

TLA

LANDSCAPE
expo



Sponsorship & Exhibitor Prospectus

Wednesday, 27 August 2025

Howie Pavilion | Sydney Showground

BROUGHT TO YOU BY



New
Venue

Trade
Exhibits

Product
Demos

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

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



2024 EXPO STATS

Exhibitor Feedback

over **90%** said they would exhibit again
would recommend it to a colleague
said it was good value for money

Attendee Feedback

97% would attend the Expo again
94% would recommend the event to a friend or colleague

These Expos are the best thing to happen in this industry.

>70
commercial exhibitors

(up 40% from 2023)

1000
attendees



TOP REASONS TO EXHIBIT AT THE 2025 TLA LANDSCAPE EXPO

Reach Your Target Market

Connect with 1,000+ landscape professionals, including business owners, decision-makers, and industry leaders.

Showcase Your Products & Services

Gain exposure through interactive exhibits, live demonstrations, and hands-on displays.

Expand Your Network

Build valuable relationships with potential clients, industry peers, and key stakeholders.

Boost Brand Visibility

Stand out in front of a highly engaged, trade-focused audience.

Engage Future Talent

Connect with TAFE students, apprentices, and emerging professionals.

Indoor & Outdoor Exhibit Spaces

Enjoy flexible display options, from traditional booths to immersive demo areas.

Tap into a Growing Industry

Leverage a booming market and align your brand with industry growth.

Benefit from Targeted Marketing

Gain exposure through TLA's extensive promotional campaign before, during, and after the event.

Support & Strengthen the Industry

Play a key role in shaping the future of landscaping.

Maximise Your ROI

A cost-effective way to generate leads, increase sales, and establish long-term partnerships.



GET READY FOR THE 2025 TLA LANDSCAPE EXPO – BIGGER, BETTER & EVEN MORE ENGAGING!



The TLA Landscape Expo is back for its third year - and this time, we're turning it up! This is a must-attend event for landscape professionals, offering an incredible opportunity to connect, showcase, and grow within a highly targeted trade audience.

WHAT'S NEW FOR 2025?

We're taking the Expo up a notch with a **brand-new venue** - the **Howie Pavilion at Sydney Showground!** This larger, space means more exhibitors, more interactive displays, and a bigger, bolder, and more dynamic experience than ever before.

From networking, building powerful partnerships, or showcasing your latest innovations, being a part of this event could help shape the future of your business.



Why exhibit at the TLA Landscape Expo?

- * This Expo is the **ONLY** event of its kind in NSW/ACT
- * Direct access to **business owners, decision makers & industry leaders**, looking for new products, innovations supply options
- * A hands-on, immersive experience with **live demonstrations**
- * Showcase your brand to **thousands** of landscape professionals

Whether you specialise in design, construction, maintenance, or horticulture, this event is for you!

The best part is this is an association-run event. You get access to the grassroots of the industry and every dollar invested goes directly back to TLA to fund initiatives to grow and support **your** industry.

Who's coming?

The 2025 Expo is set to welcome **1,000+ industry professionals**, including:

- * **Landscape design, construction, and maintenance experts**
- * Professionals from **residential, commercial & government sectors**
- * **TAFE students & apprentices** across a range of related disciplines
- * Key industry partners from **parks and leisure, turf, pools, green life, architecture & local government**

We are driving attendance even more this year, with strategic industry partnerships, a high-energy marketing campaign, and targeted outreach - making sure your brand gets in front of the right audience!

Entry is open to anyone in the trade and our new, central location with better parking and public transport options will ensure an even bigger audience from a larger catchment of Sydney, NSW and the ACT.

Tickets go on sale mid-June 2025!

We're reducing costs to ensure everyone can be part of this unique event! Entry is now FREE for TLA members and students and halved to only \$22 for non-members. Special discounts will also be offered to members of our industry partners, ensuring we deliver you the biggest industry audience possible. We'll also continue working with TAFE NSW to ensure strong attendance from the industry's next generation.

- * **FREE** for TLA members
- * **Just \$22** for non-members
- * **FREE** for students & apprentices

Don't miss your chance to put your brand in the spotlight at the industry's biggest trade show - Get in early to secure a great spot! Confirmed exhibitors start getting brand exposure from mid-June.

Venue details

New venue for 2025: We're expanding!

