

# Host Chapter Booth Timeline

The Host Chapter Booth is an information center for attendees. A place where:

- The chapter can showcase its programs and events
- Attendees can meet and greet chapter leaders
- The chapter can sell approved chapter items; and
- Disseminate local information – restaurants, attractions, and more. ASLA provides a 10x20 booth structure and graphics in a well-trafficked area, usually near registration. The booth is open the Thursday before the conference and all four days of the conference and is staffed by volunteers recruited by the Host Chapter. Volunteers must be ASLA members in good standing and registered to attend the conference. This is a great membership recruitment tool for the chapter

## ASLA TEAM ROLES

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## May 2 or earlier

Review booth layout diagram and share chapter's draft concept with ASLA, including plans for booth design, staffing, giveaways, and other plans for the booth onsite.

## June 1

All booth internet, audiovisual, and electrical requirements are to be confirmed with Kelli Bland at ASLA National. Costs for internet and AV are the responsibility of the Host Chapter and can be ordered through ASLA at reduced rates and deducted from the final Chapter allocation. ASLA will pay for basic electrical to connect a laptop, TV, or plasma, and a power cord for cell phone charging. More extensive electrical will be charged to the chapter.

## June 15

Artwork for all booth giveaways and materials submitted to ASLA for review and approval before they go into production. Chapter to submit earlier if more time is needed for production. All booth giveaways and materials are the responsibility of the Host Chapter. All items must include chapter identity and be ASLA brand standard.

## July 13

Approved booth artwork will be sent to Freeman Exposition Services following artwork guidelines. Freeman will produce and install the artwork only approved by ASLA National.

### November 8-9

Booth set-up on site is done by Freeman. Host Chapter should be able to set up by mid-afternoon on 11/2. Time will be confirmed as we get closer to the date.

### November 10

Booth opens with attendee registration at 4:00 pm and mirrors the registration hours for the remainder of the ASLA Conference on Landscape Architecture. Opening and closing times for registration will be confirmed by mid-May 2022.

Thursday, 11/10

Friday, 11/11

Saturday, 11/12

Sunday, 11/13

Monday, 11/14

### November 14

While the chapter may begin closing out the booth at the start of the last education session, we ask that you not fully tear down until after sessions end and the meeting officially concludes. The chapter may keep the chapter graphics. However, Freeman has been instructed not to remove them until 5:00 pm. You must be present at that time to claim them, otherwise, they will be destroyed. Freeman does not ship the graphic panels to their offices, only the metal connectors.

### Additional Logistical Information

- [Moscone Center](#) , San Francisco
- [Freeman Graphics Artwork Guidelines](#)