

2017 SPONSORSHIP OPPORTUNITIES



Conference: August 4-7 | Expo: August 4-5 Buffalo Niagara Convention Center | Buffalo, NY

Each year, hundreds of professionals from across the country attend the largest gathering of garden writers, bloggers, photographers, speakers and industry thought-leaders in the country, the GWA Annual Conference & Expo. Attendees are seeking fresh ideas, new products and tools, new resources for their business, and networking opportunities. By becoming a sponsor, you and your organization get the essential brand exposure and direct, one-on-one access to these key current and future thought-leaders impacting the industry.

GWA Conference Sponsorships give your organization the opportunity to extend your message beyond the tradeshow floor and:

- Spotlight company information/products with key media professionals in the green industry
- Receive special marketing and recognition on all conference materials including website, social media, digital and print marketing, and on-site program.
- Exclusive opportunities to share marketing materials and information with all attendees at check-in and in pre- and post-conference messaging
- Special recognition throughout the conference and potential speaking time at your sponsored event

Connect. Learn. Grow.

Reserve your opportunity today. Space is limited.

These professionals represent many of the most influential thought-leaders in the industry, including:

- Writers & Authors
- Bloggers
- Speakers
- Photographers
- Radio, TV & Podcast Hosts
- Advertising/PR Experts
- Educators
- Master Gardeners
- Landscape Architects & Designers



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2017 Conference Sponsorship Opportunities

Title Sponsor \$10,000 +

Awards & Honors Dinner	\$15,000
Opening Expo Reception*	\$10,000
General Donation	\$10,000

Showcase Sponsor \$5,000+

Closing Expo Reception*	\$7,500
Lunch	\$7,500
Tour Transportation	\$6,000/tour
Registration Bags	\$5,000
Keynote & Presenter Support	\$5,000/speaker
General Donation	\$5,000

Contributing Sponsor \$2,500+

Namebadges	\$3,500
Hotel Room Keys	\$3,500
Awards & Honors Reception	\$3,000
Refreshment Break	\$2,500/break
Awards & Honors Afterparty*	\$2,500
General Donation	\$2,500

Supporting Sponsor \$1,000+

Charging Station	\$2,000/station
Lapel Pin	\$1,000
General Donation	\$1,000

*May include 8-10 minute speaking opportunity

2017 Sponsor Benefits & Guidelines

	Title	Showcase	Contributing	Supporting
Recognition & Company Listing on Conference Website	✓	✓	✓	✓
Recognition in Conference Marketing & Social Media Promotion <i>Sponsorship must be confirmed by March 15 for printed promotion</i>	✓	✓	✓	✓
Recognition On-site at Conference	✓	✓	✓	✓
Recognition & Company Listing in Conference Program	✓	✓	✓	✓
Conference Program Advertisement	1/2 pg	1/4 pg		
Pre/Post Conference Email Distribution	2	1	1	
Insert Pieces Allowed in Registration Bags <i>Exclusive opportunity for sponsors</i>	4	3	2	1
Full Conference Registrations	2	1		

Sponsor Insert Guidelines

- Please see chart at left for number of pieces/pages allowed with each level of sponsorship. Literature that exceeds the number allowed cannot be included in the registration bags.
- Additional literature information:
 - Press kits cannot be accepted.
 - Seed, plant, soil and fertilizer product samples cannot be accepted. Any samples sent to the convention center will be discarded.

Sponsor Insert Shipping Information

- This year, you will ship your literature directly to the **Buffalo Niagara Convention Center**. Your materials must arrive on or before August 2, 2017. Materials that do not arrive by August 3, 2017, cannot be included in the attendee packets. Materials that arrive after August 3 will be turned away by the convention center.
- Please include this information on your shipping label:
Buffalo Niagara Convention Center
153 Franklin St
Buffalo, NY 14202
Event: GWA Annual Conference & Expo
ATTN: Sandy Stevens
- Registrations are not transferable to persons outside the sponsoring company.
- All persons must submit a completed registration form to register for the individual events.
- Optional Tours are not included in the registration.

THANK YOU FOR SUPPORTING GWA!



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To reserve a sponsorship opportunity, please select your opportunity and provide company/payment information below. *No event will be guaranteed until the sponsorship amount has been received.*

SPONSORSHIP LEVEL & EVENT

☐ Title Sponsor

☐ Showcase Sponsor

☐ Contributing Sponsor

☐ Supporting Sponsor

Event/Opportunity (Please Specify)

As part of your application, please provide the following information (for use in promotional materials).

SPONSOR INFORMATION

Company

Primary Contact

Address

City

State

Zip

Phone

Email

Website

Twitter

Facebook

Instagram

REGISTRATIONS Please list the name of people from your company who will be receiving the complimentary registration(s).

All persons must submit a full registration form that shows the events they will be attending at the GWA Annual Conference & Expo.

1st Representative (Showcase & Title Sponsors)

Title

Email

2nd Representative (Title Sponsor)

Title

Email

PAYMENT

Check for \$

enclosed. Please make check or money order (no cash) payable to Garden Writers Association or GWA

For credit card payments please complete below.

Credit Card Type: ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER

Name on Card

Credit Card Number

CW Code

Expiration

Signature

I have read and agree to follow the sponsorship guidelines. I understand that any materials submitted that do not meet specifications, exceed specifications, or arrive late to the convention center will not be included in the registration packets. I also understand that the sponsorship opportunity that I have chosen will not be guaranteed until full payment has been received.

Printed Name

Signature

Date



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GWA provides opportunities for education, recognition, career development and a forum for diverse interactions for professionals in the field of garden communications.

Connect. Learn. Grow.

DON'T MISS YOUR CHANCE TO

...CONNECT with the community you serve

...LEARN how GWA members can help you

...GROW your brand

BECOME A GWA SPONSOR TODAY!

Visit gardenwriters.org for more information.