The TLA Landscape Expo is expanding! In 2025, we're heading to the spacious Howie Pavilion at the Sydney Showground - a top-tier venue located in Sydney Olympic Park, offering a versatile mix of indoor and outdoor spaces.

With plenty of nearby accommodation and dining options, it's a convenient spot for interstate and out-of-town visitors.

Inside, we'll have room for 95 weatherproof sites, while the expansive outdoor area is perfect for larger displays or those seeking a more budget-friendly option.

New for 2025, the outdoor space will feature our Shapescaper Demonstration Arena, complete with elevated seating so everyone gets a great view of the action.

You'll be able to choose your preferred location directly from the floor plan - so the earlier you book, the more choice you'll have!

Getting there

Our new Sydney Showground location means there is plenty of options for getting to the 2025 TLA Landscape Expo.

No need to stress about parking - we've got you covered!

- * **Ample parking near Howie Pavilion, including spots for large vehicles**
- * **Paid parking lot** directly across Australia Avenue
- * Some free **Street parking** available on surrounding streets

There are also public transport options with the Sydney Olympic Park train station just a short walk from the Howie Pavilion and regular buses running throughout the day.

Not yet a member?

TLA offers great value **Supplier Memberships**. Suitable for suppliers to residential or commercial landscapers involved in construction, maintenance and design. It's a great way to connect with current or potential customers.

By joining the association you gain:

- * Business promotion opportunities
- * Supplier directory listing
- * Supplier Awards and recognition
- * Events and networking
- * Current industry information, and
- * Advocacy and representation

Membership fees are scaled to the size of your business.

TLA membership is a requirement for Expo exhibitors.





NAMING RIGHTS SPONSOR INCLUSIONS

Pre-event marketing

- Co-branded advertising "Brought to you by.."
 - Used in all EDM's, 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 'Brought to you by Spotlight' post and regular tagging in Expo posts/stories
- Recognition as Naming Rights Sponsor, logo and link on the TLA Landscape Expo webpage
- One (1) Naming Rights Sponsor spotlight EDM

At the Expo

- 6x3m Exhibitor Stand in prominent location
- Expo entry or outdoor area display showcasing products from sponsor
- Naming rights of the Demonstration Arena "Brought to you by..."
- One (1) scheduled product demonstration/speaker opportunity in Expo program
- Logo on attendee 'Showbag' and opportunity to provide branded inclusion
- Registration for 10 staff/guests to attend
- Naming rights sponsor recognition in the event program

Post-event inclusions

- Sponsor question in attendee post event survey (to be approved by TLA)
- Naming Rights 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
- One standalone 'Naming Rights Spotlight' marketing EDM
- Receive a summary of attendee survey results

**NAMING
RIGHTS
SPONSOR**

**TLA
SPONSOR
PRICE
\$15,000**

**TLA
MEMBER
PRICE
\$16,000**

MAJOR SPONSOR INCLUSIONS

Pre-event marketing

- Recognition in all advertising "TLA Landscape Expo – Major Sponsor"
 - Across EDM's, 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 - Regular tagging in Expo posts/stories
- Recognition as Major Sponsor, logo and link on the TLA Landscape Expo webpage
- One (1) Major Sponsor spotlight EDM

At the Expo

- 6x3m Exhibitor Stand in prominent location
- One (1) scheduled product demonstration/speaker opportunity in Expo program
- Registration for 7 staff/guests to attend
- Sponsor recognition and logo in event program

Post-event inclusions

- Receive a summary of attendee survey results
- 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

**MAJOR
SPONSOR**

**TLA
SPONSOR
PRICE
\$10,000**

**TLA
MEMBER
PRICE
\$11,000**

SUPPORT SPONSOR INCLUSIONS

Pre-event marketing

- Pre-event marketing recognition as "TLA Landscape Expo – Support Sponsor"
 - Across EDM's, 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/speaker opportunity in Expo program
- Opportunity to provide branded inclusion in attendee Showbag
- Registration for 4 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

**SUPPORT
SPONSOR**

**TLA
SPONSOR
PRICE
\$5,000**

**TLA
MEMBER
PRICE
\$6,000**

BECOME AN EXHIBITOR AT TLA EXPO 2025

THIS IS YOUR CHANCE TO PUT YOUR BUSINESS IN FRONT OF LANDSCAPING PROFESSIONALS!

