

**New Jersey Chapter of the
American Society of Landscape Architects**
presents the

2010
**Annual Meeting &
Exhibition**

- Exhibitor Prospectus
- Program Advertising
- Sponsorship Opportunities

Sunday, January 24
Monday, January 25
Tuesday, January 26

Trump Taj Mahal
Casino Resort
Atlantic City, New Jersey



Landscape Architecture
Opportunity, Diversity, Evolution



ASLA

414 River View Plaza
Trenton, NJ 08611-3420

NJASLA 2010 Annual Meeting & Exhibition

Exhibit Sales, Program Advertising and Sponsorship Information Enclosed
Register by December 18, 2009 & take advantage of discount rates.

Exhibit/Display Information

Space Allocation & Payment Booth space allocation shall be made by the Exhibits Committee contingent on the number of booth reserved and receipt of payment. Booth rental will include a 6' x 10' (single) space, unless otherwise noted, 8' high backdrop, 3' side rails, sign 7" x 44" with Exhibitor's name. Booth rental includes registration, breakfast and lunch for two company representatives per booth, per day. Trump Taj Mahal Casino Resort staff will maintain the aisle and areas continually throughout the exhibit hours. Other special cleaning services can be contracted by placing an order at the service desk. Arrangements can be made through Atlantic Expo. to provide, at your expense, any additional booth equipment you may need. You can contact Atlantic Expo. by phone at 609-272-1600. Their representative will be on hand during the scheduled setup hours.

Aisle Space All aisle space is under the control of the NJ-ASLA and shall not be used for exhibit or demonstration purposes.

Space Reservations Exhibitors can reserve space by completing the enclosed contract form. Mail original back to the New Jersey American Society of Landscape Architects at 414 River View Plaza, Trenton, NJ, 08611-3420 or fax the contract to 609-393-9891. You will receive information on drayage costs, electrical service and other services upon receipt of your completed contract. Every effort is made to assign space on a first-come, first-served basis. However, Show Management reserves the right to assign exhibitors to the best alternate space in the event that all of first three choices are already reserved and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition. **REGISTRATION OF BOOTHS AND MULTIPLE BOOTHS AT THE MULTIPLE BOOTH DISCOUNTED RATES IS ONLY APPLICABLE TO EXHIBITORS OF THE SAME COMPANY REGISTERED UNDER ONE (1) GENERAL BUSINESS ENTITY**

Booth Rates \$995 per single booth BEFORE 12/18/09, AFTER 12/18/09 \$1,200 • \$1,800 per double booth BEFORE 12/18/09, AFTER 12/18/09 \$2,200 • \$2,600 per triple booth BEFORE 12/18/09, AFTER 12/18/09 \$3,000 • \$3,400 per quadruple booth BEFORE 12/18/09, AFTER 12/18/09 \$3,900

Exhibit Restrictions No construction in the exhibit space shall exceed eight feet in height and any construction in excess of four feet in height must be kept within three feet of the back line of the exhibit space. The Show Management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or action which might harm or injury the high standards of the Conference.

Security After show hours the Exhibit Area will be secured: although the exhibit area will be secured, NJ-ASLA will not be responsible for any items left in the exhibition area before, during or after the conclusion of the show. The exhibitor must have an attendant in charge of his/her exhibit each day during the hours the Exhibit Area is open.

Cancellation Policy Refunds for cancellation must be received in writing prior to December 18, 2009. A non-refundable administrative fee of \$85 will be deducted from the refund amount. Refunds will NOT be granted after the stipulated date.

Trump Taj Mahal Exhibit Service Requirements

Electrical Arrangements should be made directly with Trump Taj Mahal, electrical order forms should be completed & returned to the Convention Services Office at the Taj (100 Boardwalk at Virginia Avenue, Atlantic City, NJ 08401). Prices for electric vary depending on your needs. The Taj Mahal requests final payment 30 days in advance of the show. Orders for electric that are fulfilled on-site (with no prior arrangements or order form completed & forwarded to the Taj) are subject to late fees, equaling twice the listed pricing. Rates include only the bringing in of power lines to the booth and the primary connection of these lines to a piece of equipment that is already wired in the booth. Should wiring or connections beyond this primary connection be required, such wiring can be completed at a rate based on time and material. To avoid delay in installation, all equipment should be tagged and wired with full information as to the kind, current, voltage phase, cycle, horsepower, etc. ready for connection.

