



**ASLA SOUTHEAST  
REGIONAL CONFERENCE  
JUNE 8-10, 2017  
CHARLOTTE, NORTH CAROLINA  
35.2225°N, -80.8455°W**

*Join NC, SC, and GA ASLA Chapters as we bring together Landscape Architects and Allied Professionals from the Southeast Region to one conference!* Here is your opportunity to showcase your products or services to Landscape Architects, Allied Professionals and other regional decision makers throughout the southeast. This conference will provide exceptional seminars, tours and networking opportunities as industry leaders seek to learn more about your products and services.

**REGISTER TODAY!**

Company Registration		
First Name	Last Name	Telephone
Company		
Mailing Address		
City	State	Zip
Credit Card#	Expiration Date	Security Code
Name as it appears on CC		
Billing Statement Street	City	State/Zip

Representatives	
Rep #1	Email
Rep #2	Email
Rep #3	Email
Rep #4	Email

Company Description

Website URL

Silent Auction with Description	
Item	Retail Value

# #

<b>Exhibit Booth</b>	<b>Earlybird by 03.08.17</b>	<b>After 03.08.17</b>
Booths are sold in increments of 10' x 10'. Each exhibit space will include an 8' high back drape and 3' high side drape, one table. Additional Fees for electric, additional tables, chairs, additional furnishings and carpet are available from the show decorator at an additional cost. Event tickets and passes/badges to the exhibit hall are included in booth.		
In-Line Booth 10 x 10 – 2 Representatives*	\$ 1950	\$ 2250
End Booth 10 x 10 - 2 Representatives*	\$ 2250	\$ 2550
2 Booths In-line 20 x 10 - 2 Representatives*	\$ 3500	\$ 3800
2 Booths End Cap 20 x 10 – 2 Representatives*	\$ 4050	\$ 4350
4 Booth End Cap 20 x 20 - 4 Representatives*	\$ 7300	\$ 7600
Additional Representative(s)	\$ 200	
*Additional Fees for Electric, Carpeting and Internet will be purchased through designated provider		
<b>Table Top for Nonprofit or Not-for-Profit* 2 Representatives</b>	\$ 595	\$ 635
*Additional Fees for Electric, Carpeting and Internet will be purchased through designated provider		

<b>Sponsorship Opportunities</b>	<b>Amount</b>	<b>Selection</b>
With the following sponsorships, your company will receive recognition in the conference program with your corporate logo, signage at location where item or sponsorship is offered. Recognition on the scrolling billboard in general session room. Sponsors will also be given an opportunity to introduce speakers and provide a short 2 minute company overview.		
<b>Conference Materials Sponsorships</b>		
All items will be handed out at the registration desk.		
Registration Booth Sponsor 2 available	\$750	
Lanyards/Sponsor provides	\$ 750	
Tote Bags/Sponsor provides	\$ 750	
Water Bottle/Sponsor provides	\$ 750	
Folder Sponsor/Sponsor provides	\$ 750	
<b>Food &amp; Beverage Sponsorships</b>		
Coffee AM 3 Available (Thursday, Friday, Saturday)	\$ 950	
Water Sponsor (Thursday, Friday at Convention Center)	\$ 950	
Break Sponsors (Thursday AM or PM, Friday AM or PM, Saturday AM 2 for each)	\$ 1200 each	
Hospitality Sponsor (Thursday Expo Reception, 4 available)	\$ 2000	
Awards Reception (4 sponsorships available)	\$ 2700	
Lunch Sponsor (Thursday, Friday 4 available each day)	\$ 2500	
<b>Speaker/Product Discussion Sponsorships</b>		
Keynote Speaker Sponsor (Thursday, Friday, Awards, Saturday) 4 available	\$ 1500	
Breakout Speaker Sponsor	\$ 500	
Product Discussion/30 min (2 available on Thursday am or Friday am)	\$ 1750	
<b>Audio Visual Sponsorships</b>		
Audio Visual – General Session 2 Available (Thursday, Friday)	\$ 2100/day	
Audio Visual -Breakout Session 2 Available (Thursday, Friday, Saturday)	\$1100/day	
Internet in General Session and Breakout Session (Thursday, Friday)	\$2000/day	
<b>Conference Program</b>		
Program Sponsor includes Full Page (7.5" x 10") Back Cover Full Color	\$3500	
Full Page (7.5" x 10") Inside Front (Left) & Back Inside (Right) Cover Full Color	\$2000	
Full Page (7.5" x 10") Inside Front Cover (Right) Black & White	\$1500	
Full Page (7.5" x 10") Inside Back Cover (Left) Black & White	\$1250	
Full Page (7.5" x 10") Inside Black & White	\$ 750	
Half Page (7.5" x 4.5") Inside Conference Program Black & White	\$ 550	
Half Column (3.75" x 10") Inside Conference Program Black & White	\$ 550	
Quarter Page (3.75" x 4.5") Inside Conference Program Black & White	\$ 250	
Business Card (3.75" x 2" ) inside Conference Program Black & White	\$175	

