



# CNPS

## 2022 CONFERENCE

# ROOTING TOGETHER

RESTORING CONNECTIONS  
to  
PLANTS, PLACE & PEOPLE

The 2022 CNPS Conference is taking on an essential topic: **How do we restore our connections to plants, place and people?** We invite you to be part of the conversation and the effort to celebrate, protect and restore California's plants—and everything connected to them.



# SPONSOR & EXHIBITOR PROSPECTUS

**October 20-22, 2022**

Workshops & field trips October 18 and 19

**San Jose, CA**

DoubleTree by Hilton San Jose

## Conference Highlights

- Over 800 attendees
- Inspiring keynote speakers
- Two days of workshops and field trips
- Over 300 presenters across four tracks: conservation, plant science, horticulture and education
- Associated meeting opportunities
- Special student session
- Art, poetry, music and photography
- Networking events

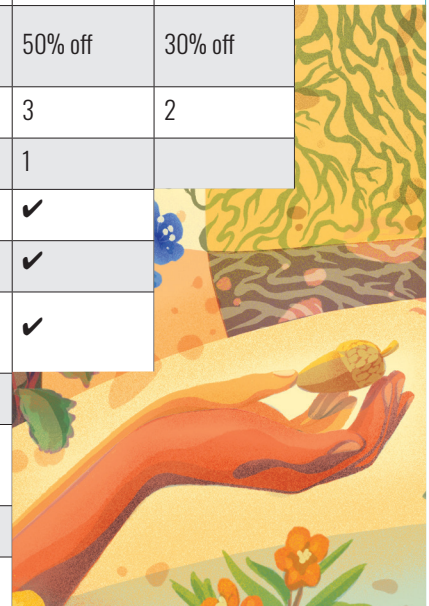
**COVID-19:** As California continues its recovery from the COVID-19 pandemic, CNPS remains committed to keeping our communities safe in accordance with the latest federal, state and local health guidelines.

[conference.cnps.org](https://conference.cnps.org)

# SPONSOR TODAY!

Reserve your sponsorship **before March 1, 2022**, and your name will be sent out in the preliminary program, registration e-mails and other conference publicity seen by tens of thousands of individuals and organizations. The registration form is attached separately.

LEVELS & VISIBILITY BENEFITS	GIANT SEQUOIA \$25,000	VALLEY OAK \$10,000	MANZANITA \$5,000	WHITE SAGE \$2,500	CA POPPY \$1,000
<b>ONLINE</b>					
Logo displayed on CNPS Conference website	✓	✓	✓	✓	✓
Link to your website from CNPS Conference website	✓	✓	✓	✓	✓
Listing as a sponsor in promotional Conference emails	✓	✓	✓	✓	✓
Name listed as a sponsor in the preliminary program (distributed to 20,000+ individuals)	✓	✓	✓	✓	✓
Sponsor spotlight in a CNPS monthly eNews (35K+ email list)	✓	✓			
Name listed as a sponsor in Conference social media posts (reaching 50K+ individuals)	✓	✓			
Corporate partnership story on cnps.org	✓				
<b>IN PRINT</b>					
Advertisement in Conference program	Full page	Half page	Quarter page		
Advertisement in <i>Flora</i> magazine or <i>Artemisia</i> journal (pending deadline)	Full page	Half page			
Inclusion in press release to local media outlets (pending deadline)	✓				
<b>ONSITE</b>					
Conference registrations	10	5	3	2	1
Organization name displayed on signage at the registration area	✓	✓	✓	✓	
Exhibitor booth (regularly \$1000 commercial/agency or \$500 non-profit)	Included	Included	50% off	30% off	
CNPS Celebration tickets	10	5	3	2	
Workshop registrations	6	3	1		
Organization logo prominently displayed on signage at plenary events	✓	✓	✓		
Provide a promotional item tie-in for the conference tote bag	✓	✓	✓		
Organization logo prominently displayed on signage at registration area	✓	✓	✓		
Organization name & logo displayed on Conference tote bags	✓	✓			
Priority use of specially reserved rooms for private meetings or venues for breakout sessions	✓	✓			
Sponsoring rights to the session of your choice	✓	✓			
Recognition from plenary stage	✓	✓			



# ATTENDEE PROFILE

Our most recent CNPS Conference attracted over 1,000 attendees and 20 exhibiting organizations. By sponsoring or exhibiting at the 2022 Conference, your organization will reach professionals and thought leaders with considerable purchasing power, while supporting CNPS and its mission. Attendees include scientists, conservationists, professors, students, policymakers, the native plant horticultural industry, landscape professionals, educators and more.

## HOTEL INFO DOUBLETREE HILTON SAN JOSE

A link to make reservations will be provided once registration opens. Special conference rates per night at \$199 single occupancy, \$205 double occupancy, \$220 triple occupancy and \$235 quadruple occupancy (plus applicable state and local taxes and fees).

## EXHIBITOR BENEFITS

Exhibitor space is first come, first served, and at our last conference the exhibit hall sold out! Be sure to reserve early to secure your space.

