



ISA ONTARIO 2017 CONFERENCE & TRADESHOW

ARBORICULTURE:

*in Theory
& Practice*

Marriott on the Falls

68th
ANNUAL

Niagara Falls | February 22-24, 2017

SPONSORSHIP & EXHIBITION DETAILED PACKAGE



Register by December 13, 2016

To get a description & logo in the February/March Ontario Arborist SAVE 10% OFF list prices.

We welcome you to take part and make a difference in an essential effort to create a vital green environment with sustainable trees and forests for present and future generations.

**BUILD STRONG RELATIONSHIPS | PROFESSIONAL DEVELOPMENT
PROMOTE YOUR SERVICES AND PRODUCTS**

SPONSORSHIP PACKAGE

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Who We Are & What We Do

The International Society of Arboriculture (ISA) enjoys a rich heritage as a scientific and educational organization with a primary mission to disseminate information and knowledge in the care and preservation of trees. The Ontario Chapter sits consistently at 800-900 members, while the international membership is over 20,000, divided into almost 50 chapters and associate organizations worldwide – the world's largest such organization. There are currently over 1,200 ISA Certified Arborists in Ontario and more than 30,000 worldwide.

We are involved in many major projects and legislative initiatives throughout the province relating to best industry practices, arborist education and training, and public education and awareness. Our membership is diverse, from commercial, municipal, educators, students and utility arborists to landscape contractors, landscape architects and grounds managers. With this diversity comes different and sometimes conflicting points of view, all of which contribute to the strength of ISA Ontario. Central to all of this stands the tree, the focal point of our membership.

For our registration form, please go to www.isaontario.com

Sponsor Our 68th Annual Conference & Tradeshow

ISA Ontario is thrilled to invite you to join us at the Niagara Falls Conference & Event Centre to be part of our Annual Conference & Tradeshow. We have an exciting and engaging program with a variety of speakers from all sectors of the industry. We anticipate this year's conference will be another sell-out event, with over 425 delegates and industry leaders attending, all committed to promoting the care and benefit of trees for present and future generations. This highly anticipated 3-day educational event continues to be the premier venue for ISA Ontario commercial, residential, municipal, consulting and utility arborists and other members to gather and learn, exchange ideas, and investigate new and existing products and services. By participating in this successful annual event, your message will reach hundreds of potential new clients, while demonstrating your support for the arboriculture industry.

The tradeshow will be open on the 22nd and 23rd of February and we always dedicate time in the program for delegates to visit the exhibition hall. Further details are available online or via Cor Bultena at cor@eloquip.com (519-546-1892), or via Laura Catalano at lcatalano@niscoCanada.com (905-634-9559).

Book your room at our HOST HOTEL Marriott on the Falls

STARTING AT
\$119
PER NIGHT



PLEASE JOIN US IN NIAGARA FALLS!

The Niagara Falls Marriott on the Falls hotel is the closest hotel to Niagara Falls with many guest rooms having a spectacular Falls view! With its close proximity to wineries and boasting a vibrant mix of shops, restaurants, and cultural attractions, Niagara Falls is the perfect conference location! Awarded the prestigious AAA Four Diamond Award for 17 consecutive years, this leisure property has recently received a \$15 million renovation. Improvements include an open concept lobby, numerous room upgrades and property wide internet access.

With over 400 guest rooms in one connected location, you can walk directly from the convention floor to your room- you're just minutes from the centre of it all. The Marriott on the Falls hotel will warmly welcome us to their hotel, conveniently located, on Fallsview Boulevard. Each hotel room is very well appointed, modern and comfortable. Our chosen hotel invites you to use their amenities which include, an indoor pool, whirlpool and fitness centre. The spacious hotel rooms will offer coffee makers, iron/ironing board, mini-fridges along with free wifi in the lobby, and free wifi for Marriott rewards members throughout the guest rooms, along with complimentary on-site self parking.

1-888-501-8916 • Marriott on the Falls
or visit www.isaontario.com for direct booking link

THE TRADESHOW IS OPEN WEDNESDAY/THURSDAY

HOURS OF OPERATION. The exhibition hall will be open Wednesday from 8:00 am to 4:30 pm and on Thursday between 7:30 am and 2:00 pm. Refreshment breaks take place in the Tradeshow where delegates mingle and network. Make your booth noticeable and draw lots of attention!

SET-UP & TEAR DOWN. Set-up is available on Tuesday between 6:00 pm & 11:45 pm (advance notice required) and Wednesday from 6:00 am-7:00 am. All booths MUST be set up by 8 am. Tear down is Thursday from 2:00-4:00 pm.

