



2020 SPONSORSHIP INFORMATION

**2020 PERENNIAL PLANT ASSOCIATION
NATIONAL SYMPOSIUM**
AUGUST 3-7, 2020 | LANCASTER, PA
LANCASTER MARRIOTT AT PENN SQUARE

The Perennial Plant Association • Rachaele, Membership Manager

PO Box 6652 • Raleigh, NC 27628 • info@perennialplant.org • 888-440-3122 ext. 3

SPONSORSHIP OPPORTUNITIES

The 2020 Perennial Plant Association National Symposium has an expected attendance of up to 500 participants from 40 states and other countries representing the herbaceous perennial plant industry. This is a large amount of exposure for any company that decides to sponsor the 2020 National Symposium. We thank you in advance!

The Perennial Plant Association National Symposium | August 3-7, 2020

Platinum Sponsorships

Cost: \$16,000 each

At the Platinum Sponsor level you'll be able to make a memorable impact for all 500+ attendees at the Symposium!

Gold Sponsorships

Cost: \$10,000 each

A Gold Sponsorship Package gives your company great visibility in the horticulture industry!

New to the Market Forum Sponsorship

Cost: \$5,000

Sponsor the New to the Market Forum, which introduces new plants and products at the 2020 National Symposium.

Tote Bag Sponsorship

Cost: \$5,000 each

Put your logo on the Symposium tote bags!

Wednesday Tours and Lunches Sponsorships

Cost: \$3,000

Tours are a popular part of each Symposium! Help us cover the transportation, meals, and expenses to go "on the road" during all three tours scheduled on Wednesday during the Core Symposium.

Water Bottle Sponsorship

Cost: \$2,500 each

Keep the attendees hydrated! Put your logo on the Symposium reusable water bottles and be in the hands of EVERY guest!

Monday or Friday Tours and Lunches Sponsorships

Cost: \$2,000 each

Tours are a popular part of each Symposium! Help us cover the transportation, meals, and expenses to go "on the road" to see all that Lancaster & beyond has to offer during the Monday or Friday tours.

Name Badge Sponsorship

Cost: \$2,000 each

Have everyone wearing your company logo on their name badge!

Break Out Education Track Sponsorships *(trends/grower)*

Cost: \$2,000 each

The breakout sessions are very popular at the Symposium! We'll have speakers discussing trends in the market and topics on growing.

Bar Sponsorships

Cost: \$1,500 each

Gain visibility at our Symposium through this bar sponsorship!

Morning or Afternoon Break Sponsorships

Cost: \$500

Soaking up knowledge makes you hungry! Provide drinks and snacks during the Tuesday and Thursday education.

Tuesday Trade Show Social Sponsorships

Cost: \$750 each

Keep the good times rolling for your perennial plant colleagues during the Trade Show Social!

OPPORTUNITY SUMMARY & AVAILABILITY

Sponsorship Opportunities	Cost	Number Available
Platinum Sponsorships	\$16,000	2 Available SOLD!
Gold Sponsorships	\$10,000	2 Available
New to the Market Forum Sponsorship	\$5,000	1 Available
Tote Bag Sponsorship	\$5,000	1 Available SOLD!
Wednesday Tours and Lunches Sponsorships	\$3,000	3 Available
Water Bottle Sponsorship	\$2,500	1 Available
Monday or Friday Tours and Lunches Sponsorships	\$2,000	4 Available Monday: 4 available Friday: 3 available
Name Badge Sponsorship	\$2,000	1 Available SOLD!
Break Out Education Track Sponsorships (trends/grower)	\$2,000	1 per Track Available
Bar Sponsorships	\$1,500	6 Available 3 available
Morning or Afternoon Break Sponsorships	\$500	Unlimited
Tuesday Trade Show Social Sponsorships	\$750	5 Available 4 available

SPONSORSHIP BENEFITS

Below lists the exposure you will receive based on the level you contribute for the Symposium. Exposure opportunities are based on total sponsorships, so combine multiple options to get to the next level! Thanks for your contribution! We can't wait to see you there.

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SPONSORSHIP LEVELS INCLUDE:

\$16,000+

One 10' x 10' trade show booth • 4 Core Symposium Registrations • Prominent Logo on Marketing Materials • Opportunity to Speak to All Attendees • Full Page Thank You Ad in Show Guide • Your Company Video or Blog Post Shared on PPA Social Media • Include Item from Your Company in Welcome Bag

\$10,000 - \$15,999

50% off one 10' x 10' trade show booth • 3 Core Symposium Registrations • Prominent Logo on Marketing Materials • Opportunity to Speak to All Attendees • Full Page Thank You Ad in Show Guide • Your Company Video or Blog Post Shared on PPA Social Media • Include Item from Your Company in Welcome Bag

\$5,001 - \$9,999

2 Core Symposium Registrations • Prominent Logo on Marketing Materials • Full Page Thank You Ad in Show Guide • Your Company Video or Blog Post Shared on PPA Social Media • Include Item from Your Company in Welcome Bag

\$3,001 - \$4,999

1 Core Symposium Registration • Logo on Marketing Materials and Show Guide • Logo on event signage • Half Page Thank You Ad in Show Guide • Your Company Video or Blog Post Shared on PPA Social Media • Include Item from Your Company in Welcome Bag

\$1,501 - \$2,999

Logo on Marketing Materials and Show Guide • Logo Included on PowerPoint During Sponsored Sessions (if applicable) • Logo on room signage • Your Company Video or Blog Post Shared on PPA Social Media • Include Item from Your Company in Welcome Bag

\$500 - \$1,500

Logo on drink tickets (if bar sponsor) or food displays • Social media post • Logo on digital marketing materials • Company Name in Show Guide

QUESTIONS?

Contact Rachaele at the PPA Office:
888-440-3122 ext. 3 or info@perennialplant.org

SIGN UP INFORMATION

If you choose to sponsor, fill out the information below and return to the Perennial Plant Association by mail or fax (*listed at the bottom of the form*). Please do not email your credit card information. Thanks again for your sponsorship, you're the reason the Symposium happens!

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SPONSORSHIP SELECTION(S) _____

TOTAL COST: \$(USD) _____

COMPANY NAME: _____

CONTACT PERSON: _____ **EMAIL ADDRESS:** _____

PHONE: _____ **FAX:** _____

Street: _____ City: _____

State: _____ Zip: _____ Website: _____

MAKE CHECKS OR CREDIT CARDS IN US DOLLARS PAYABLE TO: Perennial Plant Association.
PPA accepts Visa, Mastercard, Discover, and American Express. Payment required to guarantee sponsorship.

Name on card _____ Amount enclosed \$ _____ USD

Card number _____

3-digit security code on back _____ Exp. date _____ Billing Zip Code: _____

Signature _____

RETURN TO:

Perennial Plant Association | PO Box 6652, Raleigh, NC 27628 | 888-440-3122

Please do not email your credit card information

THANK YOU FOR SPONSORING!