



The Virginia  
Horticultural Foundation

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## The 2012 Mid-Atlantic Horticulture Short Course: Sponsorship Invitation

The Virginia Horticultural Foundation is seeking sponsors for the **2012 Mid-Atlantic Horticulture Short Course, Jan. 29 – Feb. 2, 2012**. For the first time in our 40+ years, the Short Course will be held outside of Virginia Beach at the new **Marriott at City Center in Newport News, Virginia**, a modern conference facility that is more central to the Mid-Atlantic region. This move is based on repeated requests received from internet and written surveys, and we believe this location will attract more attendees.

The 2011 Mid-Atlantic Horticulture Short Course hosted 768 green industry professionals, 69 volunteers, 67 professional industry speakers and 225 Home Gardeners. The enclosed 2011 Mid-Atlantic Short Course Snapshot provides detailed demographics about our event. More than 360 hours of Continuing Education Units (CEUs) were provided enabling professionals to maintain their industry certifications from these professional organizations:

- American Society Landscape Architects' LA CES™  
(ASLA's Continuing Education System)
- Certified Nurseryman (or state equivalent)
- Crew Manager and Advanced Crew Manager  
(The Virginia Horticultural Foundation program)
- Golf Course Superintendents Association of America (GCSAA)
- International Society of Arboriculture (ISA)
- North Carolina Board of Landscape Architects (NC BoLA)
- Pesticide Applicator Recertification  
(10 states + the District of Columbia)
- Professional Landcare Network (PLANET)
- Virginia Certified Horticulturist (VCH)
- Virginia Certified Advanced Horticulturist (VACH)
- Virginia Department Professional Occupational Regulation  
(registered Virginia Landscape Architects)
- Virginia Department of Conservation & Recreation's  
Nutrient Management Program
- Virginia Society of Landscape Designers (VSLD)

We are planning an exceptional program in 2012 and invite you to be a part of our success. Sponsorship of the Mid-Atlantic Horticulture Short Course showcases your commitment to professional education and provides maximum exposure to a desirable audience who are actively working in, managing and/or leading green industry businesses.

### 2012 INVITED SPEAKERS & WORKSHOP LEADERS

**Kirk Brown**, Manager, Joanne Kostecky Garden Design, Inc., as John Bartram, America's First Horticulturist

**Nan Chase**, Author, *Eat Your Yard*

**Tracy DiSabato-Aust**, Author, *50 High-Impact Low-Care Plants, Well-Tended Perennial Garden & Well-Designed Mixed Garden*

**Bernie Erven**, HR Management, The Ohio State University

**Stanton Gill**, Extension Specialist, University of Maryland

**Mike Goatley**, Turfgrass Specialist, Virginia Tech

**Gary Johnson**, Professor, Urban & Community Forestry, University of Minnesota

**Rich Pomerantz**, Photographer & Author, *Great Gardens of the Berkshires*

**Dan Richter**, Soils & Forest Ecology, Duke University

**Amy Stewart**, Author, *Wicked Bugs, Wicked Plants, Flower Confidential, The Earth Moved*

**Jean Ann Van Krevelen**, Owner, White Willow Media

**Fred Yelverton**, Extension Specialist Turfgrass, North Carolina State University

Join us as a 2012 sponsor and celebrate our continued success in education for professionals in horticultural industries. We look forward to promoting your organization as a partner in our educational mission. The available sponsorship levels and benefits are attached. To be included in the printed program, all artwork, and payment, must be received by September 1, 2011.

