



SPONSOR BROCHURE



Any Sponsor investment of \$10,000 or more automatically places your company as a TNLA Strategic Partner receiving full-year benefits and promotion across multiple platforms.

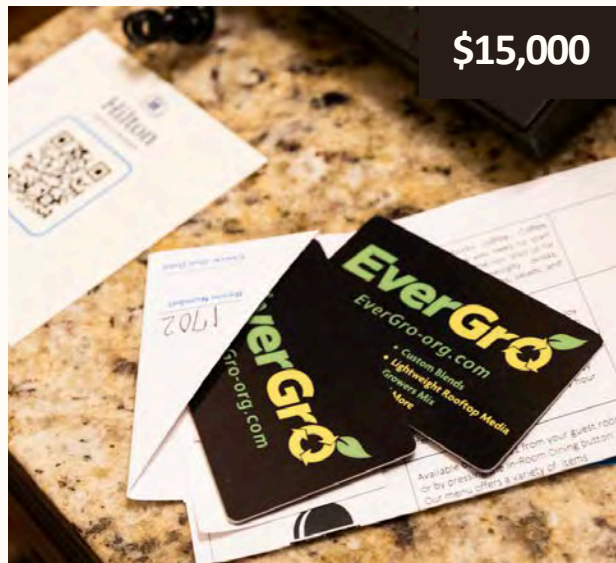


\$12,500

Lanyards



From beginning to end, your company name and logo are exposed on this fabric lanyard. Every attendee receives one when picking up their badge. This is an Exclusive Sponsorship opportunity. Lanyard production will be handled by EXPO Management.

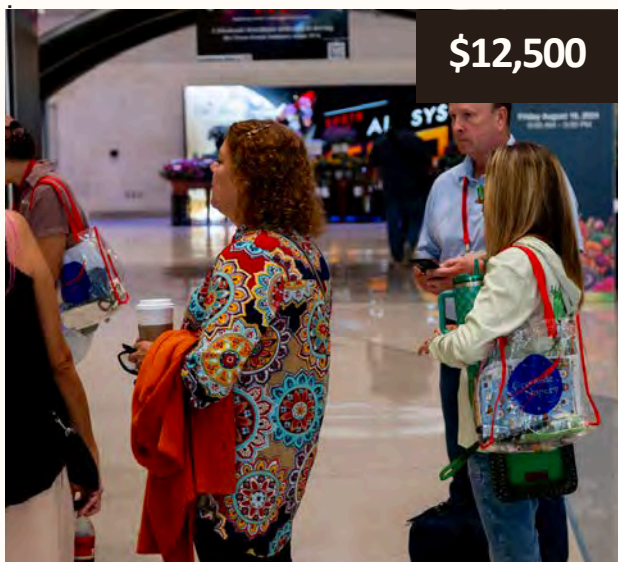


\$15,000

Hotel Keycards



Have your brand seen by attendees staying in the Official EXPO Hotels (2) during EXPO. Every time attendees go into their hotel room your brand is front and center!

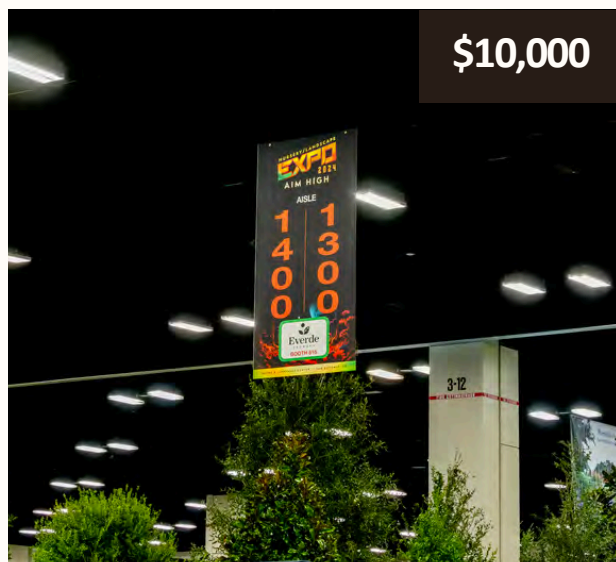


\$12,500

Tote Bags



Exclusive sponsorship for these high quality 'collectible' canvas tote bags distributed in the Registration Area during Badge Pick Up. Your company name and logo will be splashed all over the exhibit hall and used indefinitely after the show ends.



\$10,000

Aisle Signs



Banners with your company name and logo will hang from all aisle signs on the trade show floor in the designated hall(s) area. Signage and rigging will be handled by EXPO Management.



\$10,000

Coffee Bar



Free coffee to attendees & Branding located in a high-traffic area on the trade show floor. Pre, during, and post-show promotion including across multiple platforms.

****Additional placement and pricing opportunities are available upon request****



\$7,000

Hydration Station



Let attendees know who is quenching their thirst with infused water with your company logo on the signage located at the water station in the exhibit hall. Branded water bottles can also be purchased at an additional cost to sponsor.

