The Virginia Horticultural Foundation has been providing horticulture education in the Mid-Atlantic for more than 30 years. Our signature events, Home Gardener Day and the Mid-Atlantic Horticulture Short Course (MAHSC), offer sponsorship opportunities for Green Industry businesses with a consumer base in either the retail or wholesale market, and fit a range of marketing budgets.

Home Gardener Day caters to 200 homeowners and hobby gardeners, eager to explore new plants, tools, and technology from the industry’s leading companies.

The Mid-Atlantic Horticulture Short Course attracts more than 400 professionals from across the industry, bringing your target audience to one location. MAHSC focuses on innovation and learning in the fields of horticulture, arboriculture, landscape maintenance, and landscape design. Attendees represent all facets of the industry, from entry level workers to business owners and decision makers for municipal governments and universities. Our classes are designed with the professional in mind and represent the leading edge of practice and research. MAHSC classes are certified for continuing education units by more than a dozen certifying agencies & professional organizations.

**MAHSC Continuing Education Units (CEUs) are Provided from:**

- American Society of Landscape Architects
- Association of Professional Landscape Designers
- Certified Nurseryman (or state equivalent)
- Chesapeake Bay Landscape Professional Program
- Crew Manager/Advanced Crew Manager (a Virginia Horticultural Foundation program)
- Golf Course Superintendents Association of America
- International Society of Arboriculture
- Interlocking Concrete Pavement Institute
- National Association of Landscape Professionals
- National Concrete Masonry Association
- North Carolina Board of Landscape Architects
- Pesticide Recertification (Mid-Atlantic states + DC)
- Professional Grounds Management Society
- Virginia Certified Horticulturist (VNLA)
- Virginia Dept. of Professional Occupational Regulation
- Virginia Dept. of Conservation & Recreation - Certified Nutrient Manager Program
- Virginia Society of Landscape Designers

For the best promotion and exhibit space locations, submit your form, artwork, and payment (or deposit) by October 1, 2019. Thank you for supporting the educational mission of the Virginia Horticultural Foundation.

*The Virginia Horticultural Foundation is a 501(c)(3) nonprofit organization*  
*Phone: (757)523-4734   Email: info@vahort.org   Web: www.vahort.org*
Mid-Atlantic Horticulture Short Course  
2020 Sponsorship Opportunities

ALL SPONSORSHIP LEVELS RECEIVE:

- Two (2) exhibitor badges* for access to exhibit area for every day of MAHSC
- Company logo on room assignment guide, signage near registration desk, inside front cover of program book
- Inclusion as sponsor in MAHSC promotions**
- Logo/website link on MAHSC.org

LEVEL-SPECIFIC BENEFITS

MAGNOLIA - Presenting Sponsor $3250

- Top-billing as a presenting sponsor in MAHSC promotions**
- Full-page, full-color ad in MAHSC digital & print program booklet (see page 4 for ad specs)
- One 10’x10’ display area (includes table + chairs)
- One promotional insert (sponsor-produced) included in registration packets (must be received in our office by Dec. 31, 2019)
- Outdoor display for large equipment and/or inside display for small equipment or plants (No fuel allowed inside building)
- Five (5) one-day conference registrations at MAHSC
- Featured logo + link to company website on MAHSC.org

OAK $2250

- Half-page, full-color ad in MAHSC digital & print program booklet (see page 4 for ad specs)
- One 10’x10’ display area (includes table + chairs)
- One promotional insert (sponsor-produced) included in registration packets (must be received in our office by Dec. 31, 2019)
- Outdoor display for large equipment and/or inside display for small equipment or plants (No fuel allowed inside building)
- Three (3) one-day conference registrations at MAHSC

HOLLY $1750

- Quarter-page, full-color ad in MAHSC digital & print program booklet (see page 4 for ad specs)
- One promotional insert (sponsor-produced) included in registration packets (must be received in our office by Dec. 31, 2019)
- One exhibit table space (includes table + chair)
- Outdoor display for large equipment or inside display for small equipment or plants (No fuel allowed inside building)
- Two (2) one-day conference registrations at MAHSC

CRAPEMYRTLE $1125

- Business card size, full-color ad in MAHSC digital & print program booklet (see page 4 for ad specs)
- One exhibit table space (includes table + chair)
- Plant/product display inside (No fuel allowed inside building)
- Two (2) one-day conference registrations at MAHSC

