

The Virginia Nursery and
Landscape Association (VNLA)
presents:

The 2025 Annual Field Day



In collaboration with our site hosts:



BOOKLET OVERVIEW

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FIELD DAY SCHEDULE

CROSS CREEK NURSERY
ROCKVILLE, VA

7:00-9:00 AM

EXHIBITOR SETUP

8:30-9:30 AM

REGISTRATION

9:30-9:45 AM

WELCOME AND INTRO

10:00-12:00 PM

MORNING EDUCATION SEMIARS
MICROLEARNING SESSIONS

12:00-1:00 PM

CATERED LUNCH

1:00-3:00 PM

AFTERNOON EDUCATION SEMINARS
MICROLEARNING SESSIONS

3:00-4:00 PM

EXHIBITOR FIELD OPEN

4:00-4:30 PM

CLOSING REMARKS AND RAFFLE

5:00-8:00 PM

SOCIAL @ JAMES RIVER NURSERIES
Federal and State Legislative Updates 6-7pm

FAQ ON FIELD DAY EDUCATION CHANGES

We're implementing some changes to our educational portions of the day and introducing microlearning sessions

What is microlearning?

Short, 20-minute educational sessions held throughout the event. You'll be able to move freely from session to session based on your interests.

Why are we introducing microlearning?

Our members asked for more diverse and engaging educational opportunities—and we listened! Microlearning sessions let you explore a variety of topics in shorter, 20-minute formats, which studies show can improve learning and retention.

Do I have to pre-register for sessions?

Nope! Just follow the schedule and attend the sessions that appeal to you. It's flexible, informal, and built around your curiosity.

What if I want to skip a session?

That's totally fine. You can visit exhibitor booths, enjoy lunch, network, or take a break—there's no wrong way to spend your day.

How many CEUs can I earn?

To encourage full participation, you'll earn 8 CEUs for attending the full Field Day.

- This includes participation in microlearning sessions, visiting exhibitors, and attending the full program.
- Attending the social and policy panel in the evening adds an additional 2 CEUs, for a total of 10.

How do I track CEUs?

You'll receive a CEU tracker at check-in. Just note which sessions you attend and return your completed form before leaving—or submit it online afterward.

Where will sessions be held?

Outdoors under tents near exhibitor booths. Come prepared for the weather and dress comfortably!

Will speaker materials be shared?

Yes! Any handouts or digital resources will be posted online after the event.

MICRO LEARNING SEMINARS

ENTOMOLOGY UPDATE

DR. ALEJANDRO DEL-POZO
VIRGINIA TECH

EQUIPMENT DEMONSTRATIONS

INTERESTED? PLEASE EMAIL
INFO@VNLA.ORG

SOIL SUBSTRATES

DR. KRISTOPHER CRISCIONE
VIRGINIA TECH

VCH UPDATES

VIRGINIA NURSERY & LANDSCAPE
ASSOCIATION

TRENDS IN HORTICULTURE

PROVEN WINNERS

**ENTOMOLOGY IN THE
GREENHOUSE**

SCOT D. FERGUSON
*VIRGINIA COOPERATIVE EXTENSION,
HANOVER COUNTY*

VA PESTICIDE UPDATES

VDACS - OFFICE OF PESTICIDES

AND MORE!

INTERESTED? PLEASE EMAIL
INFO@VNLA.ORG

VNLA LEGISLATIVE UPDATE AND SOCIAL

JAMES RIVER NURSERIES
ASHLAND, VA

5:00-6:00 PM

MINGLE, SOCIALIZE, EAT DINNER, AND
GRAB A DRINK

6:00-7:00 PM

LEGISLATIVE UPDATE

- **FEDERAL:** AMERICAN HORT
 - **STATE:** KATIE HELLEBUSH, VNLA
 - **ASLA**
-

7:00-8:00 PM

MINGLE, SOCIALIZE, EAT DINNER, AND
GRAB A DRINK

All purchased tickets include cost of drinks and dinner at the social.





INDIVIDUAL TICKET COST

2025 FIELD DAY, JULY 31 – August 1

Cross Creek Nursery

REGISTER TODAY!

JULY 31:

FIELD DAY: CROSS CREEK NURSERY
LEGISLATIVE UPDATE AND SOCIAL: JAMES
RIVER NURSERIES

AUGUST 1:

TOURS AT VARIOUS FACILITIES
IN THE RICHMOND AREA

Ticket Type	Early Bird (before July 1)	Month Of (July 1-30)	Day Of (July 31)
VNLA Member	\$50	\$60	\$70
Non-VNLA Member	\$80	\$90	\$100
Master Gardener	\$65	\$75	\$85
Student	\$50	\$60	\$70
Government Employee/Extension Agent	\$0		

If you don't see an option to purchase a VNLA Member ticket? Check your membership status in your profile and update through our site or email info@vnla.org.