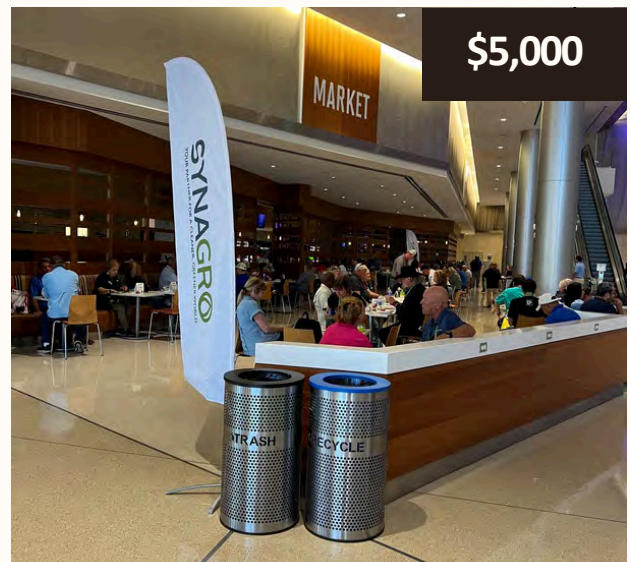


\$5,000

Registration Area



Introduce your company to attendees before they walk on to the Trade show floor. Recognition is included in all advance registration confirmations, Registration Area signage, Floor Decal in the Registration Area with your booth number, signage. Sponsorship includes recognition pre, during, and post-show across multiple platforms.

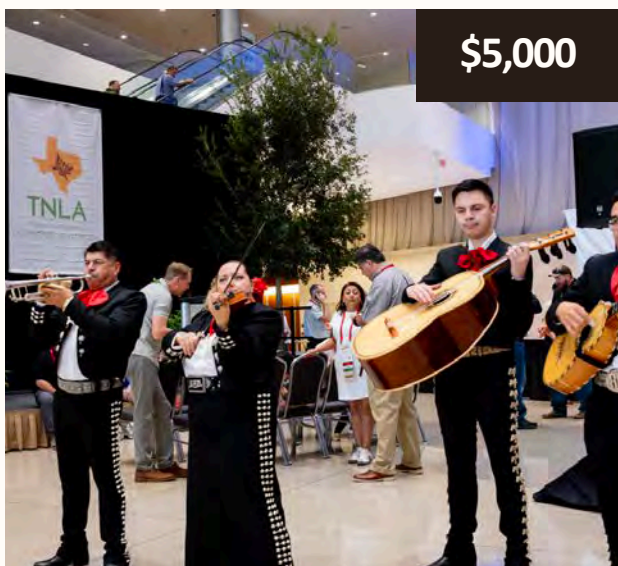


\$5,000

Market Cafe

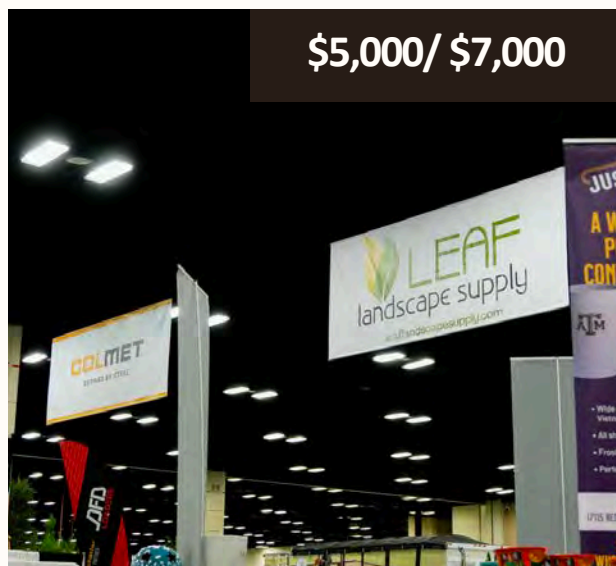


Serve up unbeatable brand exposure with the Market Café Sponsorship! For three full days, your company name, logo, and booth number will be prominently featured on table tents, and cups at the bustling Market Café in the Main Lobby. It's the perfect spot to capture the attention of attendees as they grab a bite, network, and recharge.



Opening Ceremonies

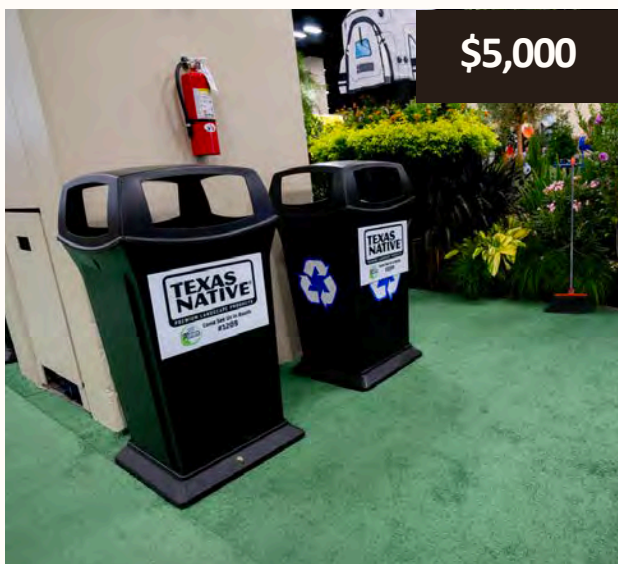
Have your Company Brand front and center during EXPO's extremely popular Opening Ceremony. Includes verbal recognition during presentation, entertainment at the Main Entrance doors and EXPO personnel distributing your company literature and booth # information on Opening Day.



