

2020 SPONSORSHIP OPPORTUNITIES



Conference: August 10-13 | Expo: August 10-11
Williamsburg Lodge | Virginia

Each year, hundreds of professional garden communicators from across the globe attend the largest gathering of its kind in the world, the **GardenComm Annual Conference & Expo**. Attendees are seeking the latest information on new products and tools, new resources for their business, and networking opportunities. As a sponsor, you and your organization get the essential brand exposure and direct, one-on-one access to these current and future influencers impacting the industry.

Sponsorship gives your organization the opportunity to extend your message beyond the tradeshow floor and:

- Spotlight company information/products with key media professionals in the green industry
- Receive special marketing and recognition on all conference materials including website, social media, digital and print marketing, and conference app
- Get exclusive opportunities to share marketing materials and information with all attendees at check-in and in pre- and post-conference messaging
- Enjoy special recognition throughout the conference and potential speaking and product give-away opportunities

These professionals represent many of the most influential thought-leaders in the industry, including:

- Writers & Authors
- Bloggers
- Speakers
- Photographers
- Radio, TV & Podcast Hosts
- Advertising/PR Experts
- Educators
- Master Gardeners
- Landscape Architects & Designers

Reserve your opportunity today. Space is limited.



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Conference Partner \$10,000 +

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Showcase Sponsor \$5,000+

Awards & Honors Dinner[†] \$5,000
Conference App[°] \$5,000
Registration Bags[°] \$5,000
Keynote & Presenter Support \$5,000/speaker

Contributing Sponsor \$2,500+

Namebadges[°] \$3,500
Hotel Room Keys[°] \$3,500
Awards & Honors Afterparty[†] \$2,500

Supporting Sponsor \$1,000+

Charging Station[°] \$2,000/station
Tour Refreshments \$1,500
Lapel Pins[°] \$1,500
Networking Break[†] \$1,000/break
Tour Transportation[†] \$1,000/tour

Friend Sponsor \$500+

Tour Transportation \$500/bus
Education Session \$500/session
General Support \$500

[†] Speaking Opportunity [‡] Product give-away Opportunity [°] Branded Opportunity

Sponsor Package Benefits

	Partner	Showcase	Contributor	Supporter	Friend
Recognition on Conference Website	✓	✓	✓	✓	✓
Recognition in Conference Marketing	✓	✓	✓	✓	✓
Recognition On-site at Conference	✓	✓	✓	✓	✓
Recognition & Company Listing in Conference App	✓	✓	✓	✓	✓
Conference App Promotion	✓	✓			
Pre/Post Conference Email Promotion	2	1	1		
Insert Pieces Allowed in Attendee Bags Exclusive opportunity for sponsors only	4	3	2	1	
Full Conference Registrations	2	1			

ATTENDEES BY THE NUMBERS

DISCIPLINE



80%

Writer/Blogger



50%

Speaker



37%

Photographer



14%

Garden Marketer



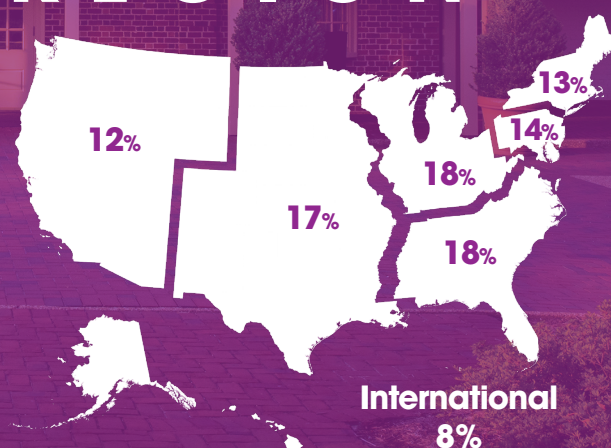
10%

TV/Radio Expert

REPEAT ATTENDANCE



REGION



Sources: 2016-2018 Registration Data & 2018 Attendee Survey

Sponsor Insert & Registration Information

1. This year, you will ship your literature to the Williamsburg Lodge. Your materials must arrive on or before August 6, 2020. Materials that do not arrive by August 7, 2020, cannot be included in the attendee bags. Materials that arrive after August 8, 2020 will be turned away.
2. Please include this information on your shipping label:
Williamsburg Lodge
310 S England St, Williamsburg, VA 23185
ATTN GardenComm Conference
3. Registrations are not transferable to persons outside the sponsoring company.
4. All persons must register for the conference. A discount code will be provided for any applicable complimentary registration.
5. Tours are not included in the registration.

Sponsor Insert Guidelines

1. Please see chart on page 2 for number of pieces/pages allowed with each level of sponsorship. Literature that exceeds the number allowed cannot be included in attendee bags.
2. Additional literature information:
 - a. Press kits cannot be accepted.
 - b. Seed, plant, soil and fertilizer product samples cannot be accepted. Any samples sent to the hotel will be discarded.

Questions? Have your own unique sponsorship idea?

Contact Deputy Executive Director
Jenn Perrone at 212.297.2198 or
info@gardencomm.org



2020 SPONSOR CONTRACT

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To reserve a sponsorship opportunity, please select your opportunity and provide company/payment information below. No event will be guaranteed until payment has been received.

SPONSORSHIP LEVEL

☐ Conference Partner ☐ Showcase Sponsor ☐ Contributing Sponsor ☐ Supporting Sponsor ☐ Friend Sponsor

Sponsorship Opportunity (Please Specify)

SPONSOR INFORMATION

Company

Primary Contact

Address

City

State

Zip

Phone

Email

Website

Twitter

Facebook

Instagram

COMPANY DESCRIPTION & LOGO

A full sponsor listing will be included on the conference website and mobile app. Please send a high-resolution .AI or .EPS logo file to jperrone@kellencompany.com and a 50-word description of your company and its products/services:

PAYMENT

☐ Check for \$ enclosed. Please make check or money order (no cash) payable to GardenComm

Send checks to
GardenComm
Annual Conference and Expo
PO Box 723248, Atlanta, GA 31139

☐ Credit Card Type: ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER Name on Card

Credit Card Number

CVV Code

Expiration

Signature

I have read and agree to follow the sponsorship guidelines. I understand that any materials submitted that do not meet specifications, exceed specifications, or arrive late to the conference venue will not be included in the attendee materials. I also understand that the sponsorship opportunity that I have chosen will not be guaranteed until full payment has been received.

Printed Name

Signature

Date