Bringing a group? Save more as you grow!

5–9 people: 10% off

10–19 people: 20% off

20+ people: 30% off

Questions? Contact:

Becky Hall
[**info@vnla.org**](mailto:info@vnla.org)



FULL TICKET COST BREAKDOWN

2025 FIELD DAY, JULY 31 – August 1

Cross Creek Nursery

Ticket Type	Ticket Qty	Early Bird (before July 1)	Month Of (July 1-30)	Day Of (July 31)
Master Gardener	Single Ticket:	\$65.00	\$75.00	\$85.00
	Group: 5-9 <i>10% discount</i>	\$58.50	\$67.50	\$76.50
	Group 10-19 <i>20% discount</i>	\$52.00	\$60.00	\$68.00
	Group 20+ <i>30% discount</i>	\$45.50	\$52.50	\$59.50
Inactive or Non-VNLA Member	Single Ticket:	\$80.00	\$90.00	\$100.00
	Group: 5-9 <i>10% discount</i>	\$72.00	\$81.00	\$90.00
	Group 10-19 <i>20% discount</i>	\$64.00	\$72.00	\$80.00
	Group 20+ <i>30% discount</i>	\$56.00	\$63.00	\$70.00
Active VNLA Member/ Current Student	Single Ticket:	\$50.00	\$60.00	\$70.00
	Group: 5-9 <i>10% discount</i>	\$45.00	\$54.00	\$63.00
	Group 10-19 <i>20% discount</i>	\$40.00	\$48.00	\$56.00
	Group 20+ <i>30% discount</i>	\$35.00	\$42.00	\$49.00
Can't see VNLA member prices? Check your membership status in your profile and update through our site or email info@vnla.org .				
Government Employee/ Extension Agent	\$0			



SPONSORSHIP OPPORTUNITIES

2025 FIELD DAY, JULY 31 – August 1

Cross Creek Nursery

Showcase your business while supporting the VNLA's Field Day!
Become a sponsor and enjoy visibility before, during, and after the event.

LUNCH SPONSOR

\$1,500

- Logo Placement:
 - Lunch Posters
 - Event Signage
 - In all Communications
- 1 Exhibitor Table
- 2 Complimentary Tickets

GOLD SPONSOR

\$1,000

- Logo Placement:
 - Lunch Posters
 - Event Signage
 - In all Communications
- 1 Exhibitor Table
- 2 Complimentary Tickets

SILVER SPONSOR

\$600

- Logo Placement:
 - Event Signage
 - In all Communications

BRONZE SPONSOR

\$450

- Logo Placement:
 - Event Signage
 - In all Communications

RAFFLE SPONSOR

\$100

- Logo Placement:
 - Event Signage
 - In all Communications

IN-KIND SPONSOR

- Logo Placement:
 - Event Signage
 - In all Communications

Questions? Contact:

Becky Hall
info@vnla.org

READY TO SPONSOR FIELD DAY?

Follow the Steps Below

Register as a Sponsor by visiting our new site.

- Select "Sponsor/Exhibitor Ticket"
- on the next page, you'll select the desired sponsorship level and the charge will be added to your invoice

* Lunch and Gold Sponsorship levels include a complimentary exhibitor table, two chairs, and two event tickets. Tickets will be credited upon invoice submission or can be added if you register by phone

Locate Your Company's Logo

Submit your logo in your registration form by July 16 to ensure it'll be included on all print and communications material

Decide Whether You Want to Lead a Microlearning Session

We're introducing Microlearning Sessions: 20-minute educational presentations offered throughout the day.

Sponsors are eligible to lead a session!

Interested?

**Submit Your Microlearning
Session Idea**

Pack Your Bags!

We'll see you at Cross Creek Nursery
15503 Ashland Rd, Rockville, VA 23146

Setup Times (if you have a complimentary or purchased table):

July 30 (before 6:00 PM)

July 31 (7:00–9:00 AM)

Map & Booth Locations:
Distributed by July 23, 2025

Pack a pop-up tent in case in rains or to protect you for the sun.

Plan on attending our legislative session update and social Thursday, July 31 from 5:00–8:00 pm at James River Nurseries in Ashland, VA





EXHIBITOR INFORMATION

2025 FIELD DAY, JULY 31

Cross Creek Nursery

Exhibitor Opportunities

2025 Field Day | July 31

Cross Creek Nursery | Rockville, VA

Showcase your products, services, or innovations to leaders in Virginia's Nursery and Landscape Industry.

