

TENNESSEE VALLEY CHAPTER OF WILD ONES PRESENTS

Plant Natives 2021!

VIRTUAL SYMPOSIUM & EXPO | MARCH 19-21, 2021
OUTDOOR NATIVE PLANT MARKETPLACE | MARCH 27, 2021



Sponsor, Exhibitor and Vendor Opportunities

In March 2021, the Tennessee Valley Chapter of Wild Ones will present its first Virtual Symposium and Expo. In three half-day sessions, a group of nationally- and internationally-recognized speakers in the field of native plant gardening and responsible landscaping will present live webinar programs to educate and inspire home gardeners and landscape professionals. Before, between and following the speaker presentations, sponsors, exhibitors and vendors are invited to provide 1-3 minute pre-recorded videos or presentations that will be shown to all virtual symposium attendees. Additional exposure to the Virtual Symposium audience will also be provided through downloadable materials, graphics, advertising and social media preceding and during the symposium.



On March 27th, the Saturday following the virtual symposium, at the First Horizon Pavilion (home of the Chattanooga Market) in downtown Chattanooga, native plant nurseries and other vendors are invited offer products for

sale to the general public. This Outdoor Native Plant Marketplace in a large, covered space, is expected to attract hundreds of Tennessee Valley gardeners, eager to establish and expand native plant gardens in our region. To ensure the safety of all, masks will be required.

As a Sponsor, Exhibitor or Vendor, you can benefit from exposure over two weekends to local, regional and national audiences of nature lovers and ecological-minded individuals. Choose options including:

- Your own recorded video or presentation shown to hundreds of symposium attendees
- Outdoor Marketplace exhibition or vendor space
- Advertising space in *Plant Natives 2021* Program
- Opportunity to deliver special offers and incentives to customers
- Presence on social media and advertising promoting the events

VIRTUAL SYMPOSIUM FEATURED SPEAKERS



DOUG TALLAMY



MICHAEL GAIGE



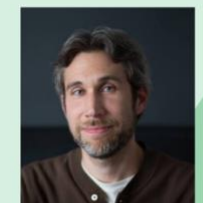
LARRY MELLICHAMP



DREW LANHAM



PATRICIA K. HOWELL



BENJAMIN VOGT



JIM COSTA



TOM KIMMERER

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Plant Natives 2021! Exhibitor, Vendor & Sponsorship Opportunities	A	B	C	D	E	F	G
	PRESENTING SPONSOR	SPEAKER SPONSOR	SUPPORTING SPONSOR	VIRTUAL EXHIBITOR + OUTDOOR MARKETPLACE COMBO	VIRTUAL EXHIBITOR Symposium only	OUTDOOR MARKETPLACE VENDOR Sell your product(s)	OUTDOOR MARKETPLACE EXHIBITOR Information Table Only
	\$1,000	\$500	\$250	\$100	\$75	\$75	No Charge
Tickets to the <i>Plant Natives 2021!</i> Virtual Symposium , including access to all speaker presentations through August 2021	4 tickets	3 tickets	2 tickets	1 ticket	1 ticket	1 ticket	-
Your logo/name appears in:							
• All media advertising for <i>Plant Natives 2021!</i> including radio advertising and print advertising in the <i>Chattanooga Times Free Press</i>	•						
• On the website of the Tennessee Valley Chapter of Wild Ones	•	•	•				
Virtual Symposium exposure , including:							
• Scheduled 1-3 minute video or pre-recorded presentation highlighting your product/company during the Virtual Symposium*	•	•	•	•	•		
• Your name or logo appears on rotating slides shown during intermission times.	•	•	•	•	•		
Symposium Program exposure. A downloadable program document will provide all symposium registrants with the symposium schedule, speaker bios, and exhibitor/vendor information							
• Your logo on the front cover of the Program	•						
• Advertisement in <i>Plant Natives 2021!</i> Program	Full page ad	1/2-page ad	1/4-page ad	Business card size ad	Business card size ad	Business card size ad	-
• Overview and description of your products and services	•	•	•	•	•	•	
• Link to your website and social media	•	•	•	•	•	•	
• Your contact information - phone number, address, etc.	•	•	•	•	•	•	
• Inclusion of a promotional offer, discount code or other incentive for symposium attendees	•	•	•	•	•	•	
• Links for downloadable documents, product information, order forms, etc.	•	•	•	•	•	•	
Reserved space at the Outdoor Native Plant Marketplace on March 27th , where you can sell your products and/or distribute information about your organization**	•	•	•	•		•	•
Name or logo appears in print advertising and social media promoting the March 27th Outdoor Native Plant Marketplace	•	•	•	•		•	

* Pre-recorded video and/or pre-recorded Zoom presentation (provided by sponsor/exhibitor/vendor) will be shown at least twice during the 3-day Virtual Symposium.