Telephone Service Arrangements can be made through the Taj Mahal. More detailed exhibits information will be sent to confirmed exhibitors, inclusive of the telephone services contract form.

Food Service Please be advised that Trump Taj Mahal is the only licensed entity to provide food and beverages on our premises. Therefore, please note that ALL FOOD AND BEVERAGES must be supplied by the Hotel. Any quantities of food and alcoholic beverages delivered or brought to the Hotel will be refused without further notice. Food and beverages may be purchased directly from the Catering Department with advance notice.

Non-Flammable Materials All materials used in the exhibit Hall, ballroom or any other room of the hotel MUST be non-flammable to conform with the Fire Regulations of the State of New Jersey and City of Atlantic City. Electrical wiring and equipment installation must conform to the National Electrical Code and Electrical Code of Atlantic City. Materials not conforming with such regulations, will be removed immediately at the Exhibitor's expense. Engines, motors or any kind of equipment may be operated only with the consent of the Convention Services Manager at the Hotel.

Special Notices No nails or bracing wires used in the erection of displays may be attached to the building without the written consent of the Convention Services Manager at the Hotel. All property destroyed or damaged by Exhibitors must be replaced to its original condition by Exhibitor or at the Exhibitor's expense.

Liability The Hotel & Show Management will not be responsible for any damage that may occur to the Exhibitor, the Exhibitor's employees or property, or to any other person prior to, during, or subsequent to the period covered by the exhibit contract; provided said injury, loss or damage is not caused by the willful negligence or wrongful act of an employee of the Hotel. Each Exhibitor expressly releases the Hotel & Show Management against any and all claims for such injury, loss or damage.

Insurance Exhibitors should carry the appropriate insurance on their exhibits and equipment.

Storage Trump Taj Mahal will not accept any packages of any weight or size addressed to any convention attendees/exhibitors. Package storage and fees are arranged strictly through Atlantic Expo. Please consult Atlantic Expo regarding their fees for services.

Material Handling/Arrival & Departure Procedures Please contact Atlantic Expo regarding the shipping of material; there is a fee for their services.. No freight will be accepted at the Taj Mahal in advance of the show date(s). NJ-ASLA has hired Atlantic Expo. They will be available to assist; they can be reached by phone at 609-272-1600.

Installation & Dismantling All exhibitors are required to load-in and load-out exhibits through the Pennsylvania Avenue Loading Dock. Under no circumstances, will exhibitors be allowed to move in or out through the Hotel Lobby or Porte Cochere area. Installation and dismantling of exhibits will be setup in accordance with the enclosed show schedule. **NO ERECTION OF EXHIBITS WILL BE PERMITTED DURING THE HOURS WHEN THE EXHIBITION AREA IS FORMALLY OPEN.** Exhibits will be dismantled in accordance with the enclosed show schedule. **NO DISMANTLING OF EXHIBITORS WILL BE PERMITTED UNTIL THE TRADE SHOW IS FORMALLY CONCLUDED.** All materials must be removed by the Exhibitor at the conclusion of the show. The Show Management reserves the right to remove any material left at the conclusion of the show at the expense of the Exhibitor.

Counsel fees clause: In the event that NJASLA is required to commence any legal action in order to enforce any of the terms of this Agreement, in the event that NJASLA prevails or enters into a favorable settlement of such action, in addition to any award made by the Court, NJASLA shall be entitled to and the Exhibitor shall pay to NJASLA its reasonable counsel fees, Court costs and other expenses incurred in pursuing such action.

Choice of Forums Clause: Any legal action by and between the parties to this Agreement shall be filed in the Superior Court of New Jersey, Mercer County, NJ.