Banner

\$5,000- company produced
\$7,000- TNLA produced banner

Elevate your brand—literally—with the Ceiling Banner Sponsorship! Have your message displayed on a massive 8' x 20' single-sided banner hung in a prime, high-visibility location inside the Exhibit Hall. This eye-catching placement ensures that every attendee sees your brand from across the trade show floor.



Trash Can Liners

Place your company in front of ALL EXPO attendees with this sponsorship, Trash receptacles are distributed throughout the entire Exhibit Hall and Educational sessions and will look much nicer wrapped with your company brand, logo, and booth number!



Electronic EXPO Program - Presenting Sponsor

Put your brand in the hands of every attendee with the exclusive Mobile App Sponsorship! As the essential tool for the EXPO, your company's presence will be front and center from the moment attendees download the app—available months before the event and live all year long.



\$5,000

PAC Lounge

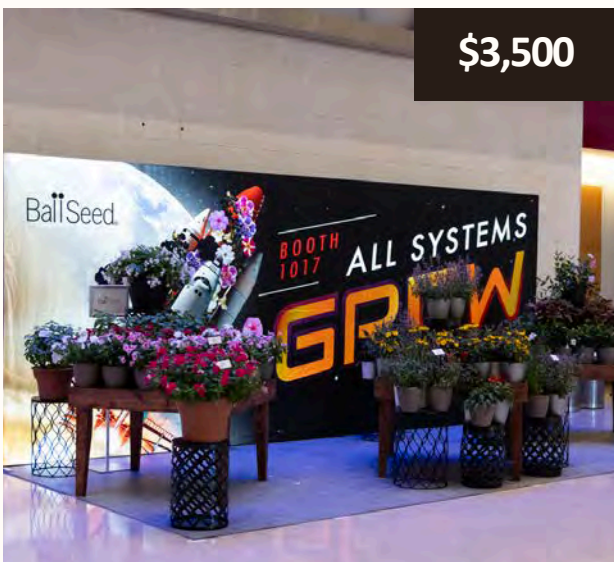
Have your company name associated with the political arm of TNLA - the TNLA PAC Lounge! This lounge is a heavily visited spot by key industry leaders at EX PO. Individuals contributing funds to TN LA PAC have a nice place to relax, do business, while enjoying complimentary beverages and snacks.



\$4,500

Floor Decals - Main Entrance (9x9)

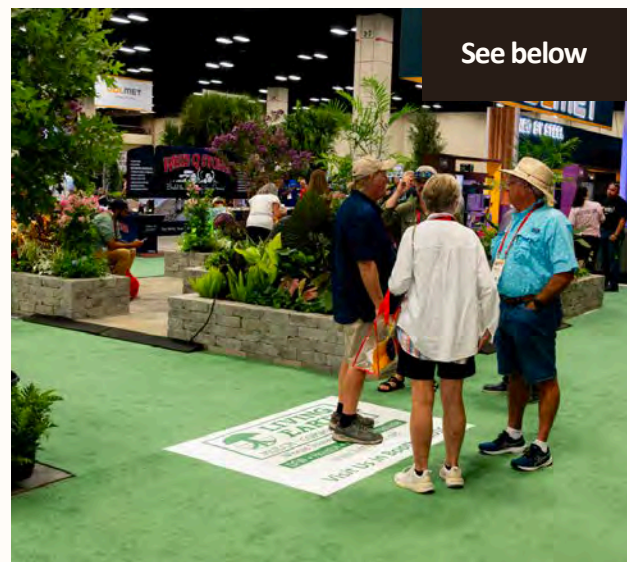
Make a bold first impression with the Main Entrance Floor Decal Sponsorship! Welcome every attendee to the Trade Show with your company logo and booth number prominently displayed on a large decal at the main entrance.



\$3,500

High Traffic Hallway Display

Take this unique opportunity to promote your brand beyond your booth. Set up an additional display in very high traffic hallways in the convention center.



See below

Floor Decals - Priced by Size

5x5 - \$1,250

3x3 - \$1,000



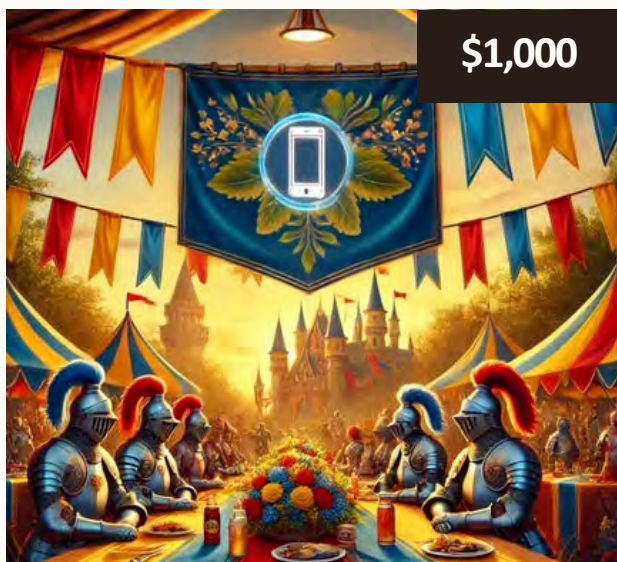
Official EXPO Eblast

Supercharge your brand exposure as the Official EXPO Eblast Sponsor for the 2025 EXPO! Imagine your company name, logo, and a direct link to your website prominently featured in over 30 e-blasts reaching a potential audience of 15,000 eager attendees each time.