** Staffing, tables, chairs and display materials must be provided by the sponsor, exhibitor or vendor.

Reserved exhibition space, assistance with load-in, and free parking will be provided.

VIRTUAL SYMPOSIUM – Friday – Sunday, March 19-21, 2021

The Virtual Symposium & Expo will be accessible through a Zoom webinar link for all paid registrants. The Virtual Symposium is expected to attract registrants from across the U.S., and it will be promoted locally, regionally and nationally. Symposium hours are:

- Friday, March 19th 12:30 – 4:00 pm
- Saturday, March 20th 12:00 – 5:00 pm
- Sunday, March 21st 12:30 – 4:20 pm

All Sponsors and Virtual Exhibitors are invited to provide a pre-recorded **video or Zoom presentation**, 1-3 minutes in length, that will be shown to ALL Symposium registrants at least two times during the 3-day symposium, between the speaker presentations (see detailed Symposium schedule on page 4). In addition, the video will also be shown during the time before the Symposium begins on Saturday (12:00-12:15pm) and/or Sunday (12:30-1:00pm). This provides an opportunity for you to describe your company or organization, your products and services, and to offer special incentives to captive Symposium attendees. If you will be selling or exhibiting at our March 27th Outdoor Native Plant Marketplace, this will be an excellent opportunity to inform our audience about what you offer. If you do not already have a pre-recorded video about your company, we can assist you in recording a short presentation in a Zoom format. Recordings of all speaker, sponsor and exhibitor presentations will be available in a password-protected website for **six months after the Symposium**.

As a Sponsor or Virtual Exhibitor, you will receive **ad space** in our downloadable Symposium Program document. If possible, please submit a pdf or png version of your ad using the dimensions on the right OR submit your desired text/wording and your logo (jpg or png) and we will create the ad for you. If you want your ad to be linked to a specific website, please provide the full URL for that website. If you have downloadable product information materials, order forms, discount coupons, incentives, etc., we will include links for these documents in the Symposium Program, as well. "Readers" of the downloadable Symposium Program (whether online or via the downloadable document) will be able to click on hyperlinks and will NOT have to copy and paste URL information.

Program ad sizes:

Business card size:	2" h x 4" w
1/4 page:	5" h x 4" w
1/2 page:	5" h x 8" w
Full page:	10.5" h x 8" w

OUTDOOR NATIVE PLANT MARKETPLACE – Saturday, March 27, 2021

The Outdoor Native Plant Marketplace will be held at the **First Horizon Pavilion, located at 1801 Carter St., Chattanooga, TN 37408**. Adjacent to Finley Stadium in downtown Chattanooga, the First Horizon Pavilion is an open-air, 50,000 sq. ft. covered pavilion, which can accommodate 3,000 to 4,000 attendees. A familiar location for local residents, the Pavilion is home to the seasonal Chattanooga Market, a local food and arts market which runs every Sunday, May-November each year. There are 2,000 parking spaces nearby.

The Outdoor Native Plant Marketplace will be open to the public from 9:00 am – 3:00 pm on Saturday, March 27, 2021, rain or shine. For the safety of all, mask wearing will be required. This is a selling marketplace. Cash and carry sales are permitted, but not required.

Exhibitor/Vendor Set-up: The First Horizon Pavilion will be open for set-up beginning at 7:00 am on Saturday, March 27, 2021. Exhibitors must provide staffing, tables, chairs, signage and display materials. Electrical hookups will be available. Free parking for your truck or vehicle will be available in a designated lot.

Our Volunteer Coordinator(s) will be in touch and confirm your set-up location in the Marketplace in advance.

Exhibit/Booth take-down may begin at 3:00 pm on Saturday, March 27, 2021.

Plant Natives 2021!

