

TLA



# LANDSCAPE *expo*

## Sponsorship & Exhibitor Prospectus

Wednesday, 6 September 2023

TAFE NSW Ryde Campus



Speaker Program



Product Demos



Trade Exhibits

Brought to you by:



THE LANDSCAPE  
ASSOCIATION

In collaboration with:

TAFE NSW





The Landscape Association (TLA) is proud to bring you our inaugural TLA Landscape Expo. This is the first landscape focused trade event offering in NSW/ACT in over a decade and we warmly invite you to be part of it.

## Opportunity to showcase your business

TLA is offering a limited number of suppliers, the opportunity to showcase their business as an event sponsor and/or trade exhibitor. A diverse range of businesses will be invited to participate, displaying their products, and providing information about services, specific to the landscape industry.

## About the TLA Landscape Expo

The Expo will feature trade exhibits, product demonstrations and an informative speaker program, with the site allowing a tactile, 'hands on' offering. We aim to have something for everyone, including business owners, people managers, employees, and apprentices.

Following its inaugural year, TLA intends to evolve the Expo into the future, in Sydney and key regional locations, based on feedback collected from event partners and attendees.

## Why get involved

The TLA Landscape Expo is the only event of its kind in NSW/ACT. Therefore, it offers a unique and unrivalled opportunity to network and build strategic customer relationships across all levels of the landscape industry.

You will meet with business owners, procurement managers, designers and students, interested in building their business, skills, supplier networks and professional knowledge.

## Who will be attending

The Expo is expected to attract >300 industry participants from TLA's membership and beyond, including design, construction and maintenance professionals servicing the residential and commercial markets. Registration will be open to both TLA members and non-members.

In addition, > 250 TAFE Students across Landscape Construction, Landscape Design and a range of horticultural disciplines, will be in attendance along with faculty staff.

TLA will run a proactive marketing campaign via our membership and industry database, partner industry organisations, TAFE NSW student and employer database, Expo partners, local government and TLA's extensive social media platforms.



## Registration launch

Ticketing for attendees will open from 1 July 2023.

Tickets will be \$22 for TLA members, \$44 for non-members and free for all students and apprentices. All confirmed sponsors and exhibitors will be highlighted from this date, or added once confirmation is received.

## Venue details

The TLA Landscape Expo is kindly hosted by TAFE NSW, Ryde Campus – Horticulture Faculty.

Entry to the campus is via 59 Parkes Street, Ryde.

The Expo will be held within the Horticulture Faculty buildings, utilising their indoor classrooms, work sheds, undercover areas and outdoor training spaces including their machinery compound. The venue can accommodate product demonstrations for a range of materials and machinery.

A leading campus for landscape and horticulture, it is familiar to many landscape

professionals and TLA members. Students from several other TAFE Campuses will also be invited to attend on the day.

