



# Cash In, Cut Costs:

★ Winning Revenue Tactics for Your EXPO and Sponsorship ★



# Meet the Presenters

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A2Z Events



# ★ Assumptions ★

- Part Art. Part Science.
- No matter the size of your event ...Revenue is key
- We have shared values:
  - Profit margins
  - Defraying costs
  - Enhancing the attendee experience
  - Delivering value to our exhibitors and sponsors



# ★ Annual Audit of Sponsorship Program ★

Utilize the audit to help your leadership, sales team, and colleagues understand the process to creating a **HEALTHY** sponsorship program.

Revenue Estimates	Inventory									
Premier sponsorships										
Distinguished Sponsorships										
Strategic Sponsorships										
Champion Sponsors										
Engagement opportunities										
LAM - advertiser special										
	\$ -									
	2025 Pricing	First Right of Refusal	Estimated Cost	Cost to Profit		2024 Pricing	2023 Pricing	2022 Pricing	2021 Pricing	Notes
Premier Sponsorships										
General Session										
Lanyards										
Classroom 1										
Classroom 2										
Conference Wifi										
Distinguished Sponsorships										
Mobile App										
Council on Fellows Reception										
Carbon Offset Program										



# ★ Coffee vs. Popcorn ★



# ★ Annual Audit of Sponsorship Program ★

Review effectiveness of benefits with the team and conduct a **MEASURABLE** brainstorming exercise

## 2025 New Sponsorships Evaluation

Team Member:

4-Dec

Activity	Like the premise of the idea on a scale of 1-10. 10 is best	Teams ability to impliment in 2025 or save for 2026?	Pricing: preceived sponsorship value	Any insights about the opportunity from your perspective?
- Escalator wraps / stairs	10	10	\$ 15,000.00	Opportunity offered at competing association conference
- Sponsored registration kiosk at airport - pick-up badge in baggage claim	10	2	\$ 5,000.00	Great customer service add for attendee experience, staffing and equipment will be difficult to coordinate in 2025.
- Sponsored registration - HQ hotel - current reg desk is reserved for BOT and CPC				
- Room drops				
- Door hangers				
- Welcome bag distro at hotel front desk				
- Tech lounge				
- Blender Bike				
- Charging Lockbox for iphones				
- Digital climate pledge signature activation				



# ★ Annual Audit of Sponsorship Program ★

Numbers don't lie – conduct a **cost / opportunity** overview

Branding - Cost / Opportunity								
	Production	Labor	P+L	Quantity	PL X Q	Moscone	ASLA Fees	Sponsor Cost
Columns wraps - located in registration area (4 available)	\$2,200.00	\$ 241.50	\$ 2,441.50	4	\$ 9,766.00	\$ 500.00	\$10,266.00	\$ 15,000.00
Banners - Package 1 (3 banners included)	\$1,500.00	\$ 512.50	\$ 2,012.50	3	\$ 6,037.50	\$ 500.00	\$ 6,537.50	\$ 8,000.00
Banners - Package 2 (4 banners included)	\$2,100.00	\$ 512.50	\$ 2,612.50	4	\$10,450.00	\$ 500.00	\$10,950.00	\$ 12,000.00
Banners - Package 3 (3 banners included)	\$1,500.00	\$ 512.50	\$ 2,012.50	3	\$ 6,037.50	\$ 500.00	\$ 6,537.50	\$ 8,000.00
Escalators - leading from registration to EXPO entrance (2 sets available)	\$7,500.00	\$ 1,449.00	\$ 8,949.00	2	\$17,898.00	\$ 500.00	\$18,398.00	\$ 20,000.00
Stairs - leading from registration to EXPO entrance (1 opportunity)	\$2,500.00	\$ 1,449.00	\$ 3,949.00	2	\$ 7,898.00	\$ 500.00	\$ 8,398.00	\$ 12,000.00
Hand Sanitizer	\$1,125.00	\$ 966.00	\$ 2,091.00	1	\$ 2,091.00	\$ 500.00	\$ 2,591.00	\$ 3,500.00
Monitors - Level 1	\$ -	\$ -	\$ -	4	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Monitor - Upper Level	\$ -	\$ -	\$ -	1	\$ -	\$ 500.00	\$ 500.00	\$ 1,000.00
Monitor - 2nd Level	\$ -	\$ -	\$ -	4	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Monitor - 3rd Level	\$ -	\$ -	\$ -	4	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00



# ★ Tacos versus Enchiladas ★





# ★ Increase Benefits of Old Sponsorships ★





# ★ Cost of Living ★



# ★ Birds of a Feather Sponsor Together ★





# ★ Bricks versus Pavers ★





# ★ Corporate Reach ★



# ★Techniques for Incremental Revenue★

- What are your exhibitors/sponsors paying elsewhere? Chapters?
- Deadlines with corresponding rates
- If you have a large event, carve up floor strategically to create additional premium opportunities. Think of the math.
- Priority points
- Consider a “sponsor area” to help newer exhibitors with lower priority point totals



# ★ Ideas to Cut Costs ★

- Do you review your contracts before selecting hotels/venues?
  - Success fee for exhibitor services ordered that are achievable
  - Renewing contracts? What can you negotiate?
- Affinipay (passing along credit card fees)
- Exhibit/sponsor food and beverage program
- Rigging points, electricity, etc. built into facility





# ★ Exhibitor & Sponsor Relations ★

- Don't always have your hand out when you engage exhibitors and sponsors
- Wait for the Crate Party
- Negotiate a fair escalation clause in your contracts for services and review service forms
- How do you utilize hotel concessions?



# Resource Drive

Excel sheets shown today!



SCAN ME

# Contact Us

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