PINE $500

- Business card size, full-color ad in MAHSC digital & print program booklet (see page 4 for ad specs)
- One exhibit table space (includes table + chair)

VENDOR TABLE ONLY - ELIGIBLE ONLY FOR BENEFITS LISTED BELOW $150

- One exhibit table space (includes table + chair)
- Two (2) exhibitor badges* for access to exhibit area for every day of MAHSC

*Exhibitor Badge entitles the wearer access ONLY to the exhibit area; no participation in classes or workshops is permitted. To attend a class, seek MAHSC permission or register individually.
**Includes only promotions created after sponsorship agreement and payment received.
ALL SPONSORSHIP LEVELS RECEIVE:

- Two (2) exhibitor badges* for access to exhibit area for Home Gardener Day
- Company logo on signage near registration desk and program agenda
- Inclusion as sponsor in Home Gardener Day promotions **
- Logo/website link on HomeGardenerDay.org
- One (1) complimentary event registration

LEVEL-SPECIFIC BENEFITS

**ORCHID - Presenting Sponsor**

$1000

- Top-billing as a presenting sponsor in Home Gardener Day promotions**
- One 10’x10’ display area (includes table + chairs)
- One promotional insert (sponsor-produced) included in registration packets (must be received in our office by Dec. 31, 2019)
- Featured logo + link to company website on HomeGardenerDay.org
- Two (2) complimentary event registrations

**HIBISCUS**

$500

- One 10’x10’ display area (includes table + chairs)
- One promotional insert (sponsor-produced) included in registration packets (must be received in our office by Dec. 31, 2019)

**VENDOR TABLE ONLY**

$150

- One exhibit table space (includes table + chair)

*Exhibitor Badge entitles the wearer access ONLY to the exhibit area; no participation in classes or workshops is permitted. To attend a class, seek MAHSC permission or register individually.

**Includes only promotions created after sponsorship agreement and payment received.
## Mid-Atlantic Horticulture Short Course Program Ad Specifications

<table>
<thead>
<tr>
<th>SIZE</th>
<th>HEIGHT</th>
<th>WIDTH</th>
<th>PRICE</th>
<th>Included in Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>10.5&quot;</td>
<td>8&quot;</td>
<td>$300</td>
<td>Magnolia Sponsorship</td>
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<tr>
<td>HALF PAGE</td>
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<td>$150</td>
<td>Oak Sponsorship</td>
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<tr>
<td>QUARTER PAGE</td>
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<td>Holly Sponsorship</td>
</tr>
<tr>
<td>BUSINESS CARD</td>
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<td>3.5&quot;</td>
<td>$50</td>
<td>Crapemyrtle &amp; Pine Sponsorship</td>
</tr>
</tbody>
</table>

Format: Ads must be submitted as either high-resolution (300 dpi) PDF or JPEG. If PDF, convert all text to outlines.
Submit artwork directly to program@mahsc.org.
All ads are printed as full color.
2020 Sponsorship Reservation Form

COMPANY NAME: ____________________________________________________________

MAILING ADDRESS: __________________________________________________________________________

CITY, STATE, ZIP: _______________________________________________________________________________

OFFICE PHONE: ________________________________

CONTACT PERSON: _____________________________ CELL: ________________________________

WEBSITE: ________________________________________ EMAIL: _____________________________________

SPONSORSHIP LEVELS: MAHSC

☐ MAGNOLIA ($3250) ☐ HOLLY ($1750) ☐ PINE ($500)
☐ OAK ($2250) ☐ CRAPEMYRTLE ($1125) ☐ VENDOR ONLY ($150)

SPONSORSHIP LEVELS: HOME GARDENER DAY

☐ ORCHID ($1000) ☐ BUSINESS ($150) ☐ HIBISCUS ($500)

SPONSORSHIP LEVELS: PROGRAM AD ONLY

☐ FULL PAGE ☐ HALF PAGE ☐ QUARTER PAGE ☐ BUSINESS CARD

PAYMENT:

☐ CHECK - FULL AMOUNT #________

☐ CHECK - 50% DEPOSIT* #________

*Will be invoiced for balance, due Nov. 1, 2019

☐ CREDIT CARD - FULL AMOUNT

☐ CREDIT CARD - 50% DEPOSIT*

*Balance will be charged on Nov. 1, 2019

Credit Card Type: ☐ MasterCard ☐ Visa ☐ AMEX

Amount to be Charged: Card #

Exp. Date CVC: Name on Card

Cardholder Signature (Required)

MAHSC SPONSORSHIP AMOUNT: $________

HOME GARDENER DAY SPONSORSHIP AMOUNT: $________

PROGRAM AD PRICE (Leave blank if included in sponsorship): $________

TOTAL AMOUNT DUE: $________

COMPLETED FORM + 50% DEPOSIT MUST BE RECEIVED BY OCT. 1, 2019.