*Flexibility in sizing and orientation to accommodate ad layout will be at the discretion of Conference Committee in consultation with the advertiser. Ads must be provided in print-ready format (electronic). Any charges incurred to make the art print-ready will be billed to the advertiser.*

<b>Additional Information &amp; Instructions</b>	
Payment	Payment must be received with application in order to reserve space MasterCard, Visa or Check
Installation	Exhibitors may set up their booth on Wednesday June 7, 2017 at 1:00 pm – 5:30 pm
Additional Requirements	Exhibitors will be responsible for purchasing additional furnishings and services such as Electric, Carpet and Internet from the designated provider.

Exhibit Hours	Thursday-9:00 am – 8:00 pm Friday – 7:00 am – 3:30 pm
Breakdown	<p>Removal of booths should begin after 3:30 pm on Friday. The work and cost of removing exhibit materials from the booths will be borne by the exhibitor. Shipping arrangements must be made in advance and is the expense of the exhibitor.</p> <p>All exhibits must remain in place until the show has officially ends at 3:30 PM, on Friday, 6/9/2017. Early breakdown of an exhibit will result in forfeiture of booth space the following year. At time of "tearing down" it becomes extremely difficult for security and show staff to supervise. It is the sole responsibility of the exhibitor to have personnel stay with booth from tear-down through loading to assure the safety of your product. For security purposes, we request that all exhibitors wear their name badges during move-out. If product is being dismantled or shipped, the exhibitor is responsible for property until a representative of shipping company arrives at the booth. Be aware that this is a particularly easy time for products to "disappear." All products must be out of the show hall by 10:00 PM on 6/9/2017. If you will not be able to remove your products by that time, you must make arrangements with convention center for storage.</p>
Cancellation	Cancellation after April 15, 2017 will result in a cancellation penalty of 50 % to be retained by the Southeast Regional Conference. There will be no refunds after April 15, 2017.
Disclaimer	<p>The Southeast Regional Conference committee reserves the right to decline or prohibit any exhibit or part of exhibit booth activity which in its opinion is unsuitable. Exhibitors or their agents shall not injure or deface the walls, floors, carpeting or ceilings of the building or tables provided. When any damages appear, the exhibitor is liable to the convention center for these damages. The Southeast Regional Conference, NCASLA, its' agents and the Charlotte Convention Center will not be responsible for the safety of exhibits from theft, fire, damage, or other causes. The exhibitor hereby assumes responsibility for the safety of exhibits from theft, fire, damage or other causes. The exhibitor hereby assumes responsibility for injury or damages to persons or property from any event originating from or occurring with the exhibit space assigned to the exhibitor.</p>
Additional Regulations	<p>Exhibitor shall not sublet rented exhibit space or any part thereof.</p> <p>Exhibits may not extend beyond the allotted booth space. NCASLA or show decorator will not be responsible for damage of material resulting from encroachment in aisle. Height of all displays shall be limited to 3' in the front half of booth or must have a "see-through" look so adjacent exhibits will not be blocked from view.</p> <p>No limit is placed on height in rear half of booth. Hanging of signs or other items from ceiling must be approved by NCASLA and arrangements made for installation must be approved the exhibit hall. Displays must be arranged to enable seating within the confines of space rented. No selling is allowed in the aisles. Aisles must be kept clear in accordance with Fire Marshall's regulations. Violations will be removed at exhibitor's expense.</p> <p>Direct sales of any item from the booth while the show is in progress is strictly prohibited. Merchandise will not be permitted to leave the exhibit hall before 3:00 PM on 6/9/2017. There will be no exceptions.</p> <p>Sales or solicitations by individual by individual and/or firms not renting booth space in the show is prohibited. Please report any violations to Show Management.</p> <p>All exhibits requiring equipment must be moved in by deadline, 6/7/2017. Any booth not moved in by this time shall forfeit payment and use of their booth space for current and subsequent year. Any exhibitor requiring an extraordinary amount of unloading assistance may be charged for services – during designated move-in times. Gratuities (tips) to service contractor employees or volunteer workers are discouraged.</p> <p>Each exhibit must be staffed by at least one representative of the firm during all show hours. Booth representatives must wear badges at all times. All mechanical or electrical devices producing sound or light must be operated with consideration to adjacent exhibitors. Show Management reserves the right to determine the acceptable sound or light level.</p> <p>Exhibitor access to show hall is permitted to one-half hour prior and one-half hour after normal show hours. Anyone requiring access outside specified times must obtain a special pass from show security.</p> <p>In case of emergency, late arrival must be approved by the conference agent prior to Wednesday, June 7, 2017 to guarantee booth space. Special arrangements must be made with Show Management and security prior to 1:00 PM for late set-up.</p> <p>The Convention Center prohibits the distribution of helium-filled balloons or adhesive-backed decals within the building. Any expense incurred in removing such items shall be paid by the violating exhibitor. All food items distributed from booths must be purchased or approved by the Convention Center and Show Management well in advance of the show.</p> <p>The Exhibitor agrees to comply with local, city and state laws, ordinances and regulations, and the regulations of the exhibit hall and show management covering fire, safety, health and all other matters. No smoking in the show halls. Fire codes require that all gas-powered equipment must</p>