EXHIBITOR SPECIFICS. Space is available for tabletop or freestanding displays not to exceed 10'x8'. One 6 ft table and chair will be provided per space. Power can be available on request. Price includes Wednesday lunch, Thursday breakfast and lunch plus Thursday night awards banquet (1 person). All exhibitor staff must be registered. No "drop-in" exhibitor personnel will be allowed to attend the conference. Registration for additional staff is \$170 per person, which includes meals and attendance to the Thursday banquet.

KEY CONTACTS

REGISTRATION

Kathleen Pugliese, ISAO Office
1-888-463-2316, info@isaontario.com
Fax: 1-855-329-4726 (FAX-ISAO)

EXHIBITION/SPONSORSHIP INQUIRIES

Cor Bultena: 519-546-1892 or
cor@eloquip.com

Laura Catalano: 905-634-9559 or
lcatalano@niscocanada.com

Your Invitation to Attend

SPONSORSHIP & EXHIBITION OPPORTUNITIES FOR ISA ONTARIO'S 68TH ANNUAL EDUCATIONAL CONFERENCE & TRADESHOW

The International Society of Arboriculture, Ontario Chapter's Annual Conference & Tradeshow is considered the premier arboriculture gathering province wide.

In February 2017, hundreds of arborists, representing all sectors of the industry, and all regions of the province will gather to address vital issues facing our industry. Conference sponsorship offers an opportunity to feature your organization at this premier industry event. Our sponsors understand the importance of reaching the ISA Ontario delegation - an audience of Municipal and Utility Managers, Commercial Managers/Owners, Suppliers and Manufacturers, Municipal, Utility and Commercial Workers and Educational Institutions. The Conference events including the tradeshow, allow sponsors, vendors and attendees to meet face-to-face with clients, key decisions-makers, influential leaders, industry experts and potential business partners. Sponsorship for the ISA Ontario's 68th Annual Conference & Tradeshow in Niagara Falls, Ontario, February 22 - 24, 2017 offers unparalleled opportunities and exposure to a national audience of arboriculture professionals.

Each sponsorship category has corresponding benefits designed to meet the objectives of organizations who wish to stand out among this delegation of regional, provincial, and niche arboriculture companies representing all sectors of the industry. Secure a position as a sponsor in order to meet your organization's objectives by contacting Cor Bultena: cor@eloquip.com or 519-546-1892. Once sponsorship fees are received, your organization will be featured as a sponsor in all subsequent conference promotions and materials.

OPPORTUNITIES AT A GLANCE. THINK TREES...

T TREE FUND/SILENT AUCTION.

Donate an item(s) to the Canadian Tree Fund Silent Auction held the evening of Thursday, February 23rd at the conference banquet. The Canadian Tree Fund (CTF) is a registered charity that awards grants annually for tree-related research in Canada.

R RAISE AWARENESS. \$249.

Another great way to promote your products or services is by having a flyer or handout included in the conference delegates' registration package. It is the advertiser's responsibility to provide and deliver their promotional materials to the conference site three days prior to the event. Alternatively, you can work with *The Ontario Arborist* designer Kelli Richard to design and/or print your flyer and have it shipped directly to Niagara Falls by February 21st.

E EFFECTIVE PROMOTION.

The conference program is given to all attendees and is a very effective way to promote your company and product. When you sponsor this year's event at the Royal Oak, White Pine Hospitality Night, Weeping Willow, Sugar Maple, and Red Bud level, you will be given corresponding 'Pride of Place' advertising in our program and an ad in our bi-monthly publication, the Ontario Arborist (except for Red Bud level). Sponsorships gifts give a high visibility to your company through the promotional products provided.

E EXHIBIT. \$499.

Be part of the action and take the opportunity to meet face to face with your potential customers. Don't underestimate the value of a handshake! The Tradeshow opens Wednesday, Feb. 22nd at 8:00 am and closes Thursday, Feb. 23rd at 2:00 pm. As an exhibitor you will receive one breakfast, two lunches and one ticket to Thursday evening's award banquet.

S SPONSOR. \$1,000-\$4,000.

Several sponsorship opportunities are available including: Royal Oak Level, White Pine Hospitality Night, Weeping Willow Level, Sugar Maple Level, Red Bud Level and Dogwood Lanyard Level. Please see the chart on the next page for the many ways in which ISA Ontario will be promoting your company, both in print and online, before, during, and after the conference.



