



Sponsor Opportunities

What?

The **SNA Conference** combines The Southern Plant Conference, the SNA Research Conference, and the SNA Annual Business Meeting with keynote sessions and participant-driven roundtable discussions connecting the industry to identify today's business challenges and opportunities, and develop new insights and solutions.

When?

Each Wednesday in February, 11:00am - 1:00pm

Wednesday, February 03	11:00am - 1:00pm	Sessions 1 - 4
Wednesday, February 10	11:00am - 1:00pm	Sessions 5 - 8
Wednesday, February 17	11:00am - 1:00pm	Sessions 9 - 12
Wednesday, February 24	11:00am - 1:00pm	Sessions 13 - 16

Why Sponsor?

The **SNA Conference** offers you the opportunity to gain exposure to an audience of the most forward thinking industry leaders, growers, retailers, researchers – and more.

What are the Benefits of Sponsorship?

As a sponsor you will gain exposure through recognition in all print and electronic promotion of the event (ads, press releases, email blasts, post cards, brochure, and program) and verbal recognition during the event. Platinum Sponsors receive a video clip spot, website ad and banner, plus complimentary registration for the conference. Gold Sponsors receive a website ad, plus complimentary registration for the conference. Silver Sponsors receive the standard recognition, plus complimentary registration for the conference. Bronze sponsors receive the standard recognition (recognition in all event promotion, logo and hyperlink on website.) See sponsorship levels below.

Committing to sponsorship now means you will receive full advantage of our marketing campaign beginning now through January 7, 2019 – and beyond.

What are the Sponsorship Levels?

Platinum Sponsor – \$2,500

Platinum Sponsors receive:

- 1 – Recognition in all event promotion (print and electronic)
- 2 – Logo and hyperlink on SNA website through the event
- 3 – Verbal recognition during the conference
- 4 – Video clip presentation during the conference (2-3 minute)
- 5 – Website Ad (300h x 250w pixels)
- 6 – Website Banner Ad (782w x 90h pixels)
- 7 – Conference Registration* (as many people as your space allows for viewing)

Gold Sponsor – \$1,500

Gold sponsors receive #1, #2, #3, #5, plus conference registration.

Silver Sponsor – \$1,000

Silver sponsors receive #1, #2, #3, plus conference registration.

Bronze Sponsor – \$500

Bronze sponsors receive #1, #2, and #3.

*One registration is for entire company – or as many people your space will allow for online viewing. All sessions will be recorded for on-demand playback.

The SNA Conference Each Wednesday in February

We invite you to become a sponsor of
The SNA Virtual Conference...
Where Tradition Meets Innovation.

This conference, scheduled for each Wednesday in February 2021, combines **The 18th SNA Plant Conference, the 65th SNA Research Conference, and the 121st SNA Annual Business Meeting and the SNA Awards Presentation**, plus keynote sessions and panel discussions,

The new format will allow broader participation as well as a wider range of topics. The new virtual experience will provide opportunities for learning, sharing, and collaborating with peers and experts through Q&A, breakouts, social engagement, and more – all recorded for on-demand playback.

Program content will feature the hottest new plants coming to market, the best practices for growing, and the latest horticultural research, as well as general business topics.

Maximize your brand visibility with four levels of sponsorship that provide flexibility to fit your budget and your company's unique needs. Your company can gain attention in a number of ways through advertising and conference participation.

Sponsorships are limited so don't delay...
Commit now and receive promotion now through February 2021 – and beyond!

Fill out the Sponsorship Commitment Form and return it to the SNA office today!

The SNA Conference... *Where Tradition Meets Innovation*

Visit
www.sna.org
for more details

See reverse side commitment form.

The SNA Conference... Connections. Content. Collaboration.

Produced by



Southern Nursery Association
PO Box 801454 | Acworth, GA 30101
Tel 678.809.9992 | Fax 678.809.9993
mail@sna.org | www.sna.org

Sponsored by





Sponsor Commitment Form

Gain exposure for your business as an SNA Conference Sponsor! Just fill out this form and return it to the SNA office. Committing now means you will receive promotion as a sponsor from now through February 2021 – and beyond.

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Select the sponsor package or item(s) below and extend the price to the right. Extend amount due to bottom.

SPONSOR LEVEL	FEE
<input type="checkbox"/> I would like to participate as a Platinum Sponsor <input type="checkbox"/> I want to take advantage of the video clip presentation (2-3 min.) <input type="checkbox"/> I want to take advantage of the website ad (300 x 250) <input type="checkbox"/> I want to take advantage of the banner ad (728x 90) <input type="checkbox"/> I want to take advantage of the Conference Registration (List ea. person to receive notifications) Name and Email: _____ Name and Email: _____	\$2,500
<input type="checkbox"/> I would like to participate as a Gold Sponsor <input type="checkbox"/> I want to take advantage of the website ad (300 x 250) <input type="checkbox"/> I want to take advantage of the banner ad (728x 90) <input type="checkbox"/> I want to take advantage of the Conference Registration (List ea. person to receive notifications) Name and Email: _____ Name and Email: _____	\$1,500
<input type="checkbox"/> I would like to participate as a Silver Sponsor <input type="checkbox"/> I want to take advantage of the website ad (300 x 250) <input type="checkbox"/> I want to take advantage of the banner ad (728x 90) <input type="checkbox"/> I want to take advantage of the Conference Registration (List ea. person to receive notifications) Name and Email: _____ Name and Email: _____	\$1,000
<input type="checkbox"/> I would like to participate as a Bronze Sponsor <i>Bronze Sponsorship includes logo, url link, listing and verbal recognition only.</i>	\$ 500
TOTAL SPONSORSHIP DUE: \$ _____	

My signature below confirms my commitment to sponsor **The 2021 SNA Virtual Conference**. I understand that my company will be billed and expected to pay in accordance with the payment requirements below.

Signature: _____ Date: _____

To guarantee sponsorship and maximum promotion, return this form as soon as possible. Payment for sponsorship is due by October 31. You can pay by credit card or mail a check payable to SNA.



Return this commitment form to:

Southern Nursery Association | PO Box 801454, Acworth, GA 30101 | Tel 678.809.9992 | Fax 678.809.9993 | mail@sna.org | www.sna.org