	<p>contain no more than (2) gallons of gas and gas tank must have a locking gas cap to be adequately sealed by tape or some other appropriate manner. All battery cables on gas-powered equipment must be disconnected and taped to avoid potential sparks. All trees, cut Christmas trees, greenery or pine straw products must be treated with a fire retardant to prevent any fire hazards.</p> <p>Exhibitor hereby waives all claims against the North Carolina Chapter of the American Society of Landscape Architects, their Board of Directors, Blue Star Services LLC and their agents, staff, members, service contractors, or exposition site employees resulting from injury, loss, theft, damage or destruction of property or in the event Exhibit Contract is revoked or canceled for violations of Regulations or Acts of God or conditions necessitating cancellation of show.</p>
Shipments	Delivery of display materials and packages will be handled by a drayage company. Information will be provided to exhibitors once they have registered to exhibit. Individuals are responsible for the arrangements and all expenses of shipping materials, merchandise, exhibits, or any other items to and from the convention center. Forms will be provided upon registration to exhibit.
Acceptance	An Exhibit Registration Form shall be evidence of acceptance of these rules and regulations by the Exhibitor.
Confirmation	A confirmation will be emailed to company within three (3) days of registration being received.

Hotel Accommodations	<p>Guest may contact the Embassy Suites-Charlotte Uptown to secure their hotel accommodations. Please note the <b>NC Chapter of the American Society of Landscape Architects</b> when making your reservations. Rates based on availability, first come first serve basis. Rates subject to change if not made prior to May 2nd. If unable to secure rate, please notify <a href="mailto:manager@ncasla.org">manager@ncasla.org</a> or call Debora Steenson at 919.215.3117, so we can assist in securing reservations. A special rate of \$179 single/double, additional charge of \$20.00 per person per night for third or fourth person per guest room. This includes a made to order breakfast, complimentary Wi-Fi and nightly manager's reception. Group rate is available 2 days prior and 2 days after group departure. Cancellation of confirmed reservations must be made 72 hours prior to arrival. A Cancellation fee of one night's room rate and tax will be charged to the individual guest's credit card for any cancellations made within 72 hours prior to arrival.</p> <p><u>EARLY DEPARTURE FEE:</u> In the event a guest who has requested a room within your block checks out prior to the guest's reserved checkout date, the hotel will add an early checkout fee of one night's room and tax to that guest's individual account or the group master account (subject to credit approval). Guests wishing to avoid an early checkout fee <u>must</u> advise the Hotel at or before check-in of any change in planned length of stay.</p>
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**Online Registration Available** <http://www.ncasla.org/i4a/forms/index.cfm?id=41>

**Questions? Contact Debora Steenson at 919.215.3117 or by emailing** [manager@ncasla.org](mailto:manager@ncasla.org)

**Send completed form to** [manager@ncasla.org](mailto:manager@ncasla.org) **or mail to:**

**NCASLA c/o Blue Star Services 5201 Albemarle Drive Oriental, NC 28571**