



2023 SERC

CROSSROADS: PATHS TO RESILIENCE
SOUTHEAST REGIONAL CONFERENCE
APRIL 23-25TH, 2023

EXHIBITORS & SPONSORSHIP



ASLA
GEORGIA

EXHIBITOR PACKAGES

SERC 2023 is proud to present numerous sponsorship opportunities at various commitment levels. From smaller, traditional booths to large scale installations and unique branding opportunities, SERC has something available for every company's marketing strategy and desired goals.

Available Packages:

PLATINUM - \$10,000

- 8' x 20' or 10' x 16' Prime Booth Location
 - 8' x 20' or 10' x 16' Booth- includes if desired: two chairs, ID sign, trash, electric
 - Indoor and Outdoor locations available (please see note regarding terrace booths)
 - Perfect for larger installations, furniture, or hangout areas
- 3 Compensated Registration Tickets
- One Additional Prime Sponsorship Opportunity (please see following page)
- Lead Capture by Pheedloop (allows sponsor to scan registration badges and receive contact information)
- Logo Branding on Splash Screen Prior to All Breakout Sessions
- Website, App, and Day-Of Brand Placement

GOLD - \$5,000

- 8' X 10' Exhibitor Booth
 - 8' x 10' Booth- includes if desired: two chairs, ID sign, trash, electric
- 2 Compensated Registration Tickets
- Website, App, and Day-Of Brand Placement

SILVER - \$2,500

- 2'6" x 6' Exhibitor Booth
 - 2'6" x 6' Booth- includes if desired: two chairs, ID sign, trash, electric
- 1 Compensated Registration Tickets
- Website, App, and Day-Of Brand Placement

AFFILIATES (FIRMS, MUNICIPALITIES, AND UNIVERSITY)- \$1,500

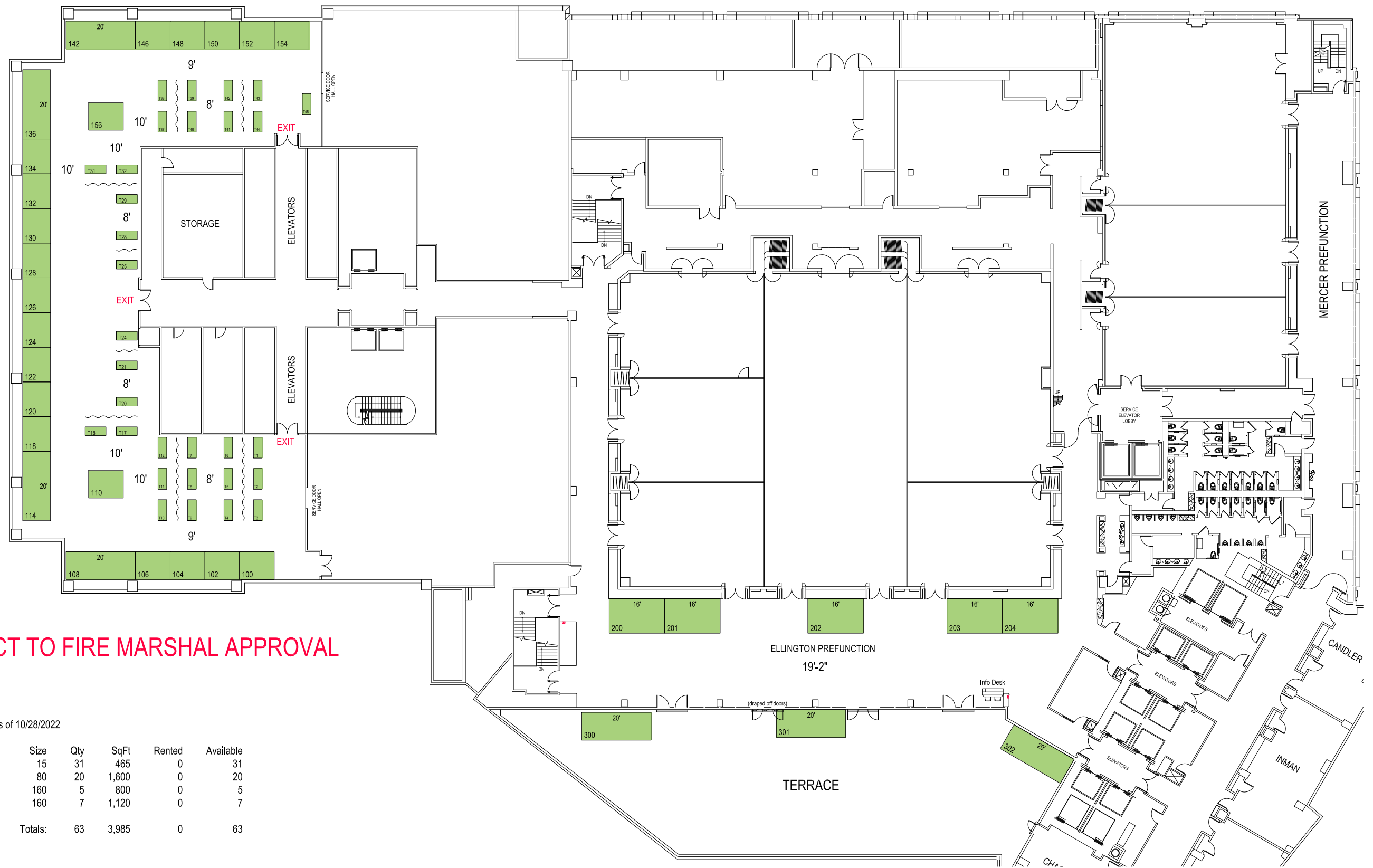
- 2'6" x 6' Exhibitor Booth
 - 2'6" x 6' Booth- includes if desired: two chairs, ID sign, trash, electric
- 1 Compensated Registration Tickets
- Website, App, and Day-Of Brand Placement

*Additional exhibitor registrations are available for purchase at a discounted rate.