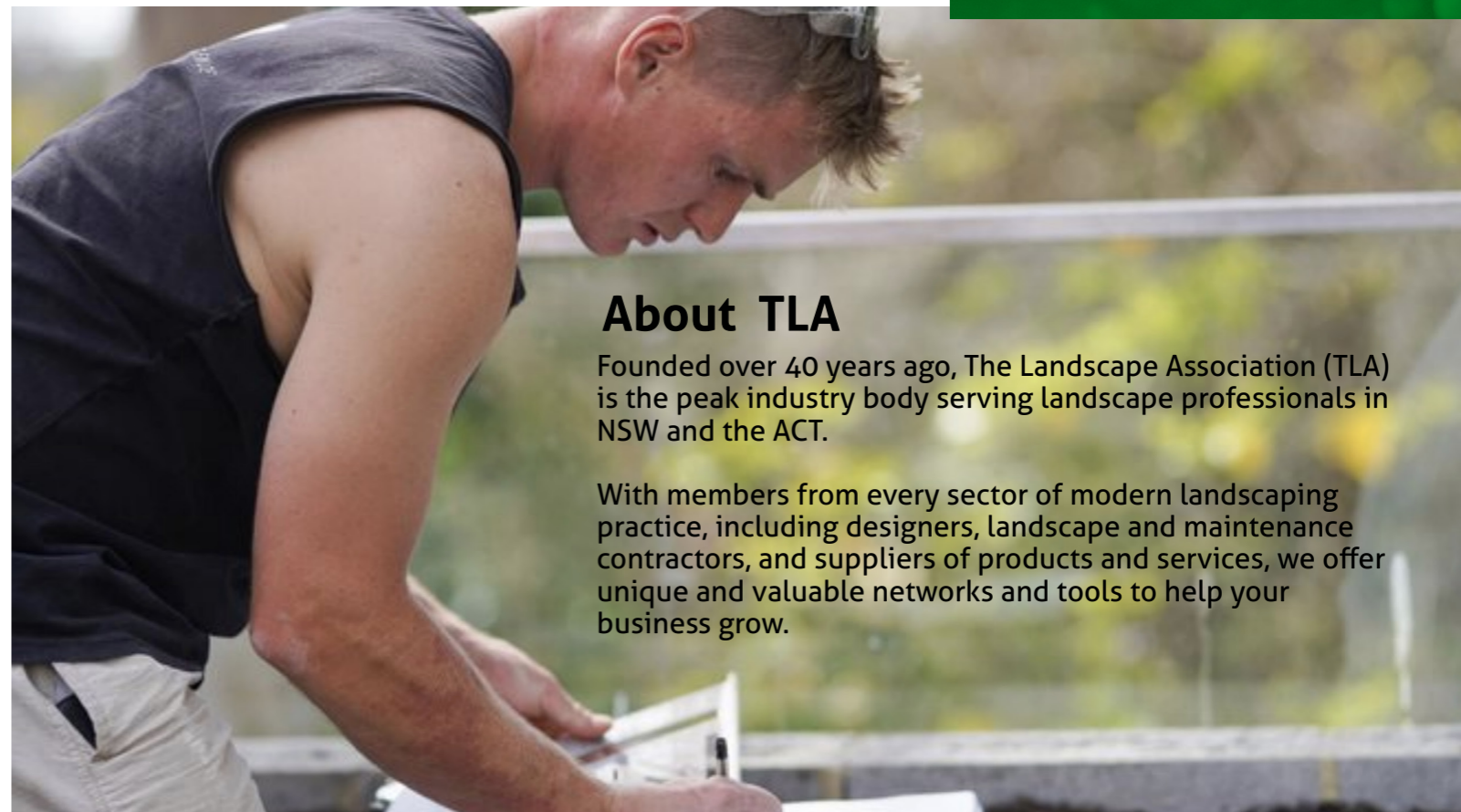
## Free student membership

In addition to free entry, TLA will be launching Free TLA Student Memberships at the Expo. As the industry association, it is our role to attract the best and brightest and foster their development to ensure the professional reputation of our entire industry.

This also grows TLA's reach and position within the industry, which in turn benefits our advocacy efforts and supplier partners. Free memberships are just one way we can work towards this, with any revenue from this event to be directed to support this and similar initiatives.

## Parking

There is a reasonable amount of onsite parking available, as well as free parking in the residential streets around the Parkes Street entrance to the TAFE.



## About TLA

Founded over 40 years ago, The Landscape Association (TLA) is the peak industry body serving landscape professionals in NSW and the ACT.

With members from every sector of modern landscaping practice, including designers, landscape and maintenance contractors, and suppliers of products and services, we offer unique and valuable networks and tools to help your business grow.

# Sponsorship Offering

## MAJOR SPONSOR

### Pre-event marketing

- Co-branded advertising "TLA Landscape Expo – Major Sponsor"
- Used in all EDMs, social media, website banners and print media advertisements
- Digital collateral provided for use in your marketing and communications
- Contribute 'Prize' to 'Pre-registration Product Giveaway' to be used in TLA marketing
- TLA promotion of 'Expo Special' on offer to attendees via EDM and social media
- Social media - One standalone 'Major Sponsor Spotlight' post and regular tagging in Expo posts/stories
- Recognition as Major Sponsor, logo and link on the TLA Landscape Expo webpage

### At the Expo

- 6x3m Exhibitor Stand in prominent location
- Two (2) scheduled product demonstration and/or speaker sessions in Expo program
- Naming rights as:
  - Welcome Breakfast Sponsor; or
  - Coffee Cart Sponsor
- Logo on attendee 'Showbag' and opportunity to provide branded inclusion
- Registration for 10 staff/guests to attend
- Sponsor recognition and logo in event program
- Major Sponsor category exclusivity from direct competitors