PRESENTED BY THE TENNESSEE VALLEY CHAPTER OF WILD ONES

TUESDAY, MARCH 16

ORIENTATION

Virtual Symposium Registrant Orientation

Video will be posted at www.tnvalleywildones.org

FRIDAY, MARCH 19

SPECIAL SEMINAR

9:00 AM - NOON

Seminar Presentation with Tom Kimmerer

Native Trees in a Time of Climate Change

VIRTUAL SYMPOSIUM & EXPO

12:30 - 12:45 PM

Wild Ones, TN Valley Chapter Introduction

12:45 - 1:00 PM

Welcome

1:00 - 1:45 PM

Benjamin Vogt: Fundamentals of Garden Layers: *Plant Communities, Ecosystem Function, and Climate Resilience*

1:45 - 2:15 PM

Benjamin Vogt Q&A

2:15 - 2:25 PM

Intermission

2:25 - 2:45 PM

Exhibitor and Vendor Highlight Presentations

2:45 - 3:30 PM

Michael Gaige: *Historical Ecology: Using Plants to Reveal the Past*

3:30 - 4:00 PM

Michael Gaige Q&A

SATURDAY, MARCH 20

VIRTUAL SYMPOSIUM & EXPO

NOON - 12:15 PM

Exhibitor and Vendor Highlight Presentations

12:15 - 1:00 PM

Jim Costa: *If you Want to Feed the Birds, First Feed the Bugs*

1:00 - 1:30 PM

Jim Costa Q&A

1:30 - 1:40 PM

Intermission

1:40 - 2:00 PM

Exhibitor and Vendor Highlight Presentations

2:00 - 2:45 PM

Patricia Howell: *Medicinal Plants of the Southern Appalachians*

2:45 - 3:15 PM

Patricia Howell Q&A

3:15 - 3:25 PM

Intermission

3:25 - 3:45 PM

Exhibitor and Vendor Highlight Presentations

3:45 - 4:30 PM

Drew Lanham: *Coloring the Conservation Conversation*

4:30 - 5:00 PM

Drew Lanham Q&A

SUNDAY, MARCH 21

VIRTUAL SYMPOSIUM & EXPO

12:30 - 1:00 PM

Exhibitor and Vendor Highlight Presentations

1:00 - 1:15 PM

Final Day Remarks

1:15 - 2:00 PM

Doug Tallamy: *Let It Be an Oak*

2:00 - 2:30 PM

Doug Tallamy Q&A

2:30 - 2:40 PM

Intermission

2:40 - 3:00 PM

Exhibitor and Vendor Highlight Presentations

3:00 - 3:45 PM

Larry Mellichamp: *Gardening with the Best Native Plants of the Southeast*

3:45 - 4:20 PM

Larry Mellichamp Q&A

SATURDAY, MARCH 27

OUTDOOR NATIVE PLANT MARKETPLACE

9:00 AM - 3:00 PM

First Horizon Pavilion

1801 Carter Street, Chattanooga, TN 37408

- ALL TIMES EASTERN STANDARD DAYLIGHT TIME (EDST)
- FOR MORE INFORMATION AND TO REGISTER, VISIT WWW.TNVALLEYWILDONES.ORG



REGISTRATION FORM

We prefer that you register online by clicking the REGISTRATION link at TNValleyWildOnes.org/expo2021/

If you prefer not to register online, please complete this form and return it with your payment to:
John Pine, Tennessee Valley Chapter of Wild Ones, 124 N. Forrest Ave., Lookout Mountain TN 37350

Company/Organization _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

Description of Company or Organization
(or include promotional material) _____

2021 Sponsor, Exhibitor and Vendor Options (choose one):

- Presenting Sponsor (\$1,000)
- Speaker Sponsor (\$500)
- Supporting Sponsor (\$250)
- Virtual Exhibitor + Outdoor Marketplace Combo (\$100)
- Virtual Exhibitor Only (\$75)
- Outdoor Marketplace Vendor Only – sell your products (\$75)
- Outdoor Marketplace Exhibitor Only – information table only (free)

If your selected option above includes the following benefits, please indicate those you wish to receive:

- Yes, I want my logo to appear in *Plant Natives 2021!* printed and promotional materials*
- Yes, I want to advertise in the Virtual Symposium Program**
- Yes, I want to provide a promotional offer, discount or other information to Virtual Symposium attendees**
- Yes, I will provide a 1-3 minute recorded video or presentation to be shown at the Virtual Symposium***
- Yes, I want reserved space at the Outdoor Native Plant Marketplace

*Please send an electronic version of your logo (.jpg or .png) as soon as possible to symposium@TNValleyWildOnes.org

**Please send documents, ad artwork or wording by March 1, 2021 to symposium@TNValleyWildOnes.org

***Please provide link to your pre-recorded video or presentation by March 1, 2021 to symposium@TNValleyWildOnes.org

If you need assistance or require additional information please contact us via email.

Signature

Title

Date