Information Center

Meet, greet, and gather information is the purpose of the popular area inside the Exhibit Hall. Your company name and logo will be displayed along with a 4'x4' floor decal, signage, and CANDY!



Social Media Post(s)

Nursery/Landscape EXPO Facebook Page will feature 2 posts for your company designed by you or TNLA. The posts will be hyperlinked directly to your company website. EXPO will boost your company's post on EXPO's Facebook wall to create additional impressions and also track the click through rates (CTR).



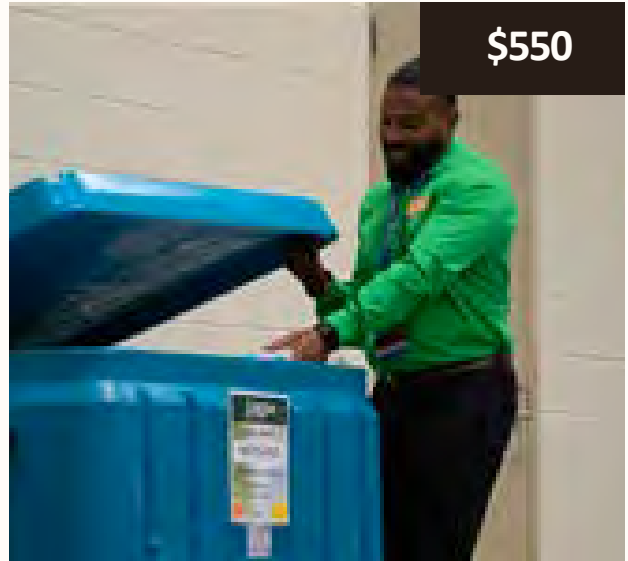
Rest Area

Let your brand be the place where attendees recharge with the Rest Area Sponsorship! As they take a break in the Exhibit Hall, your company signage and eye-catching floor decal will grab their attention at benches throughout the space. It's a high-traffic, high-visibility opportunity to keep your brand front and center while attendees rest and refocus.



Bathroom Signage

Ready for unbeatable visibility? The Bathroom Sign Sponsorship puts your brand front and center in a space attendees can't ignore! With your company name, logo, message, and booth number displayed in bathrooms across the show floor, you'll have a captive audience multiple times a day.



Ice Merchandisers



Stay cool and get noticed with the Ice Merchandising Sponsorship! Perfect for companies targeting growers, your brand will be front and center on all six ice merchandisers used daily by grower exhibitors to keep their plants fresh.





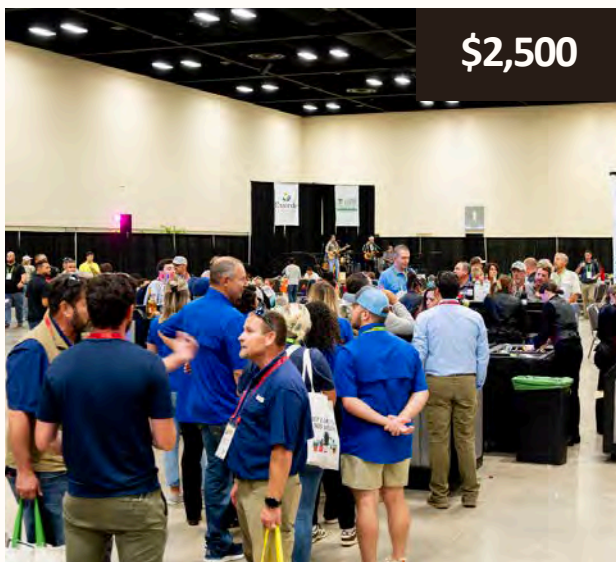
EVENT SPONSORSHIPS

\$10,000

Welcome Party Lead Sponsor



Your brand will shine with your banner prominently displayed behind the stage, your name and logo on drink napkins and drink tickets, and signage throughout the party area. Plus, enjoy recognition from the stage and featured branding in all Welcome Party promotions. Be the name everyone remembers as they celebrate and connect at the biggest social event of the EXPO!

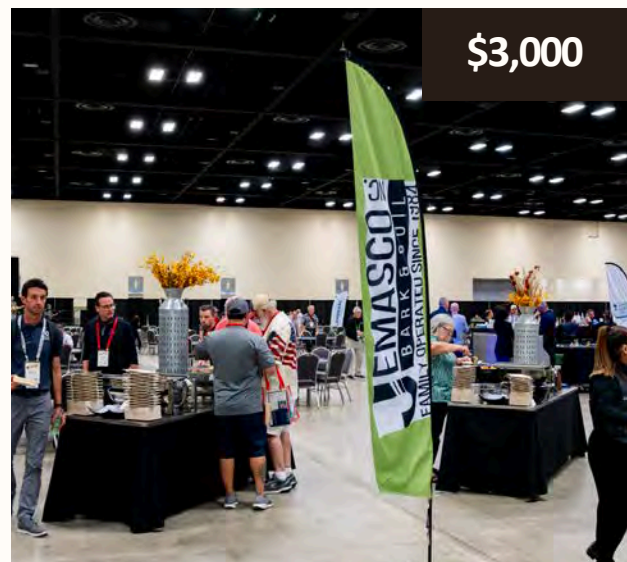


\$2,500

Welcome Party - Bar



Raise a glass to your brand with the Welcome Party Bar Sponsorship! Stand out as the sponsor of one of the party's bars, complete with your signage placed around the bar and throughout the event area. Cheers to making your brand the life of the party!