Sincerely,

Vice President, Mid-Atlantic Horticulture Short Course

President, The Virginia Horticultural Foundation

# 2011 Mid-Atlantic Horticulture Short Course

## SNAPSHOT

Held Jan. 24-27, 2011 at the Founders Inn & Spa, Virginia Beach, VA

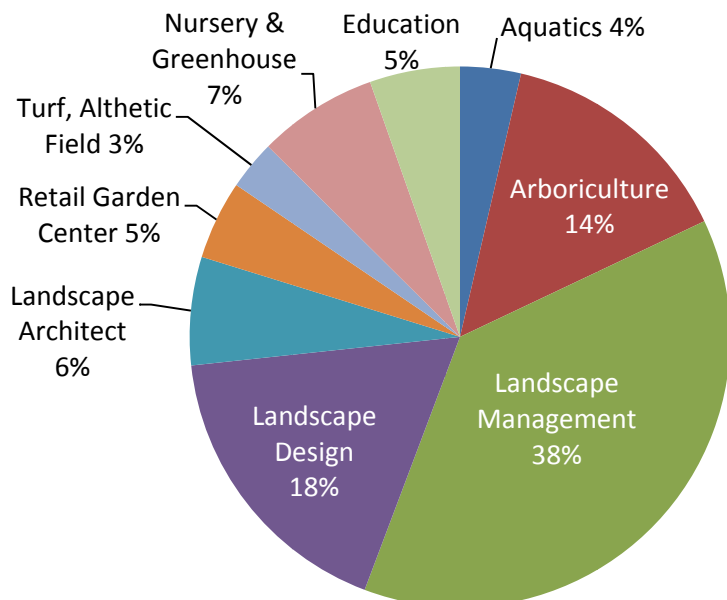


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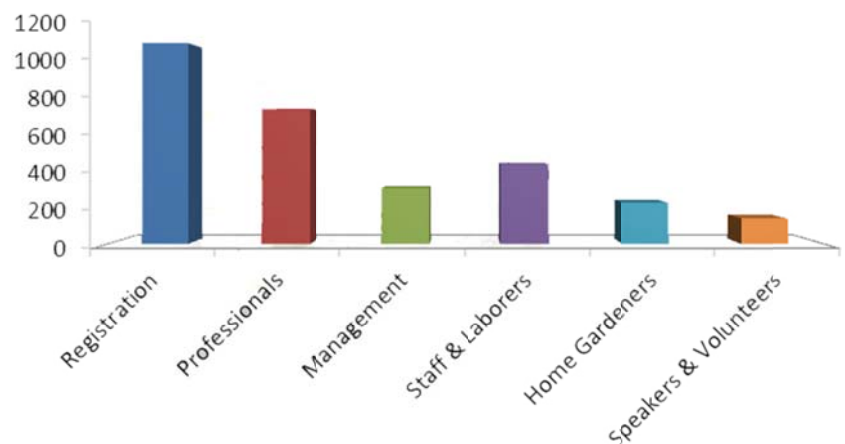
### Promotions, Program and Attendance Data

<b>Printed Program Booklets</b>	6,000	<b>E-mail Promotions</b>	12,000 (7 informational e-mails sent )		
<b>Magazine &amp; Trade Ads and Social Networking</b>	17 ads in 12 publications including <i>Landscape Architect</i> , <i>Tree Worker Newsletter</i> , <i>Arbor Age</i> , <i>Sports &amp; Turf</i> , <i>Landscape &amp; Irrigation</i> Facebook page: <a href="http://www.facebook.com/pages/Mid-Atlantic-Horticulture-Short-Course/14689223867415">www.facebook.com/pages/Mid-Atlantic-Horticulture-Short-Course/14689223867415</a>				
<b>Industry-specific Classes &amp; Workshops</b>	Arboriculture (13 classes) Business & Management (11 classes including 2 multi-session workshops) Crew Manager (2 full days) Advanced Crew Manager (1 full day) Horticulture Skills Intro & Intermediate (18 classes) Landscape Architecture & Design (10 classes including full-day design workshop) Landscape Management (15 classes) Plants & Production (11 classes) Bonsai Workshop (2 sessions) Ikebana Workshop Plant Propagation Workshop (2 sessions) Insect ID Labs (3 workshops)				
<b>Attendance</b>	746 Professionals 225 Home Gardeners	<b>Speakers</b>	67	<b>Classes &amp; Workshops</b>	97
<b>Attendance by State</b>	96% from Virginia; other attendees from NC, DC, DE, MD, PA, WV, WI				
<b>Certifications Achieved</b>	85 Certification tests taken with the resulting accreditations: 47 new pesticide certifications in Virginia. 34 Crew Managers certified (Virginia Horticultural Foundation program) 6 International Society of Arboriculture new Arborists 1 PLANET Landscape Industry Certified Horticultural Technician				

### Attendees Professional Information



### 2011 MAHSC Attendance



# The 2012 Mid-Atlantic Horticulture Short Course

Presented by The Virginia Horticultural Foundation

## Sponsorship Opportunities

### **MAGNOLIA** **\$2,500**

- Top-billing as a major sponsor in all promotional materials (*if sponsorship commitment complete by September 1<sup>st</sup>*)
- Refreshment Break Sponsor (3 available): Corporate logo sign incorporated into food display at break area
- Promotional item (e.g., name badge lanyards, tote bag or coffee mug) for all attendees (*sponsor to provide item; MAHSC must pre-approve design*)
- 1/2 page ad in the MAHSC printed program (7.5" wide x 5" tall)\*
- Ten (10) one-day registrations + two exhibitor area badges included
- One promotional insert (sponsor-produced) included in registration packets
- One 10' x 10' display area (includes 6' skirted table.) *Two pieces of motorized equipment allowed, if pushed into facility, PLUS outdoor space for 2 additional pieces of equipment, static display only.*
- Logo on MAHSC banner at registration. Logo link on MAHSC.org. Logo in Room Assignment Guide