### Post-event inclusions

- Sponsor question in attendee post event survey (to be approved by TLA)
- Receive a summary of attendee survey results
- One standalone 'Major Sponsor Spotlight' marketing EDM
- Major sponsor recognition in post event communications including EDMs and social media posts/stories
- Recognition in event media release and industry publication write ups wherever possible

	TLA Sponsor Price	TLA Member Price	Non TLA Sponsor / Member Price
Major Sponsor	\$9,000	\$10,000	\$11,000

## SUPPORT SPONSOR

### Pre-event marketing

- Pre-event marketing recognition as "TLA Landscape Expo – Support Sponsor"
- EDMs, social media, website banners and print media advertisements
- marketing and communications
- Contribute 'Prize' to 'Pre-registration Product Giveaway' to be used in TLA marketing
- TLA promotion of 'Expo Special' on offer to attendees via EDM and social media
- Recognition as Support Sponsor, logo and link on the TLA Landscape Expo webpage

### At the Expo

- 3x3m Exhibitor Stand in prominent location
- One (1) scheduled product demonstration or speaker sessions in Expo program
- Opportunity to provide branded inclusion in attendee Showbag
- Registration for 5 staff/guests to attend
- Sponsor recognition and logo in event program

### Post-event inclusions

- Support sponsor recognition in post event communications including EDMs and social media posts/stories
- Receive a summary of attendee survey results

	TLA Sponsor Price	TLA Member Price	Non TLA Sponsor / Member Price
Support Sponsor	\$4,500	\$5,500	\$6,500

# Exhibitor Offering

## Become an exhibitor

The venue offers a mix of undercover, indoor, and open-air exhibition spaces\* to accommodate a broad range of supplier businesses.

Outdoor exhibition space allocation may be more generous and allow the inclusion of larger displays and products that will be of interest to attendees. The nature of the venue means that product demonstrations can be easily catered for.

Expression of interest close **Friday, 11 August 2023** unless sold out prior. Pricing is outlined below.

Stand Price				
Stand Size	Approx Dimensions**	TLA Sponsor price	TLA Member Price	Non TLA Sponsor / Member Price
Mini	2.5m x 1.5m	\$800	\$900	\$1,200
Standard	3.0m x 3.0m	\$1,300	\$1,500	\$1,900
Large	6.0m x 3.0m	\$2,400	\$2,800	\$3,400

*All prices are in AUD\$ and are GST exclusive*

## Exhibitor inclusions

- Inclusion in Exhibitor list, including logo and URL link on the event webpage
- Exhibitors recognised and tagged in social media posts (Facebook, LinkedIn & Instagram)
- Exhibitors promoted in other Expo marketing materials including emails/EDM's
- All exhibitors listed in the event program, provided in attendee showbag



## Guidelines

Exhibition space is limited. Therefore, TLA reserves the right to determine suitability of an exhibitor and to ensure a broad range of products/services can attend.

Stands will be allocated by TLA based in order of receipt, sponsor/member status and to best accommodate all exhibitors. Where practical, exhibitors will be offered a preference.

A completed booking form, invoice payment and copy of exhibitor's certificate of currency for public liability cover will be required to confirm your stand allocation.

Public liability cover must be for a minimum of \$20M and coverage should be Australia-Wide.

*\*There are contingency plans to move more of the event indoors in the case of poor/wet weather.*

*\*\*Given the nature of the site, some stand sizes may vary slightly but will be discussed with exhibitors in advance.*

*Exhibitors must provide own marketing materials, signage, trestle tables, chairs or other desirable display equipment. Marquee shelters can be accommodated in numerous locations and are advisable for open-air spaces.*

## Further information

For any sponsorship or exhibitor enquiries or general questions related to the event, please contact the TLA team directly:

Email: [team@landscapeassociation.com.au](mailto:team@landscapeassociation.com.au)

Phone: 02 9630 4844

We look forward to assisting you and discussing this exciting event.

## Find out more about TLA and how to become a sponsor

Build your brand awareness and support your industry. TLA Sponsors receive discounts on all TLA event sponsorship and boost marketing packages. [Become a TLA Sponsor today!](#)