\$3,000

Welcome Party- Food



Make your brand the talk of the Welcome Party as a Food Sponsor! With your signage displayed at the food table and throughout the event area, your company will be front and center as attendees gather to enjoy the evening's delicious offerings. This high-visibility sponsorship is the perfect way to connect with guests and leave a lasting impression as they mix, mingle, and dine!



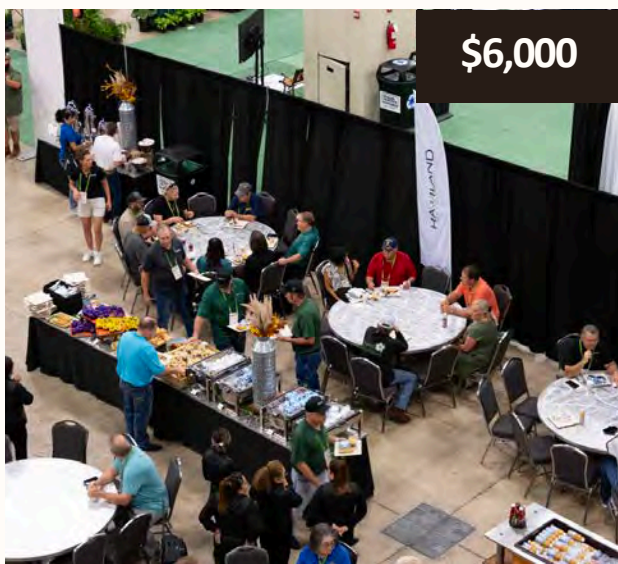
Welcome Party - Reserved Table

Reserve your own table at EXPO's Welcome Party! Also includes 10 additional drink tickets.



Welcome Party- Drink Tickets

Extra Welcome Party drink tickets can be purchased to give to company staff, given away at booths, etc.



Exhibitor Breakfast

Be the brand that starts the day off right by sponsoring the highly anticipated Exhibitor Appreciation Breakfast! You'll have the unique opportunity to engage with all exhibitors—your ideal target audience—while they enjoy a fabulous breakfast. Imagine your brand front and center as you create a memorable experience that leaves a lasting impression before the doors even open.



Chairs' Reception

Help TNLA honor the current and past Chairmen of TAN, TALC, and TNLA and receive the opportunity to meet TNLA's current Chairman of the Board. Company name on signage throughout the reception.

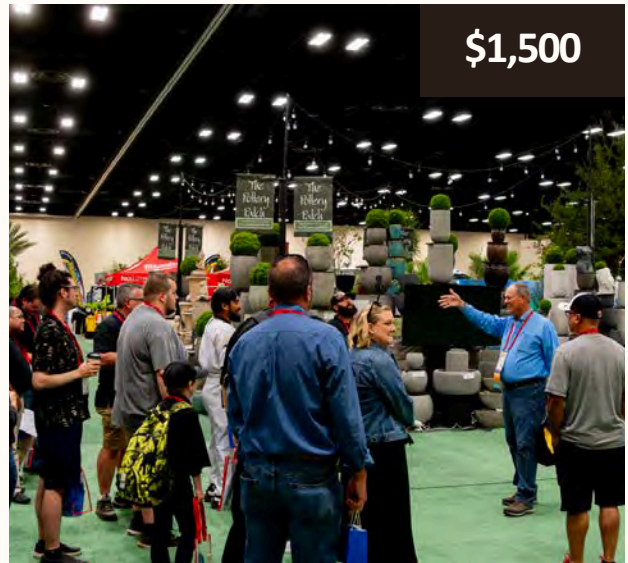


\$1,000

TNLA Annual Business

Meeting

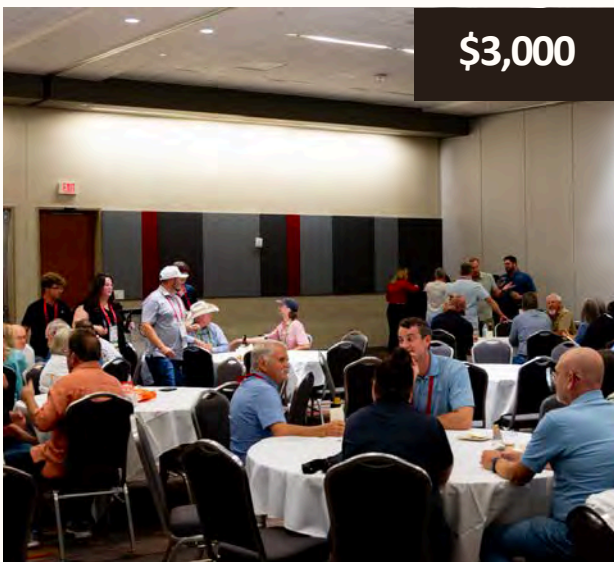
The TNLA Annual Business Meeting will be held Friday morning prior to Trade Show opening. Includes verbal recognition during the event as well as pre, during, and post-show recognition across multiple platforms.