Our brand-new venue offers a perfect mix of indoor and outdoor exhibition spaces, catering to different budgets and options to accommodate the full breadth of landscape products and services - from large machinery to cutting-edge innovations.

Pricing:

INSIDE SITE PRICE

Site Size	Approx Dimensions	TLA Sponsor Price	TLA Member Price
Mini	3m x 1m	\$1,250	\$1,500
Standard	3m x 3m	\$1,950	\$2,350
Large	6m x 3m	\$3,500	\$3,900

All prices are in AUD\$ and are GST exclusive

Prices above are for space only. Indoor sites have the option to add standard shell scheme which includes walls, fascia signage, power and lighting. The cost is \$375 + gst per 3m x 3m site. Other equipment is available for hire, see details below.

Outdoor spaces offer more room for BIGGER displays - or a cost-effective way to make a big impact! Outdoor sites are space only, no shell scheme option is available. You can bring your own branded gazebos but check the Terms & Conditions or speak to the TLA team for venue guidelines and restrictions.

OUTSIDE SITE PRICE

Site Size	Approx Dimensions	TLA Sponsor Price	TLA Member Price
Mini	3m x 1m	\$1,000	\$1,200
Standard	3m x 3m	\$1,700	\$2,100
Large	6m x 3m	\$3,000	\$3,400
Jumbo	9m x 3m	\$4,000	\$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) where possible
- * Exhibitors promoted in other Expo marketing materials including emails/EDM's
- * All exhibitors listed in the event program, provided in attendee showbag

Why Exhibit?

- * **Spacious Outdoor Areas** – Perfect for larger displays, live demos or those on a tighter budget.
- * **Weatherproof Indoor Spaces** – Keep your setup protected, rain or shine!
- * **Engage with the Right Audience** – Connect with decision-makers, business owners & industry leaders!
- * **Live Product Demonstrations** – Show off your products in action!

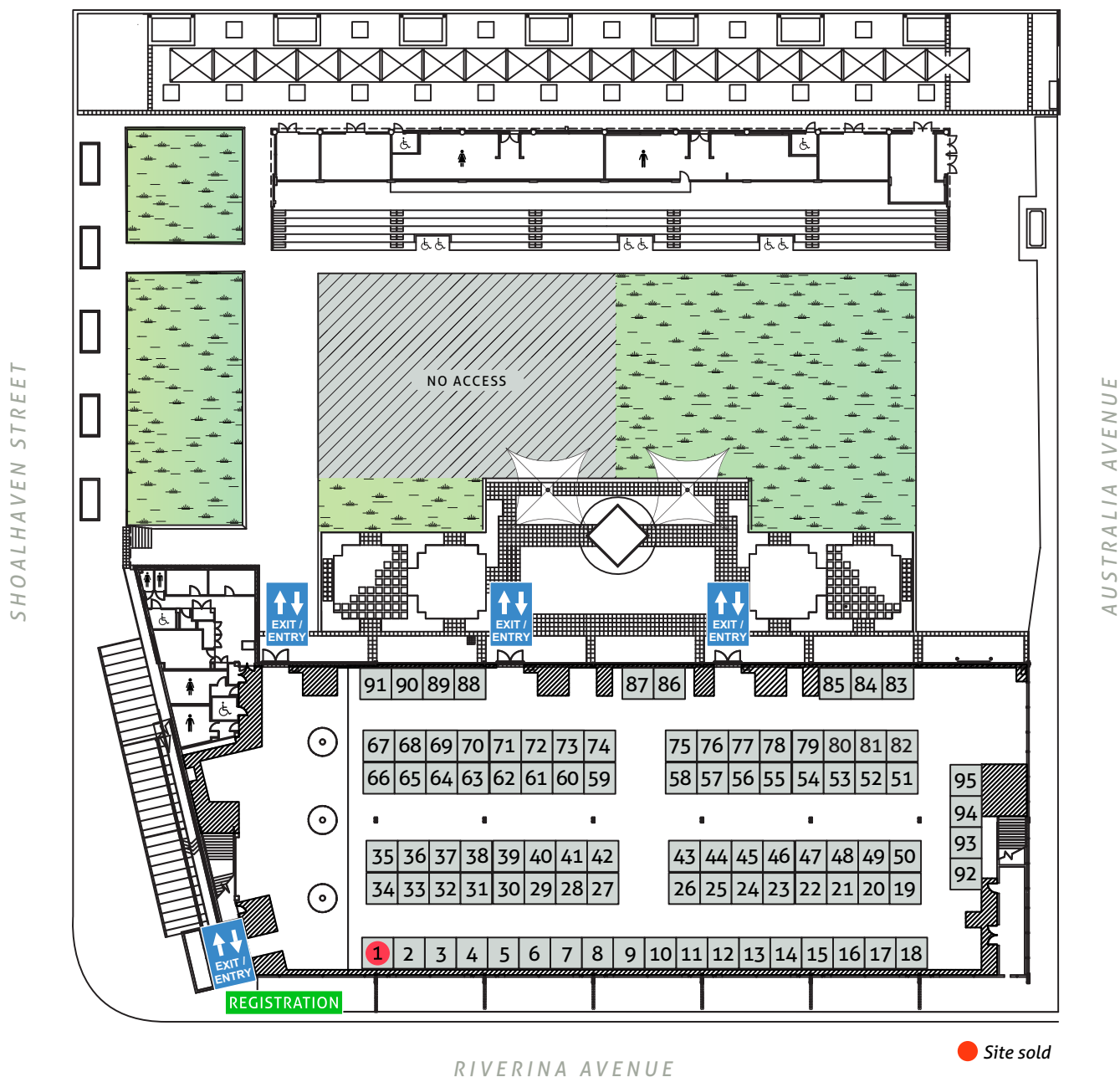
Don't Miss Out! Expressions of Interest close Thursday, 31st July 2025 (unless sold out earlier). **Secure Your Spot Today!**



