

2010 Lawn Care Summit

Presented by



and



December 1–3, 2010

Hyatt Regency Atlanta • Atlanta, Georgia

Sponsorship Opportunities

Platinum Sponsorship — \$15,000 USD

- Introduction and a three-minute speaking opportunity at the beginning of the *Opening General Session* (sponsor also has the opportunity to introduce the keynote speaker).
- Opportunity to distribute company literature and a giveaway to each attendee at the Opening General Session.
- Logo recognition on signage at the Opening General Session (PLANET and NPMA provide easel sign.)
- Logo recognition on signage to be displayed at the conference registration area (PLANET and NPMA provide the sign).
- Recognition as the Platinum Sponsor on the educational materials that are distributed to each attendee.
- Recognition as the Platinum Sponsor in all printed and electronic promotions for the event, which may include an online brochure, blast e-mails, *PLANET News* magazine and *PestWorld* newsletter articles, press releases, and recognition on PLANET's and NPMA's Web sites.
- Three additional complimentary registrations to the conference.
- Recognition as the **Welcome Reception Sponsor**
 - Complimentary drink tickets with sponsor name recognized distributed to attendees (each summit attendee will receive one ticket).
 - Logo recognition on signage at the Welcome Reception (PLANET and NPMA provide an easel sign for the entrance and tent signs for the bar and hors d'oeuvres stations).
 - Opportunity to distribute company literature and/or a giveaway to attendees at the Welcome Reception.
 - Opportunity to brand the Welcome Reception by distributing custom-printed reception-related items, such as cocktail napkins and cups/wine glasses (sponsor provides items).
 - Recognition in the online event brochure and on PLANET's and NPMA's Web sites.
- **Networking Lounge Sponsorship (complimentary, \$5,000 value)**
See Networking Lounge Sponsorship benefits listed below.

Gold Sponsorship — \$10,000 USD

- Introduction and a three-minute speaking opportunity at the beginning of the Second General Session on the second day of the educational program (sponsor also has the opportunity to introduce the featured speaker).
- Opportunity to distribute company literature and a giveaway to each attendee at the Second General Session.
- Logo recognition on signage at the Second General Session (PLANET and NPMA provide an easel sign.)
- Logo recognition on signage to be displayed at the conference registration area (PLANET and NPMA provide the sign).
- Recognition as the Gold Sponsor on the educational materials that are distributed to each attendee.
- Recognition as the Gold Sponsor in all printed and electronic promotions for the event, which may include an online brochure, blast e-mails, *PLANET News* magazine and *PestWorld* newsletter articles, press releases, and recognition on PLANET's and NPMA's Web sites.
- Two additional complimentary registrations to the conference.
- **Networking Lounge Sponsorship (complimentary, \$5,000 value)**
See Networking Lounge Sponsorship benefits listed below.

Silver Sponsorship — \$7,500 USD

- Recognition as the Silver Sponsor on the educational materials that are distributed to each attendee.
- Recognition as the Silver Sponsor in the online brochure, in press releases, and on PLANET and NPMA's Web sites.
- **Logo recognition printed on lanyards** that will be distributed to each attendee at the conference registration area (PLANET and NPMA provide the lanyards; imprint will be one color).
- One additional complimentary registration to the conference.

- **Networking Lounge Sponsorship (complimentary, \$5,000 value)**
See Networking Lounge Sponsorship benefits listed below.

Networking Lounge Sponsorships — \$5,000 USD each

Multiple Sponsorships Available; Space is Limited

- "Lounge" space for the sole purpose of networking and displaying/demonstrating the sponsor's products and/or services during scheduled times — 5:30–7:00 p.m. on Thursday, December 2, and 11:15-12:45 p.m. on Friday, December 3 ([see conference schedule](#)). [The sponsor is responsible for any additional equipment/setup if desired (i.e. special furniture, audio/visual equipment, Internet access, etc.). PLANET and NPMA will provide a designated space as well as signage. The food and beverage associated with the event will be in a centrally located space selected by PLANET and NPMA.).
- Opportunity to present at the Luncheon & Product Showcase on Thursday, December 2. The sole purpose is to share with the attendees briefly (two-minute maximum) valuable information about your company and its services/products that support the lawn care industry.
- Two complimentary registrations to the conference.
- Excel file of attendees (the list will include attendee names, company names, mailing addresses, and phone numbers).

All sponsorships are available on a first-come, first-served basis and will be determined based on the date/time that the agreement is submitted. LIMITED SPACE IS AVAILABLE. Additional sponsorship opportunities may be available (a minimum commitment of a Networking Lounge Sponsorship would be required).

For further information or to reserve your spot today, please contact:

Dina Wiley at PLANET (703) 456-4205 or dinawiley@landcarenetwork.org

OR

Dominique Stumpf at NPMA (703) 352-6762 or dstumpf@pestworld.org