\$1,500

Newcomers' Tour

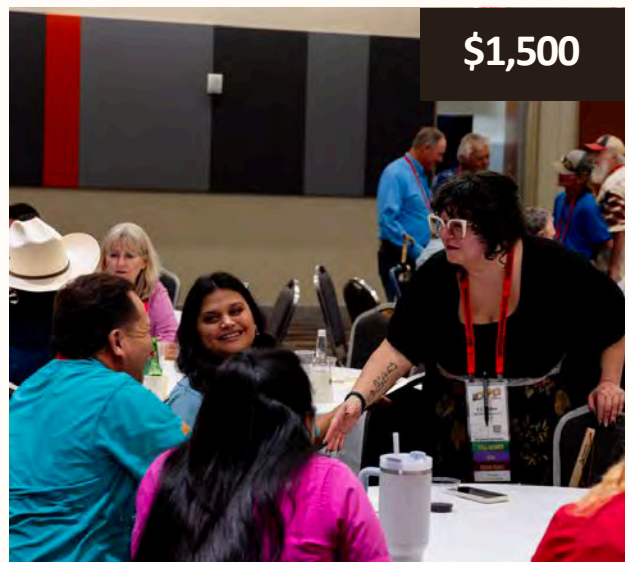
Be the first to welcome new faces to the EXPO with the Newcomers' Tour Sponsorship! This exclusive opportunity puts your company name in front of first-time attendees and exhibitors as they get a special behind-the-scenes tour of the event.



\$3,000

Certified Professionals Reception - Presenting

Showcase your brand's support for excellence by sponsoring the Certified Professionals Appreciation Reception! Celebrate individuals who have earned their professional certification at this special event, with your company name featured on napkins, signage, and all pre-EXPO promotions.



\$1,500

Certified Professionals Reception - Premier

This sponsorship aligns your brand with top industry achievers, giving you the chance to connect with key professionals in a relaxed and exclusive setting. It's the perfect opportunity to honor their accomplishments while making your brand a memorable part of their celebration!



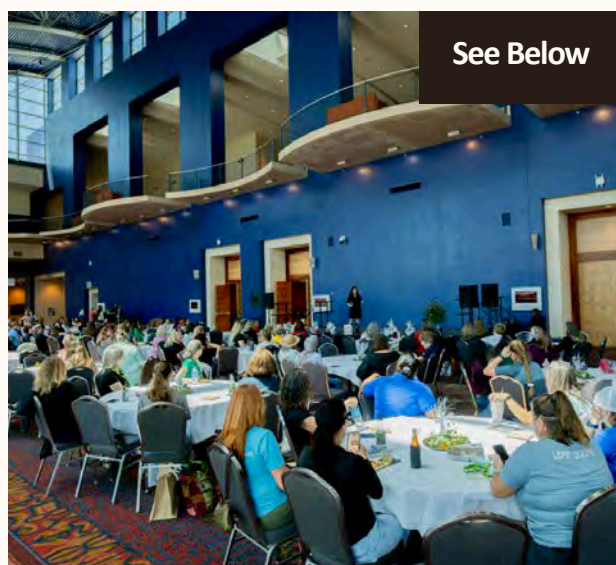
Women in Hort - Night Cap

Sprout Supporter - \$500

Leaf Leader - \$1,000

Flourish Champion - \$2,000

The Women in Horticulture Nightcap is the perfect after-hours opportunity for attendees to unwind, connect, and continue the conversation in a relaxed setting. This informal meetup allows women in the green industry to network, share ideas, and build lasting relationships in a fun and casual atmosphere.



