

# 2019 SPONSORSHIP OPPORTUNITIES



## Conference: September 4-7 | Expo: September 4-5 Sheraton Salt Lake City | Salt Lake City, Utah

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

**Reserve your opportunity today.**  
Space is limited.

## 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



# SPONSORSHIP OPPORTUNITIES

Conference: September 4-7 | Expo: September 4-5  
 Sheraton Salt Lake City | Salt Lake City, Utah

<b>Conference Partner \$10,000 +</b>	Conference Partner†‡	\$10,000
<b>Showcase Sponsor \$5,000+</b>	Awards & Honors Dinner† Conference App° Registration Bags° Keynote & Presenter Support	\$5,000 \$5,000 \$5,000 \$5,000/speaker
<b>Contributing Sponsor \$2,500+</b>	Namebadges° Hotel Room Keys° Awards & Honors Afterparty†	\$3,500 \$3,500 \$2,500
<b>Supporting Sponsor \$1,000+</b>	Charging Station° Tour Refreshments Lapel Pins° Networking Break‡ Tour Transportation†	\$2,000/station \$1,500 \$1,500 \$1,000/break \$1,000/tour
<b>Friend Sponsor \$500+</b>	Tour Transportation Education Session General Support	\$500/bus \$500/session \$500

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

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

# ATTENDEES BY THE NUMBERS

## DISCIPLINE

 **80%**  
Writer/Blogger

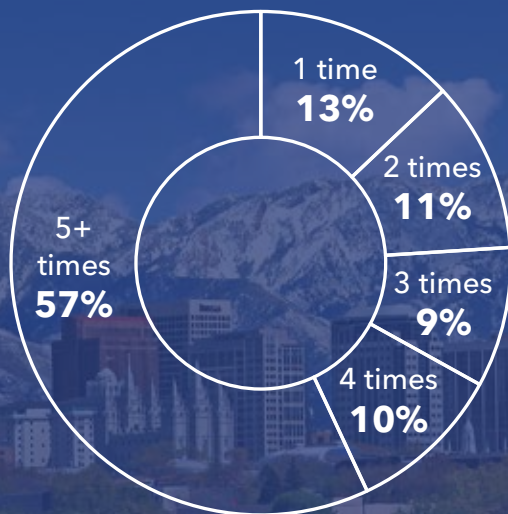
 **50%**  
Speaker

 **37%**  
Photographer

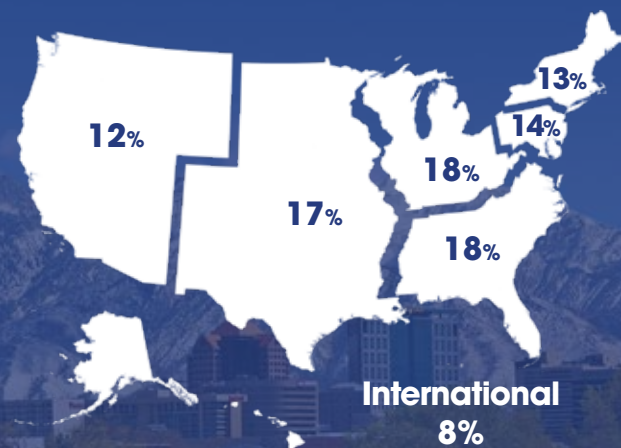
 **14%**  
Garden Marketer

 **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 Sheraton Salt Lake City. Your materials must arrive on or before September 1, 2019. Materials that do not arrive by September 2, 2019, cannot be included in the attendee bags. Materials that arrive after September 3, 2019 will be turned away.
2. Please include this information on your shipping label:  
Sheraton Salt Lake City  
150 W 500 S, Salt Lake City, UT 84101  
Event: GardenComm Conference & Expo  
ATTN: Sandy Stevens
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](mailto:info@gardencomm.org)



# 2019 SPONSOR CONTRACT

Conference: September 4-7 | Expo: September 4-5  
Sheraton Salt Lake City | Salt Lake City, UT

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](mailto: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

---