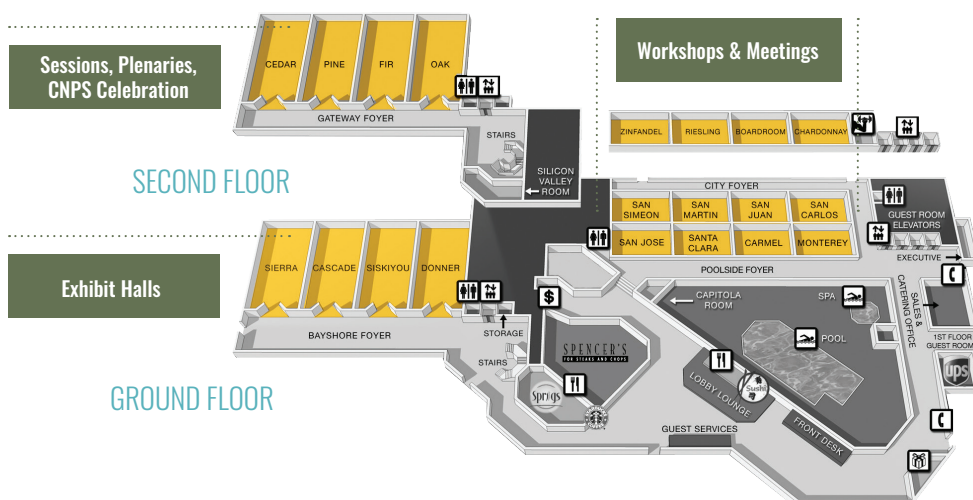
- One complimentary conference registration
- Listing in conference program
- One six-foot skirted table
- Two chairs per table
- Exposure to, and interaction with, 1000+ industry professionals and native plant enthusiasts
- Maximum visibility in exhibit hall, centrally located next to all sessions and meeting rooms

## CONFERENCE REGISTRATION

Opens Spring 2022 at [conference.cnps.org](http://conference.cnps.org)

### 2022 registration prices (subject to change)

	Early - Full	Regular - Full	Onsite - Full	One Day	Onsite - One Day
CNPS Member	\$ 400	\$ 445	\$ 600	\$ 250	\$ 315
Non-Member	\$ 435	\$ 490	\$ 635	\$ 250	\$ 315
Student Member	\$ 200	\$ 225	\$ 300	\$ 100	\$ 150
Student Non-Member	\$ 220	\$ 245	\$ 300	\$ 100	\$ 150



## À LA CARTE SPONSORSHIP OPPORTUNITIES

We want to help you make the most of a custom sponsorship. If interested in these à la carte sponsorship opportunities or any other unique ideas, please contact CNPS to discuss further details and pricing at [sponsorship@cnps.org](mailto:sponsorship@cnps.org).



# ROOTING TOGETHER: OUR VISION

The 2022 CNPS Conference will offer opportunities to connect, learn and share around California's native plants—and the diverse communities that depend on them. Our presenters will include conservationists, scientists, horticulturalists, educators, researchers, outdoor enthusiasts, culture keepers and more. Together, we'll explore how a deeper understanding of shared work today will lead to a better tomorrow for California's native plants, through programming centered on four specific tracks:

## PLANT SCIENCE

Plant science provides a crucial framework for how we investigate and understand native plant communities and their habitats. This track offers a setting to discover and share ideas, research, methods and tools at the forefront of this dynamic field.

## HORTICULTURE

At the heart of people-plant connections, this track is for growers, horticulturalists, landscapers, architects, city officials and others interested in the future of California's burgeoning native horticultural sector.

## CONSERVATION

This track invites planners, data scientists, land managers, advocates and more to discuss the complex past, present and future of California's native plant conservation efforts.

## EDUCATION

An ideal track for environmental educators, naturalists, interpreters, advocates and others fostering a love of biodiversity, ethic of conservation and deep connection to place.



# CNPS

## 2022 CONFERENCE

# Sponsor & Exhibitor Reservation Form

Please send completed form to:  
CNPS, 2707 K St, Ste 1, Sacramento, CA 95816 or [sponsorship@cnps.org](mailto:sponsorship@cnps.org)

Organization Name (as it should be displayed)

Address

City

State

Zip Code

Contact Name (for CNPS communications)

Contact Phone

Contact E-mail

YES, I would like to sponsor the CNPS 2022 Conference!

### SPONSORSHIP LEVELS

**Giant Sequoia** (\$25,000+)

**Valley Oak** (\$10,000 - \$24,999)

**Manzanita** (\$5,000 - \$9,999)

**White Sage** (\$2,500 - \$4,999)

**California Poppy** (\$1,000 - \$2,499)

Sponsorship Amount \$ \_\_\_\_\_

À La Carte Sponsorship \$ \_\_\_\_\_

Please contact CNPS if you are interested in additional sponsorship opportunities.

**Total Sponsorship Contribution** \$ \_\_\_\_\_

YES, I would like to reserve a table in the exhibit hall!

### EXHIBIT SPACE RATES

**Non-Profit Org.**

**Commercial / Agency**

**Standard Non-Sponsor**

\$500

\$1000

**California Poppy Sponsor**

\$500

\$1000

**White Sage Sponsor**

\$350

\$700

**Manzanita Sponsor**

\$250

\$500

**Giant Sequoia / Valley Oak Sponsor**

Included

Included

Indicate Any Special Requests:

## 50% OFF

### ADDITIONAL TABLE SPACES

I need \_\_\_\_\_ additional table spaces.

**Exhibit Space Total** \$ \_\_\_\_\_

### Payment

**Total Sponsorship Contribution + Exhibit Space Total = \$ \_\_\_\_\_**

Check enclosed (payable to CNPS)

Please invoice me

Please charge my credit card:  Visa  MasterCard

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

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

**VISIT [CONFERENCE.CNPS.ORG](http://CONFERENCE.CNPS.ORG) FOR REGISTRATION & OTHER CONFERENCE INFORMATION**



**Please note:** payment in full is required to reserve your booth or sponsorship. Booth spaces are assigned on a first come, first served basis. Sponsorship benefits will begin upon receipt of this form; by submitting this form you agree to submit payment in full regardless of your organization's ability to attend the conference or other changing circumstances between time of submission and the conference. Sorry, no refunds.