*Terrace booths are located outside but in a prominent location. These booths are perfect for larger installation, furniture, plants, etc. All materials must enter/exit the terrace through a singular standard door. Weight restrictions may apply.



EXPO BOOTH LAYOUT



SUBJECT TO FIRE MARSHAL APPROVAL

Inventory as of 10/28/2022

Dimension	Size	Qty	SqFt	Rented	Available
2'-6"x6'	15	31	465	0	31
8'x10'	80	20	1,600	0	20
10'x16'	160	5	800	0	5
8'x20'	160	7	1,120	0	7
Totals:		63	3,985	0	63

ASLA Southeast Regional Conference
 April 23 - 25, 2023
 Loews Atlanta Hotel - Overlook & Ellington Pre-function

EVERY EFFORT HAS BEEN MADE TO INSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, THE DRAWING IS FOR INFORMATION ONLY AND IS NOT TO BE USED FOR THE LOCATION OF BOOTH COLUMNS. VISITORS SHOULD CONSULT THE ARCHITECTURAL CONTRACTS OF THIS PROJECT FOR A COMPLETE LIST OF THE CONSTRUCTION OF ALL BOOTHS. IF THE DATE OF THE DRAWING IS NOT THE SAME AS THE DATE OF THE BOOTH, THE BOOTH CONTRACT SHALL PREVAIL. VISITORS SHOULD VERIFY ALL DIMENSIONS AND LOCATIONS.

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 Plotted: Oct 28, 2022
 By: FMO/NTES

ADDITIONAL PRIME EXHIBITOR OPPORTUNITIES

As an added benefit to Platinum and Gold levels, sponsors may choose one of the following additional perks at no additional cost. These opportunities are first come first serve. Please check the registration page for opportunities still available.



Available Opportunities:

KEYNOTE SPONSOR 1

Presenting sponsor logo and introduction of keynote speaker

KEYNOTE SPONSOR 2

Presenting sponsor logo and introduction of keynote speaker

KEYNOTE SPONSOR 3

Presenting sponsor logo and introduction of keynote speaker

KEYNOTE SPONSOR 4

Presenting sponsor logo and introduction of keynote speaker

AWARDS CEREMONY

Welcome greeting to attendees

REGISTRATION SPONSOR

Company logo placed on all attendee registration badges

WIFI SPONSOR

Recognition as wifi sponsor and company name used as password

APP SPONSOR

Logo placement when opening event app

LANYARD SPONSOR

Company logo placed on conference lanyards to all attendees

COFFEE BREAK SPONSOR DAY 1

Recognition as coffee break sponsor with custom branded cups and opportunity to “host” the coffee bar

COFFEE BREAK SPONSOR DAY 2

Recognition as coffee break sponsor with custom branded cups and opportunity to “host” the coffee bar

WATER BOTTLE SPONSOR

Company logo placed on water bottles to be distributed to every attendee

EVENT SPONSORSHIP OPPORTUNITIES

The following sponsorship add-ons may be purchase an addition to sponsor packages or as an opportunity for sponsors who do not wish to participate in the expo hall.

CONFERENCE ESSENTIALS

Sponsorship includes company branding on described conference essential. SERC committee will provide the physical merchandise.

Available Opportunities:

NOTEBOOK - \$1,000

Company branding on notebook to be distributed to all attendees

FOLDER - \$1,000

Company branding on folder to be distributed to all attendees



EVENT SPONSORS

Event sponsorship includes primary recognition at one of the conference events listed below. This will include branding opportunities, logo placement, and the ability to “staff” the event as host.

Available Opportunities:

BREAKFAST SPONSOR DAY 2 - \$2,500

Company opportunity to “host” breakfast. Includes company branded cups (or comparable service item)

BREAKFAST SPONSOR DAY 3 - \$2,500

Company opportunity to “host” breakfast. Includes company branded cups (or comparable service item)

LUNCH SPONSOR DAY 3 - \$3,000

Company opportunity to “host” lunch. Includes company branded boxes for the boxed lunch.

COFFEE PM BREAK SPONSOR DAY 2 - \$2,000

Recognition as coffee break sponsor with custom branded cups and opportunity to “host” the coffee bar

KICKOFF PARTY SPONSOR - \$2,500

AVAILABLE TO UP TO 5 SPONSORS- This prime event can be sponsored by up to 5 companies. If you would like exclusive sponsor rights, you must purchase all five slots.

VENDOR HALL HAPPY HOUR SPONSOR - \$2,500

AVAILABLE TO UP TO 5 SPONSORS- This prime event can be sponsored by up to 5 companies. If you would like exclusive sponsor rights, you must purchase all five slots

FIELD TOUR SPONSOR - \$2,500

AVAILABLE TO UP TO 6 SPONSORS- SERC will offer six different field tours with sponsorship opportunity. Packages includes recognition as sponsor, opportunity to attend event and give “welcome intro” to attendees, brand placement on boxed lunches or other applicable field tour items. Please talk to SERC team members to discuss the different tour options.

READY TO SPONSOR?

Head to GA ASLA website or <https://pheedloop.com/SERC2023/site/home/>



HAVE QUESTIONS?

Please contact the SERC committee:

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