FLOOR PLAN



GRAND PARADE



“The TLA expo was a great event to facilitate conversations and engagement with both customers and interested parties alike.”

STAND OPTIONS

Make your site pop, streamline your set up or just add a professional touch.

You can choose to add these stand options to your indoor sites. Pricing starts from \$375 + gst and includes walls, power, fascia signage and lighting. Select these options via the online booking form.



Mini Stand

Size available:

1m x 3m

Stand includes:

- Polished aluminium framing 2.5mH
- White melamine fabric infill panels
- Polished aluminium fascia, 300mm deep on all aisle frontages
- Polished aluminium fascia
- Lighting & 1x 4amp power outlet, per stand, located in the back corner
- Venue flooring is concrete. Other options available. (Charged separately)



Indoor Stand

Sizes available:

3m x 3m

6m x 3m

9m x 3m

Stand includes:

- Polished aluminium framing 2.5mH
- White melamine fabric infill panels
- Polished aluminium fascia, 300mm deep on all aisle frontages
- 2x Energy efficient track lights per 9m2 stand. Lights fixed to the inside front fascia
- 1x 4amp power outlet, per stand, located in the back corner
- Venue flooring is concrete. Other options available. (Charged separately)



Outdoor Sites

Sizes available:

3m x 3m

6m x 3m

9m x 3m

Outdoor sites are a blank canvas for you to design, offering space only. Both grass and concrete surfaces are available. Marquees can be erected. The venue requires engineer sign off for anything over 3x3m.

Exact site location will be based on venue guidelines. i.e. heavy machinery or vehicles need to be on hard surfaces and marques must be adequately spaced.

Further equipment hire options are available via our event hire partner, ExpoNet, including TV screens, other Audio Visual, tables, chairs, furniture, plants, display racks, flooring, power upgrades and more. Refer to www.exponet.com.au for further information and hire rates.

Once registered for the 2025 TLA Landscape Expo, Exhibitors will be provided with a personalised link to place orders for optional extras with ExpoNet.

“

Exhibiting at the landscape expo was a fantastic opportunity to connect with industry professionals. The atmosphere was laid-back but buzzing with discussions and innovative landscaping ideas.

”



Guidelines*

Exhibition space is limited!

TLA reserves the right to determine suitability of an exhibitor and to ensure a broad range of products/ services can attend. All exhibitors are required to hold Public Liability Insurance to the value of \$20million AUD.

Sites will be allocated on a first in first served basis. Outdoor space & location will be tailored to display type and allocated in line with venue requirements and restrictions.

* Full T&C's are provided in the booking form

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 Annual Sponsors receive discounts on all TLA event sponsorship and boost marketing packages.

Become a
TLA Sponsor
today!

Scan
QR code for
more info!

