

# Experience Landscape Architecture & Design

ABX 2019 is partnering with the Boston Society of Landscape Architects (BSLA) and leading industry associations to grow and support the landscape architecture profession by expanding the education offerings, adding relevant show floor features and exhibitors/products.

ABX has also partnered with DIY's Dean & Derek from "Indoors Out" and "Rock Solid" to be involved in all aspects of these new landscape-specific features.

BSLA and industry partners will advise on educational workshop content and accreditation, marketing ABX to their members and designing a show floor feature area called *Boston Common* geared towards landscape architecture.

Exhibitors and sponsors with product for this segment will be strategically placed around this show floor feature.



## Exhibitor Package

ABX will offer booth space and the complimentary value-add marketing and branding benefits (listed below) to all exhibitors and sponsors catering to landscape architecture and design. Total package cost is \$3,350.

## Booth Space

- New Exhibitor Rate of \$33.50 (per 100 sf of booth space)
- 150 free exhibit hall passes to distribute to your customers
- One complimentary pass to an educational workshop
- One listing on ABX Connect online product gallery
- One listing in the Attendee Brochure
- One listing in the On-Site Event Guide
- Complimentary Marketing Toolkit
  - Web banners in various sizes
  - Sample email copy
  - Social media post samples
  - Registered press list
  - Press release template

## Marketing & Branding

ABX will have a focused marketing outreach geared towards landscape architecture and design professionals. In addition to the above, all exhibitors with products for this industry segment will receive additional marketing and promotion on these outbound marketing efforts. Your company name or logo will be in/on:

- Event website
- Targeted email
- Social media
- Attendee brochure
- On-site Event Guide
- On-site signage

## Product Placement

ABX will be soliciting sponsors of the show floor feature area who might be able to donate product to the space in exchange for additional sponsorship benefits.

**Sign up NOW!** To increase visibility and reach landscape architecture and design professionals, contact Brian Keefe.

**ABX 2019** | **NOVEMBER 6-7**  
BOSTON CONVENTION & EXHIBITION CENTER

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