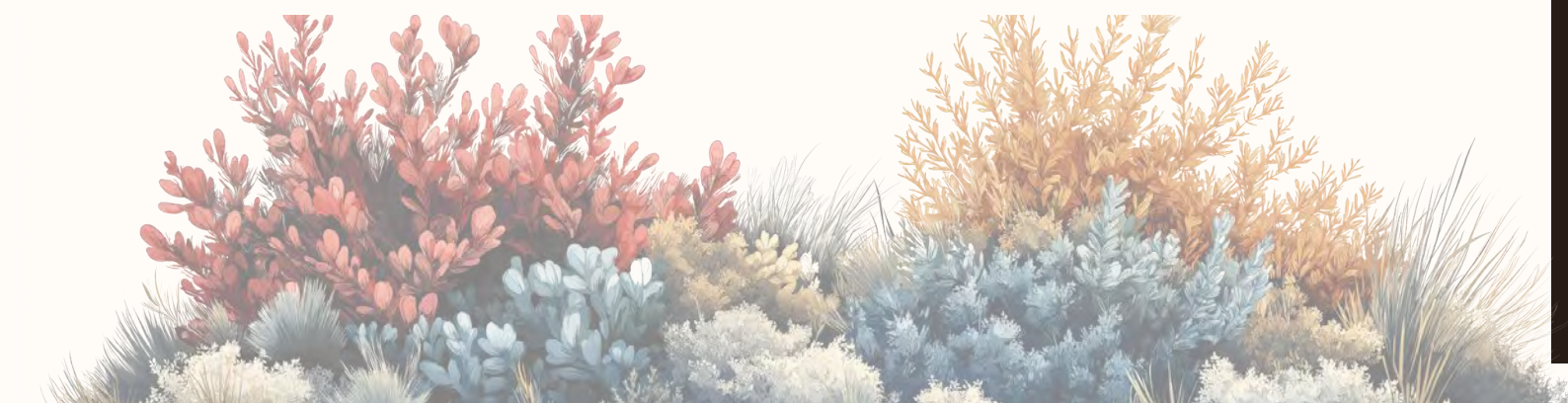
Women in Hort- Meet Up

Seeding Sponsor - \$750

Petal Patron - \$2,000

Blossom Benefactor - \$3,000

The Women in Horticulture Meet Up is a premier opportunity to engage with over 200 influential women in the green industry! As a sponsor, your brand will gain visibility among a passionate and dynamic audience, all while supporting the empowerment and advancement of women in horticulture. Join us in celebrating the leadership, innovation, and shared experiences that are shaping the future of the industry!





EDUCATION SPONSORSHIPS

\$7,500

Wednesday Education - Gold Sponsor

- Sponsor of one track during Wednesday EXPO Education
- Prominent tabletop space near track for networking with attendees
- Opportunity to provide branded materials for track attendees inside the education room
- Logo placement on EXPO Education track signage and materials
- Recognition on the education event website and program
- Mention in select social media posts
- Sponsor mention in EXPO Education email campaigns



\$5,000

Wednesday Education -

Silver Sponsor

- Sponsor of one track during Wednesday EXPO Education
- Opportunity to provide branded materials for track attendees
- Logo placement on EXPO Education track signage and materials
- Recognition on the education event website and program
- Mention in select social media posts
- Dedicated email acknowledgment in pre-event and follow-up communications
- Opportunity to introduce speakers during track sessions
- 2 EXPO Wednesday Education passes



Wednesday Education - Bronze Sponsor



- Sponsor of one track during Wednesday EXPO Education
- Opportunity to provide branded materials for track attendees
- Logo placement on EXPO Education session signage and materials
- Recognition on the education event website and program
- Mention in select social media posts
- Sponsor mention in select EXPO Wednesday Education email campaigns
- 1 EXPO Wednesday Education passes



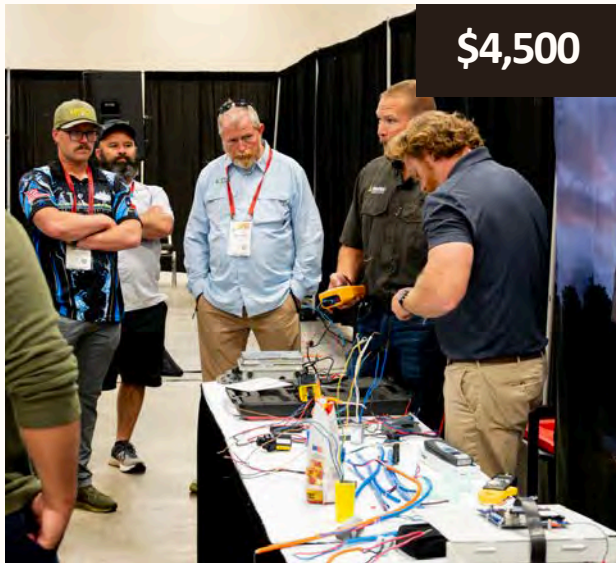
Notepad Giveaway

Have your company name and logo on note pads to be distributed during Wednesday education sessions. Attendees can take these home and use them year round, promoting your company the entire year!



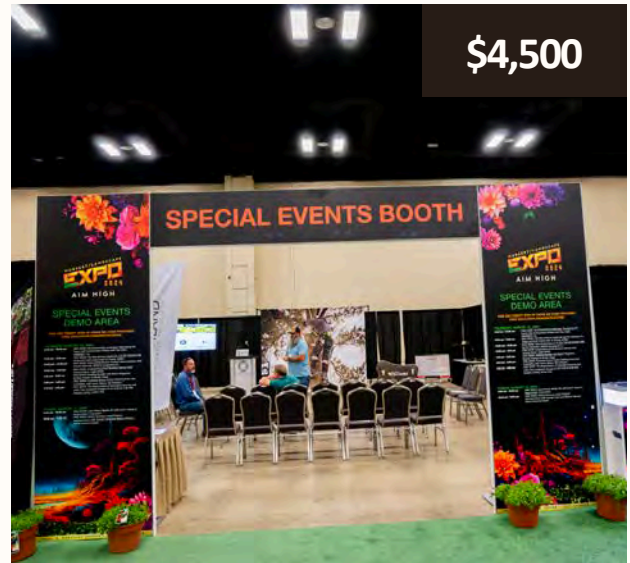
Meet Up Garden

As the exclusive sponsor of this dynamic networking space, your company will be front and center where attendees gather to connect, and share ideas. With signage throughout the area, you'll cultivate lasting impressions while aligning your name with collaboration and learning at the EXPO. Plant the seeds for new opportunities with this unique sponsorship!