EXHIBITION & SPONSORSHIP REGISTRATION FORM



Arboriculture: *In Theory & Practice*

ISAO'S 68TH ANNUAL EDUCATIONAL CONFERENCE & TRADESHOW FEBRUARY 22 - 24, MARRIOTT ON THE FALLS

Early Bird
REGISTRATION DATE
DECEMBER 13
SAVE 10%

ISA Ontario is pleased to invite you to participate in the 2017 Annual Conference and Tradeshow. We welcome and value our sponsors that provide excellent service and products to our members. We believe building strong relationships within the Arboriculture industry is important for our continued success. The tradeshow will be open February 22nd and 23rd. Please see our exhibit booth and sponsorship opportunities below. Further details are online, don't hesitate to contact Cor Bultena at cor@eloquip.com, 519-546-1892 or Laura Catalano at lcatalano@niscocanada.com, 905-634-9559.

Please complete this form & return with payment to ISA Ontario (MasterCard, Visa, Amex, Cheque)

Company Name & Contact Person: _____

Address: _____

City & Postal Code: _____ Phone: _____

Fax: _____ Email: _____

To Pay With VISA/ MC. Card # _____ Expiry: _____

Name on Card: _____ Signature: _____

PROMOTIONS WILL BEGIN WHEN PAYMENT IS RECEIVED

We wish to participate in the following area(s):

For further information on what's included with each sponsorship opportunity, please visit www.isaontario.com

A Exhibit Booth(s) \$ 499

Additional Personnel \$ 170

Name(s) of add'l personnel – registration is mandatory.

**B Delegate Package Flyer/
Handout** \$ 249

Sponsorship/ Exhibitor/ Flyer Total: _____

10% Discount for Early Reg. & Payment: _____

(Received by December 13th, 2016)

Add 13% HST: _____

Grand Total: _____

C Sponsorship

Royal Oak Level Sponsor \$ 4,000

White Pine Level Sponsor \$ 3,250

Weeping Willow Level Sponsor \$ 2,500

Sugar Maple Level Sponsor \$ 1,500

Red Bud Level Sponsor \$ 1,000

Dogwood Lanyard Level Sponsor \$ 1,500

D Titled Sponsorship Gifts

As part of your sponsorship, you are entitled to include promotional gifts in each delegate's welcome package (This is NOT mandatory). Sponsor will provide the following items. Please provide description of gift. *(It will be sponsor's responsibility to provide and deliver 450 pieces to the conference site 3 days prior to the event)*

D Canadian TREE Fund Silent Auction

We will donate the following item(s). Please provide value and description. Receipt provided.

Submit this form to ISAO, 7856 Fifth Line S., Milton, Ontario, L9T 2X8,
1-888-463-2316, fax 1-855-329-4726 (FAX-ISAO), info@isaontario.com
Cheques are made payable to ISAO.

SPONSORSHIP OPPORTUNITIES

*SPONSORSHIP BENEFITS

	ROYAL OAK LEVEL \$4,000	WHITE PINE HOSPITALITY NIGHT* \$3,250 SOLD	WEEPING WILLOW LEVEL \$2,500	SUGAR MAPLE LEVEL \$1,500	RED BUD LEVEL \$1,000	DOGWOOD LANYARD LEVEL** \$1,500 SOLD
Logo featured at the event and logo and link on ISAO Conference website						
Logo featured at the coffee stations						
Literature distribution						
Logo placement in all conference material distributed to ISAO network of arboriculture professionals						
Company logo and link on ISAO Conference website						
Complimentary full page ad in the Conference program						
Complimentary 'Supporting Membership' for one year, within the ISAO						
Recognition in Conference Program in the corresponding sponsorship level section						
A complimentary inside, full page, full colour ad in one issue of the ISAO's bi-monthly magazine, The Ontario Arborist						
A complimentary ½ page, full colour ad in one issue of the ISAO's bi-monthly magazine, The Ontario Arborist						
A complimentary ¼ page, full colour ad in one issue of the ISAO's bi-monthly magazine, The Ontario Arborist						
Prominent conference visibility						
Conference visibility						
Recognition from the podium and at the plenary sessions with electronic logo signage						
All corporate representatives are recognized individually as sponsors at plenary sessions						
Access to reserved VIP seating in plenary sessions						
Host table with logo signage at the Gala Dinner						
Host table with logo signage at the Conference Lunches						
One complimentary registration for an Executive to attend the Conference						
Two complimentary tickets to attend the Gala Dinner						
Five minutes to speak from the podium at the Gala Dinner						
Five minutes to speak from the podium at plenary session						
Five minutes to speak from the podium at a breakout session						
8'x10' booth at the tradeshow in a prominent position						

* One sponsor only for White Pine Hospitality Night;

** There will be one sponsor only for the Dogwood Lanyard Level sponsor. Lanyards will be supplied by ISAO