

TLA

LANDSCAPE
expo

**Sponsorship &
 Exhibitor Prospectus**

Tuesday, 3 September 2024 TAFE NSW Ryde Campus



Speaker Program

Product Demos

Trade Exhibits

2023 Expo



**2023
 Expo Results**

50
 commercial
 exhibitors

>850
 attendees

**2023
 Exhibitor Feedback**

100%
 said they would
 exhibit again

would recommend
 it to a colleague

said it was good
 value for money

**2023
 Attendee Feedback**

93%
 said they would
 attend the Expo again

95%
 would recommend
 it to a colleague

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The Landscape Association (TLA) is proud to be releasing the TLA Landscape Expo for a second year. 2024 is set to be bigger and better and we warmly invite you to be part of it.

Opportunity to showcase your business

The TLA Landscape Expo offers 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 provide information about services, specific to the landscape industry.

About the TLA Landscape Expo

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.

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

With a larger footprint, introduction of a product demonstration arena and larger Speakers Shed to accommodate more attendees, this year's Expo is set to eclipse 2023.

“ We're thrilled to see a landscape industry event of this calibre back on in New South Wales, bringing industry suppliers and the trade together! Jodie and the TLA team did an outstanding job with creating this platform to educate members and showcase innovative solutions. ”

Who will be attending

The 2024 Expo is expected to attract over >1,000 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.

TLA will build on our partnerships formed with like minded industry associations across parks and gardens, turf, pool and spa, greenlife, horticulture, design, architecture and local government to boost attendance.

TAFE Students across Landscape Construction, Landscape Design and a range of horticultural disciplines from both Ryde and other TAFE campuses will also attend the Expo.

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.

 **>1000**
Industry participants expected

Registration launch

Ticketing for attendees will open from 1 July 2024.

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.

This year the Expo will be expanding its footprint to be even larger and will be held within the Horticulture Faculty classrooms, work sheds, undercover spaces, outdoor training areas plus the Village Green grass area outside the faculty compound. This expansion allows for display of larger machinery, an increased number of exhibitors and more space for product demonstrations.

Free student membership

As part of this commitment to the future, TLA is now offering students free membership to the association. Valued at over \$750 per year, TLA membership allows students to meet with industry leaders, hear about best-practice industry developments and attend training and networking events. Benefits of the free student membership include:

- Free resources and industry news
- Discounts on TLA member events/training
- Connect with industry leaders for career growth, and
- Access to supplier discounts via the TLA Member Rewards program

View all TLA membership options [here!](#)

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 of the:
 - Welcome Breakfast; or
 - Coffee Cart; or
 - Demonstration Arena; or
 - Speakers Shed
- 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

Major Sponsor

\$10,000

\$11,000

SUPPORT SPONSOR

Pre-event marketing

- Pre-event marketing recognition as "TLA Landscape Expo – Support 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
- 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

Support Sponsor

\$5,000

\$6,000

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 and equipment types.

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, 9th August 2024** unless sold out prior. Pricing is outlined below.

Stand Price

Stand Size	Approx Dimensions**	TLA Sponsor price	TLA Member Price
Mini	2.5m x 1.5m	\$1,000	\$1,200
Standard	3.0m x 3.0m	\$1,700	\$2,100
Large	6.0m x 3.0m	\$3,000	\$3,400
Jumbo	larger sizes available	from \$4,000	from \$4,500

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



Speaker, product demonstrations plus pre and post expo marketing opportunities are available.

- TLA Sponsor Price from \$750
- TLA Member Price from \$950

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.

***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

Phone: 02 9630 4844

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

Find out more about TLA and how to become an Annual 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!](#)

