

# Cash In, Cut Costs:

★ Winning Revenue Tactics for Your EXPO and Sponsorship ★

#### **Meet the Presenters**

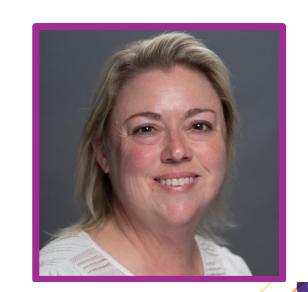
#### **★ Michelle Mobley**

Exhibits and Sponsorship Manager
American Society of
Landscape Architects (ASLA)



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Senior Director of Industry Relati and Community Engagement 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 Prio	ing 2023 Pricing	2022 Pricing	2021 Pricing	Notes
Premier Sponsorships									
General Session									
Lanyards									
Classroom 1									
Classroom 2									
Conference Wifi									
Distingueshed 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	La	bor	P+L		Quantity	PL X Q	M	oscone	ASLA Fees Sponsor Cos		onsor 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 avai	\$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

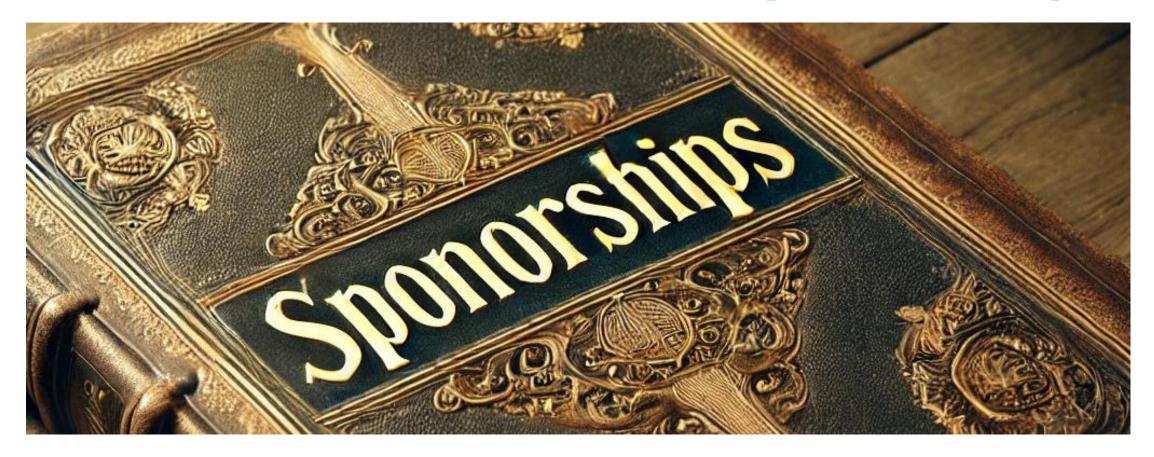


#### \* Tacos versus Enchiladas \*



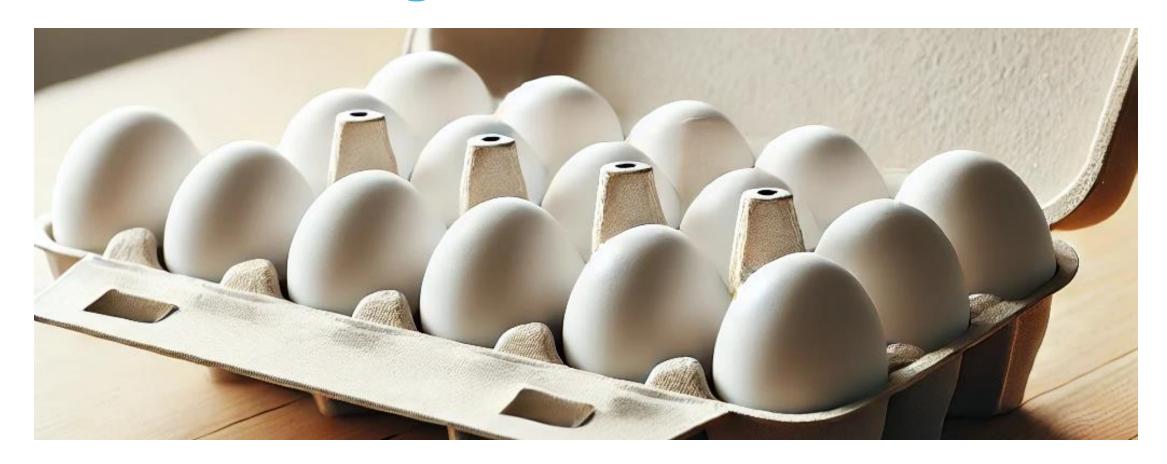


### \* Increase Benefits of Old Sponsorships \*





## **\***Cost of Living ★





#### Birds of a Feather Sponsor Together \*





#### \* Bricks versus Pavers \*





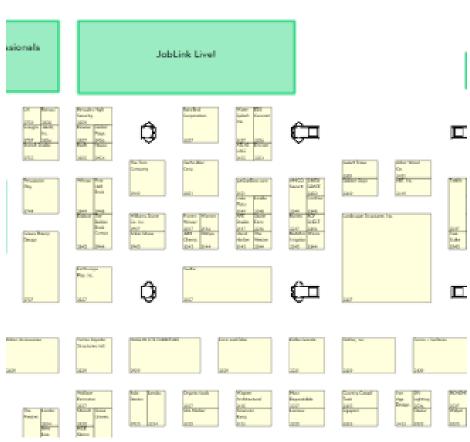
### Corporate Reach \*





#### ⋆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?
- Affinpay (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!





#### **Contact Us**

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