Exhibit Fee: \$250

+ \$100 to secure an additional
space for equipment

What's Included:

- 1 table
- 2 chairs
- 2 complimentary tickets
(includes social event with food
& drink tickets)

What's New this Year?

We're introducing *Microlearning Sessions*: 20-minute educational presentations offered throughout the day.

EXHIBITORS ARE
ENCOURAGED TO LEAD A
SESSION!

Want to present? Submit your
idea [here](#)

Become an Exhibitor!

Location:

Cross Creek Nursery
15503 Ashland Rd, Rockville, VA 23146

Setup Times:

July 30 (before 6:00 PM)
July 31 (7:00–9:00 AM)

Map & Booth Locations:

Distributed by July 23, 2025

Logos Due:

Submit your logo in your registration by July 16 for inclusion on all printed materials.

Complimentary Tickets Include:

Access to the full event + the evening social with food & drink tickets.

Questions? Contact:

Becky Hall
info@vnla.org

READY TO JOIN US AS AN EXHIBITOR?

Follow the Steps Below

Register as an Exhibitor

by visiting our new site

- Select "Sponsor/Exhibitor Ticket"
- on the next page, select any exhibitor fees that apply to you

* Exhibitor registration comes with one 10'x10' space on turf/gravel as well as one table, two chairs, and two complimentary tickets. Additional space for equipment/display items can be added onto registration for \$100

Locate Your Company's Logo

Submit your logo in your registration form by July 16 to ensure it'll be included on all print and communications material

Decide Whether You Want to Lead a Microlearning Session

We're introducing Microlearning Sessions: 20-minute educational presentations offered throughout the day.

Exhibitors are encouraged to lead a session! This is also an excellent opportunity to demo equipment.

Interested?

Submit Your Microlearning Session Idea

Pack Your Bags!

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I'M AN EXHIBITOR. HOW DO THE CHANGES TO FIELD DAY'S STRUCTURE AFFECT ME?

What's new this year?

We're introducing microlearning sessions—20-minute educational sessions led by speakers throughout the day. This creates more opportunities for attendee engagement, including with you!

When will attendees visit exhibitor booths?

While the exhibitor area has a formal hour, attendees are encouraged to visit booths throughout the day, including:

- During setup
- Over lunch
- Between or instead of sessions
- During a microlearning session if you are a presenter

Can exhibitors lead microlearning sessions?

Yes! Exhibitors are welcome and encouraged to lead a session related to their expertise or business. It's a great way to increase exposure and connect more meaningfully with attendees.

How can I maximize my visibility as an exhibitor?

- Connect early during setup
- Be present and engaging throughout the day
- Consider offering a demonstration or hosting a microlearning session
- Share materials attendees can take home (or access digitally)

Will I receive a list of speakers and sessions?

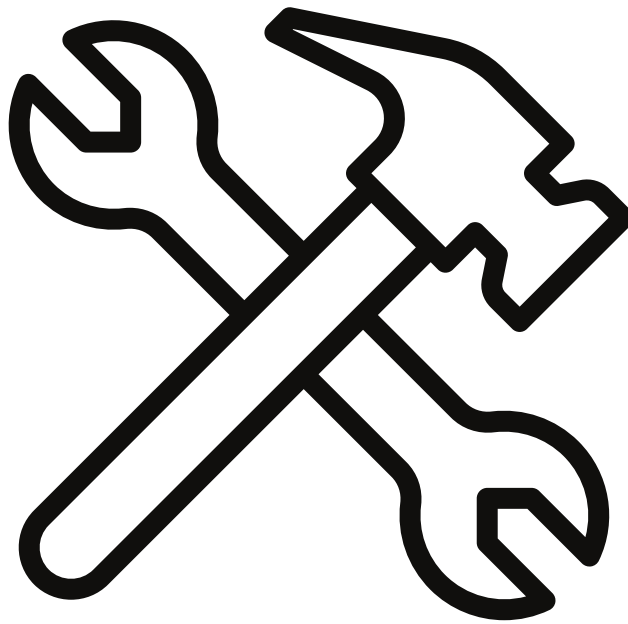
Yes, we'll provide a finalized schedule prior to the event. If you're interested in presenting, there's still time—just let us know!

Can I distribute materials or giveaways?

Yes! Printed materials, swag, or digital resources are all welcome. You may also contribute to our raffle. We'll also feature resources online after the event to extend your reach.

TOURS

FRIDAY, AUGUST 1, 2025



Check back later for updates!

Interested in Hosting an Industry Tour?

Email [Becky Hall](mailto:Becky.Hall@vnla.org)
info@vnla.org