BALANCE DUE NOV. 1, 2019. CREDIT CARD ON FILE WILL BE CHARGED FOR BALANCE ON NOV. 1, 2019.

MAKE CHECKS PAYABLE TO: VHF

MAIL: THE VIRGINIA HORTICULTURAL FOUNDATION, BOX 64446, VIRGINIA BEACH, VA 23467

EMAIL: INFO@VAHORT.ORG OFFICE: 757-523-4734
Exhibit/Sponsor Display Guidelines

Exhibitors & Sponsors located inside Baker Hall, and in Rose Garden Hall foyer. Exhibitors can promote & sell from your space. Additional display areas will be allocated as needed, by and at the discretion of, VHF staff.

Setup Times:  
- **Home Gardener Day** – from 11am Sunday, Jan. 13, completed by 7pm.
- **MAHSC** – from 4:30 Monday, Jan. 14, completed by 7pm.
- **Both Events** – from 11am Sunday, Jan. 13, completed by 7pm.

Tables: One (1) 6’ table assigned by VHF staff. Indoor exhibit areas are accessible (no stairs) from the parking lot or loading dock entrance.

Banners: Banners may not be taped, nailed, stapled or otherwise fastened to Norfolk Botanical Garden property. Free standing signage is allowed.

Outdoor Exhibits: Outdoor exhibits will be located behind Baker Hall, either on paved patio or on the lawn, at the sole discretion of VHF and NBG staff. Tents are permitted, but may not exceed 12’x12’. Tents must be secured by water barrels - no staking. Use of shepherd’s hooks or any items that stake into the ground is prohibited due to buried utility and irrigation lines. Hanging signs on the outside of buildings or on plants/trees is not permitted. Tables/chairs are not provided for outdoor exhibits.

Staffing: Staffing at exhibits is encouraged, but not required. Peak visiting times include mornings (7:30 – 8:00am), and lunch breaks (12:30 – 1:45pm, Home Gardener Day; 12:00 – 1:30pm, MAHSC).

Exhibitor Badge: Each exhibitor receives two (2) badges. Badges entitle access to exhibit area ONLY; no participation in classes is permitted unless exhibitor is also registered for the event or included in Sponsorship Level. Home Gardener Day exhibitors receive one (1) complimentary event registration for Home Gardener Day, unless otherwise specified.

Literature/handouts/promotional items: Plan for 500 in attendance for MAHSC; 250 for Home Gardener Day. Items should be stocked on-site for replenishment. If exhibit staffing is not provided, VHF staff will help keep your display replenished – JUST ASK.

Donation to VHF Scholarship Fund: Please consider donating an item for the Home Gardener Day and MAHSC Silent Auctions. All proceeds from the Silent Auctions benefit the Scholarship Fund. Donations are very much appreciated and help further our educational mission.

Tear Down:  
- **Home Gardener Day** – 4:30 – 6pm, Monday, Jan. 14
- **MAHSC/Both Events** – 4:30 - 6pm, Thursday, Jan. 17

On-Site Contact Person:  

Company Name:  

Sponsored Event:  
- HOME GARDENER DAY
- MAHSC
- BOTH EVENTS

Cell Phone:  

Email:  

Need Electricity?  
- Yes  
- No  

Shipping Exhibit Materials?  
- Yes  
- No  

(if yes, please contact us for arrangements)

Donation to Silent Auctions?  
- Yes  
- No  

Item description:  

**BY SUBMITTING THIS FORM, YOU CONFIRM THAT YOU HAVE READ AND AGREE TO ABIDE BY THE GUIDELINES PROVIDED**

Return by Oct. 1, 2019: Virginia Horticultural Foundation, Box 64446, Virginia Beach, VA 23467  

Email to: info@vahort.org  

Office: 757-523-4734  

Direct: 757-513-5561