2010 NJ-ASLA Annual Meeting & Exhibition

Dear Exhibitor:

The New Jersey Chapter of the American Society of Landscape Architects is pleased to announce that the 2010 Annual Meeting will be held January 24, 25 & 26, 2010 at the Trump Taj Mahal Casino Resort in Atlantic City, New Jersey.

In today's tough economic climate, it is essential to continue to network and focus more marketing efforts on target audiences. Exhibiting at the 2010 Annual Meeting will put you in contact with a captive audience of more than 600 professionals who specify your materials and/or solicit your services. The 2009 show was another success and I would like to thank all of you who made it possible.

The 2010 exhibition promises to be even more successful with attendance from professionals from surrounding states that are required to obtain Continuing Education Units (CEU's). Design professionals throughout the north east region have come to learn that the NJASLA conference offers the best value in obtaining approved CEU's by individual State Boards and is the premiere educational and social event in Landscape Architecture in the north east.

We are pleased to announce the many benefits that will be included in this year's show:

Show length (2 days) including 2 hour blocks on Monday and Tuesday! Plus networking time in between sessions, during breaks and during breakfast.

Mix & Mingle Cocktail Reception with attendees on Sunday night and Monday Cocktail Reception with exhibitors!

The New Jersey ASLA Meeting is one of THE LARGEST and most successful state show in the Nation. Be a part of our outstanding event & share in our success!

The exhibit hall will be closed during down times to allow exhibitors to call on other clients or attend lecture sessions.

Come and be a part of this exciting event, and show us your state-of-the-art equipment!

We challenge exhibitors to provide timely information and innovative techniques about their products or services. We want to see "the new stuff". In return, before introducing each speaker, a committee member will encourage all attendees to interact with you, the exhibitors, as they visit each booth.

Attached is a complete exhibitor package including a registration form and the exhibit booth floor plan. Booth assignments will be issued contingent on the number of requests, receipt of payment, and previous participation. To secure priority booth location, mail your completed form with payment today!

