

ASLA
2021

Conference on
Landscape Architecture
Designing Shared Spaces

November 19-22, 2021
Nashville, TN



EXHIBITOR MARKETING KIT

The American Society for Landscape Architecture thanks you for your support in promoting the 2021 Conference on Landscape Architecture Conference EXPO.

The actions we take as individuals toward promoting the conference – while they may seem insignificant on their own – have a profound impact when taken collectively. With this Marketing Toolkit, we hope to provide you with the resources necessary to promote your participation in the EXPO easy through your social media channels. You will find a wealth of information about the EXPO, such as educational offerings, networking and language to share with your customers in the industry.

With good social posts come good rewards

Each month that you post about your participation in the 2021 EXPO you will receive a complimentary marketing benefit in return. When creating your post please use the following series of hashtags:

#ASLA2021 #ASLAEXPO

With good social posts come good rewards

If you post on your social media site each month and use the hashtag **#ASLAexpo** - you will receive the complimentary benefits listed below.

July - Guaranteed opportunity to participate in the the Explore the Floor attendee tours of the EXPO floor

August - Company name highlighted on physical EXPO map under product categories distributed to every attendee at registration

September - Company name and hyperlink to company website on www.ASLAconference.com at the top of the exhibitor listing

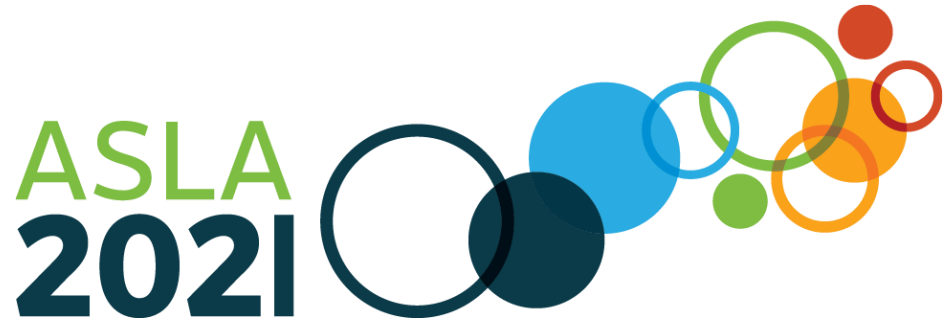
October - Company name and booth number included in EXPO highlight email sent directly to every registered attendee

November - Four (4) free drink tickets - (\$40.00 value)

Social Media Posts:

1. We're heading to #MusicCity this November with @NationalASLA. Meet us at the 2021 Expo (hyperlink expo to this page: <https://bit.ly/2UWvCNI>) ! Learn more about what we'll be packing with us: (insert your web link to a product you will showcase)
1. We're heading to #MusicCity this November with @NationalASLA. Meet us at the 2021 Expo! See where we'll be and who else is going <https://bit.ly/2VJXyEj>
1. Learn about new products, services, technology applications, and design solutions when you attended the Conference on Landscape Architecture (hyperlink expo to this page: <https://bit.ly/2UWvCNI>). Visit us in booth #
1. Join us and more than 6,000 #architect professionals at the Conference for Landscape Architecture. Visit us at booth #insert your booth number <https://bit.ly/2VJXyEj> and learn about XXX
1. Join us at #ASLA2021 the largest trade show for landscape architect professionals in the world at booth #insert your booth number <https://bit.ly/2VJXyEj>

Logo Library



Hashtag Library

#ASLA2021 #ASLAEXPO #LandscapeArchitecture #landscapearchitect

Facebook Images/Linked In/ Twitter

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I'M EXHIBITING

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FIND ME IN NASHVILLE. I'M EXHIBITING.

Instagram Images



Exhibitor Sticker

1. Download Sticker template [here](#)
2. In Photoshop, change “1234” to your booth number
3. Flatten Image
4. Save as png