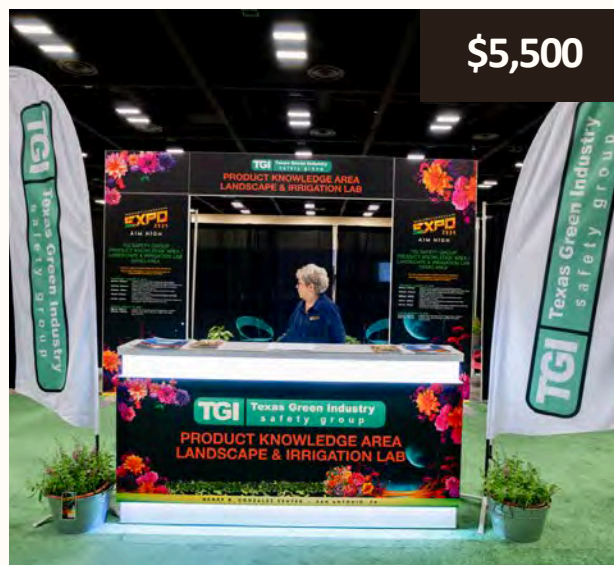
Propagation Station

Grow your brand and nurture industry connections as the exclusive sponsor of the Education Propagation Station! Situated prominently on the Trade Show Floor, this dynamic demonstration area lets participants learn firsthand tips and best practices, putting your company at the heart of hands-on education.



Special Events Area

Be the name behind the action with the Education Special Events Area Sponsorship! This high-energy demonstration zone, branded with your company's name (e.g., 'Wrangler's Special Events Area'), will host dynamic presentations and EXPO events, drawing attendees throughout the show. Don't miss this chance to align your name with innovation, education, and excitement at EXPO!



Product Knowledge

Take your brand to new heights with the Education Product Knowledge Area Sponsorship! From drones soaring to lights shining and plants perfectly merchandised, this action-packed demonstration zone in Hall 1 is where landscapers, growers, and retailers gather to learn cutting-edge techniques in drone operation, landscape lighting, irrigation troubleshooting, and merchandising. Your company's name will brand this hub of innovation (e.g., 'Wrangler's Product Knowledge Area')



SPONSORSHIP COMMITMENT FORM

Choose your EXPO Sponsorship below and return completed form to EXPO@NurseryLandscapeEXPO.org

Need Details for Sponsor Opportunities Below?
Visit www.NurseryLandscapeEXPO.org or call 512-579-3858

☐ EXPO Education..... \$ _____

Write In Option _____

☐ Welcome Party \$ _____

Write in Option _____

☐ EXPO Lanyards \$12,500

☐ Hotel Key Cards \$15,000

☐ Tote Bags \$12,500

☐ Aisle Signs \$10,000

☐ Coffee Bar/Snacks \$10,000

(Multiple Options Available – Call TNLA)

Banner Hung from Ceiling

☐ Banner produced by TNLA \$7,000

☐ Banner produced by Sponsor \$5,000

☐ Hydration Station \$7,000

☐ Grand Opening Ceremonies \$5,000

☐ Registration Sponsor \$5,000

☐ Market Café Sponsor \$5,000

Electronic EXPO Program/

Mobile App

☐ Presenting Sponsor \$6,000

☐ General Sponsor \$2,500

☐ Buzz Notifications \$200/ea

☐ Trash Can Liners/Wraps \$5,000

☐ Exhibitor Breakfast \$6,000

Floor Decals (Multiple Sizes Available)

☐ Main Entrances 9'x9' \$4,500

☐ 5'x5' Decal on Show Floor \$1,250

☐ 3'x3' Decal on Show Floor \$1,000

☐ Education Notepad \$3,500

☐ High Traffic Hallway Display \$3,500

☐ TNLA PAC Lounge \$2,500

☐ Newcomers Tour \$1,500

☐ Additional Welcome Party Drink Tickets (\$15/ticket) QTY _____

☐ Other (not listed above) _____

Certified Professionals' Reception

☐ Presenting Sponsor \$3,000

☐ Premier Sponsor \$1,500

Social Media Posts - Boosted

☐ Boosted Posts \$1000/ea

☐ EXPO E-Blast Sponsor \$2,500

☐ Women in Horticulture \$ _____

Write in Option _____

☐ EXPO Information Center \$1,500

☐ Chairs' Reception \$1,500

☐ Bathroom Signage \$650

☐ Ice Merchandisers \$550

Please Call 512-579-3858 for Custom Packaging

Please Print or Type Information:

Date of Sponsorship Commitment

Name of Sponsoring Company (Name should be listed as you want it to appear)

Name of Person Authorizing Sponsorship

Signature

Mailing Address

City/State/Zip

Contact Phone

Contact Email

Website (Will be used for hyperlinks from EXPO website sponsor recognition listing)

Method of Payment

☐ Check (payable to TNLA) ☐ Please Invoice Me ☐ Credit Card Payment (all credit card payments must be made online or by phone)

Return this form prior to April 1, 2025 for FULL exposure and recognition. Questions? Call 512-579-3858 or EXPO@NurseryLandscapeEXPO.org.