponsor - \$20,000*

The IDEA Café Lunch Sponsor supports important conversations and discussion surrounding topics related to Inclusion, Diversity, Equity, and Accessibility for Conference attendees. Align yourself with IDEA principles and support important discussions through this sponsorship. Your sponsorship includes:

- Recognition as the IDEA Café Lunch Sponsor on conference materials and Association website
- Opportunity to introduce the IDEA Café
- 4 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$3,351)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

* Turn this sponsorship into a year-round acknowledgment of your support and commitment to IDEA principles by combining and bundling as an IDEA Café Sponsor!

Board Alumni Reception Sponsor - \$10,000

Align your company with leaders who have shaped the Association. Bringing together leaders past and present, the Board Alumni Reception is a celebration of 75+ years of extraordinary talent and thought leadership. Your sponsorship includes:

- Recognition as the Board Alumni Reception Sponsor on conference materials and the Association website
- Unique opportunity to address attendees at the Board Alumni Reception
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)

- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Opening Reception Sponsor - \$10,000

The evening Opening Reception officially welcomes Conference attendees and kicks off festivities for the week. This time-honored gathering provides a chance for attendees to catch up with familiar colleagues and make new connections. This reception is typically well attended and provides the sponsor with significant visibility at the onset of the week. Your sponsorship includes:

- Recognition as the Opening Reception Sponsor on conference materials and the Association website
- Unique opportunity to address attendees at the Opening Reception
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Exhibit Hall Sponsor – SOLD!

The Exhibit Hall will be at the heart and center of the Conference! Spanning the entire Fort Worth Ballroom and the conference floor foyer, we have reimagined the Omni Conference Level to provide places for attendees to meet, recharge, grab refreshment, and listen to important content from our exhibitors via special Industry Insights Sessions. Your sponsorship includes:

- The Exhibit Hall display space located at the Whip Wall – this is a central, highly visited space, situated directly between the primary Texas and Fort Worth Ballrooms on Omni's main Conference Level. The dimensions for the Whip Wall are 18 feet high and more than 26 feet wide. In terms of size and scope, the Whip Wall specs are the equivalent of three (3) Exhibit Hall booths combined (promotional value \$4,500).

- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Awards Program Sponsor - \$6,000

Honor the best in the industry and support the next generation of horticulture leaders. Each year, the American Public Gardens Association honors public garden leaders and institutions through awards presented during our Association lunch programs. Your sponsorship includes:

- Recognition as the Awards Program Sponsor announced during the event
- Recognition on Conference materials and the Association website
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Conference Track Sponsor - \$5,500*

Align your company with a "big picture" track throughout the week. Conference sessions are organized into tracks corresponding to learning objectives. Each track consists of a variety of sessions, workshops, and community meetings with attendees who specialize in the field(s) associated with each track.

Track 1: Horticulture

Track 2: Plant Curation & Conservation

*Track 3: Education & Science – **SOLD!***

Track 4: Public Engagement

Track 5: Garden Management

Your Sponsorship includes:

- Acknowledgment as a Track Sponsor on conference materials and Association website – including logo recognition on all Track Sessions throughout Conference
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$838)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

* Turn this sponsorship into a year-round acknowledgment by combining and bundling as a Specialty Sponsor!

Industry Insights Sponsor – \$5,000 for 60-minutes OR \$6,000 for 90-minutes

Opportunity for company representatives to present a Demonstration and Education Workshop during the Conference. Multiple opportunities available!

Position your company as a thought leader. This is a dedicated opportunity to share emerging industry trends with key decision makers and offer resources garden leaders can use to go to the next level of organizational excellence. **Your sponsorship includes:**

- Standard conference A/V package
- Name of session and sponsorship recognition on: conference website; onsite signage; conference master schedule; daily printout of schedule (on day of presentation); website link to your company information
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
- 1 Exhibit Hall Booth with preferred placement (8' X 10' or 10' X 10') (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Conference attendee list with emails – both before and after Conference

Poster Session Sponsor - \$5,000

Support exemplary research in our field by emerging and established leaders. The Poster Session is an opportunity for members to show off their research results through poster presentations. This popular event will be held in the Exhibits Hall area. Your sponsorship includes:

- Recognition as the Poster Session Sponsor during the session and on conference materials and the Association website
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$838)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Special Session Sponsor - \$5,000

Sponsor one of our engaging Association sessions during the Conference, targeted to specific public gardening disciplines, such as the Plant Collections Forum Multiple opportunities available - sponsorship includes:

- Recognition as the Special Session Sponsor during the session and on conference materials and the Association website
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$838)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
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Leadership Forum Series Session Sponsor - \$5,000 for one or \$12,000 for all three

We're taking the popular Leadership Forum offering and expanding it to a three-day series of daily dives. Each day will explore how leaders are taking on issues in their gardens' operations through sustainable economic, social and environmental actions. Each session features provocative questions probing the challenges and opportunities inherent in "walking the talk".

Forums are offered as a fee-added option to attendee registration, with proceeds to support the Association's continuing work to promote sustainability. Join in the planning of these sessions to take the discussion into areas that are important to you!

Your Sponsorship includes:

- Acknowledgment as a Leadership Forum Sponsor on conference materials and Association website
- Joint planning with Association staff and IDEA Committee members to develop Leadership Forum questions and content
- Sponsors may opt to designate a representative to moderate a session of their choosing.
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$838)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails – both before and after Conference

Executive Garden Leaders Special Session Sponsor - \$5,000

Our Executive Garden Leaders Special Session Sponsor supports garden executives and decision makers as they connect to idea-share and engage in strategic conversations. Your sponsorship includes:

- Acknowledgment as the Executive Garden Leaders Special Session Sponsor on conference materials and Association website – including logo recognition at Conference
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$838)
- Your choice of either a main walkway Sponsor Table or an indoor Ballroom Sponsor Booth as part of the Exhibit Hall (promotional value \$1,500)
- Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
- Recognition on the Conference Website (includes company name, logo, description, and web address)
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