### **OAK** **\$1,500**

- Beverage Sponsor (6 available): Corporate logo sign at break area
- 1/4 page ad in the MAHSC printed program (3.5" wide x 5" tall)\*
- Five (5) one-day registrations + two exhibitor area badges included
- One promotional insert (sponsor-produced) included in registration packets
- One 10' x 10' display area (includes 6' skirted table.) *Two pieces of motorized equipment allowed, pushed into facility, PLUS outdoor space for 2 additional pieces of equipment, static display only.*
- Listing on MAHSC banner at registration. Logo link on MAHSC.org. Logo in Room Assignment Guide

### **HOLLY** **\$1,000**

- Scholarship Fund: Contribution to The Virginia Horticultural Foundation Scholarship Fund and recognition from podium during scholarship awards ceremony before Keynote speaker.
- Business Card size ad in the MAHSC printed program (3.5" wide x 2" tall)\*
- One promotional insert (sponsor-produced) included in registration packets
- One 6' x 8' display area (includes 6' skirted table). *One piece of motorized equipment allowed, if pushed into facility, PLUS outdoor space for 1 additional piece of equipment, static display only.*
- Two sponsor badges for exhibit area and access to MAHSC events
- Listing on MAHSC banner at registration. Logo link on MAHSC.org. Logo in Room Assignment Guide

### **PINE** **\$350**

- One 6' x 8' inside exhibit area (includes 6' skirted table). *One piece of equipment allowed if pushed into facility.*
- Listing as a sponsor in the MAHSC printed program and Room Assignment Guide
- Two sponsor badges for exhibit area and access to MAHSC events
- Listing on MAHSC banner at registration. Listing link on MAHSC.org. Listing in Room Assignment Guide

### **DAYLILY** **\$250**

- Exhibit table for ONE DAY during MAHSC (Monday – Thursday options) includes 3' or 6' skirted table
- Listing as a Daylily Exhibitor in Room Assignment Guide
- One sponsor badge for exhibit area and access to MAHSC events the day of exhibit

\* ACCEPTABLE AD AND LOGO FORMATS: JPEG, TIFF, EPS (300 dpi), and PDF (resolution 2400 dpi). NOT ACCEPTED: MS Word, PowerPoint, Excel, Corel, PageMaker or Publisher documents. Logos and photos embedded in these programs cannot be reproduced in print.



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## 2012 Mid-Atlantic Horticulture Short Course Sponsorship Form

**Submission must be received by September 1<sup>st</sup> for inclusion in promotional materials**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

### SPONSORSHIP LEVEL REQUESTED

- Magnolia\*** \$ 2,500 Refreshment Break time:  morning – **OR** –  afternoon  
Promotional Item provided: \_\_\_\_\_
- Oak\*** \$ 1,500 Beverage Break time:  morning – **OR** –  afternoon
- Holly\*** \$ 1,000 Scholarship Fund donation

\*Sponsors at these levels should e-mail a full-color logo and appropriately-sized camera-ready ad to: Marla Nock at [info@vahort.org](mailto:info@vahort.org) by September 1, 2011. Refer to **Sponsorship Opportunities** sheet for ad and logo specifications.

- Pine** \$ 350
- Daylily** \$ 250 Choose day for exhibit table:  Mon (keynote)  Tues (turfgrass)  
 Wed (capstone)  Thurs (pesticide recertification)  
 MAHSC suggests a day based on your target audience
- LATE FEE** \$ + 100 (if form received after Nov. 1<sup>st</sup>; payment in full due by Dec. 14<sup>th</sup>)

### PAYMENT

- Check # \_\_\_\_\_ made payable to TVHF  Please invoice me

<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> AMEX	Card #		
Exp Date (mm/yy)		Card Verification Code		Name on Card	
Cardholder Signature (Required)					

### RETURN THIS FORM TO:

The Virginia Horticultural Foundation, PO Box 64446, Virginia Beach, VA 23467 Fax: (757) 366-9604  
QUESTIONS? Contact Dave Lawson, Sponsorship Chair at (757) 523-4734 or [sponsorship@mahsc.org](mailto:sponsorship@mahsc.org).