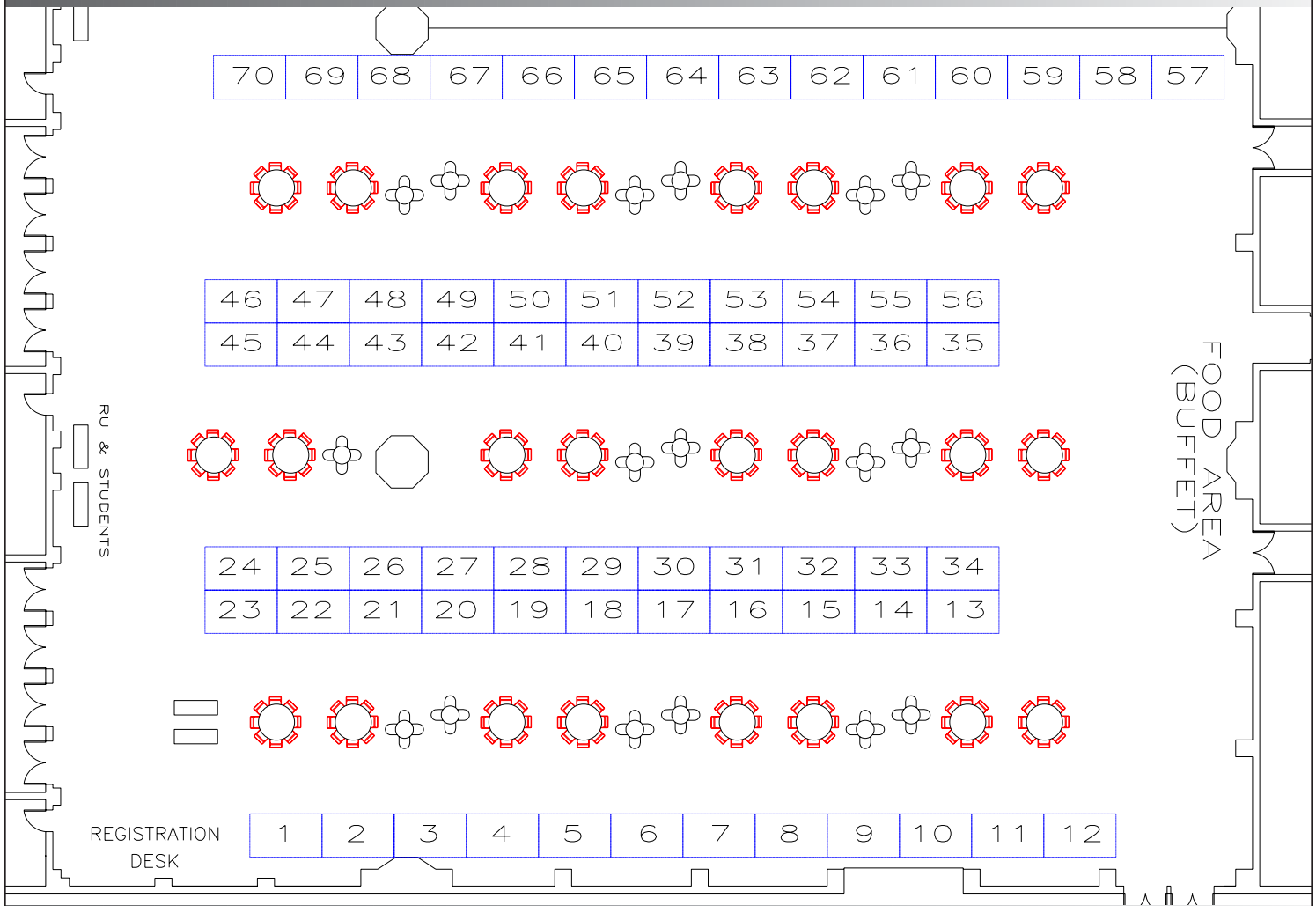
I would like to thank all of you who have supported the Chapter over the years and extend a warm welcome to our newcomers and invite you to be a part of the NJ-ASLA Annual Meeting. If you have any questions or suggestions regarding this year's show please do not hesitate to contact me at 732-577-9000 or Patricia Brewer at Association Headquarters at (609) 393-7500 X1133. I look forward to seeing all of you in January!

Sincerely,



Joseph D. Perello, CLA
2010 NJASLA Exhibit Chair

Grand Ballroom Floor Plan



Tentative Exhibits Schedule

Sunday, January 24, 2010

- 1:00 pm - 6:00 pm
Registration desk open
- 2:00 pm - 6:00 pm
Exhibitor booth setup
- 7:00 pm - 8:30 pm
Welcome/ Cocktail Reception

Monday, January 25, 2010

- 7:30 am - 7:30 pm
Registration desk open
- 7:30 am - 8:30 am
Continental Breakfast
- 7:30 am - 11:30 am
Exhibitor booth setup
- 11:30 am - 1:30 pm
Exhibit Hall Open
- 6:30 pm - 7:30 pm
Cocktail Reception in the Exhibit Hall
- 7:30 pm - 10:30 pm
Design Awards / Gala Dinner

Tuesday, January 26, 2010

- 8:00 am - 4:30 pm
Registration desk open
- 8:00 am - 9:00 am
Breakfast Buffet in the Exhibit Hall
- 11:30 am - 1:30 pm
Exhibit Hall Open
Last session for exhibitors
- 2:00 pm - 5:00 pm
Exhibits Breakdown

Hotel Reservations

Room reservations at the Trump Taj Mahal Casino Resort can be made by calling 800-825-8888 or book online at: www.trumpmeetings.com. The room block drop date is January 8, 2010. The group rate is \$75 per night single or double occupancy. Specify that you are with the American Society of Landscape Architects - New Jersey Chapter's Conference Group Code: ASLA10, to get the \$75 rate. You can also reserve your room online by going to, TrumpMeetings.com, select Trump Taj Mahal, on-line reservation & enter the group code information. **Call early - Don't be closed out!**

