



# 2011 MNLA Summer/Fall Education Seminars

July 28

## **Landscape Design Tour**

Expected Attendance: 70

Location: Southeast Metro Area (6-7 hour tour)

*Tour 7-9 landscape design sites in the Southeast metro area by bus.*

*Bring back ideas to implement in your own designs.*

Audience: LD

Cost: \$500 (limited to 3) (no tabletop option)

August 4

## **Garden Center Tour**

Expected Attendance: 40

Location: Minneapolis (6 hour tour)

*A bus tour of 5 garden centers in Minneapolis & a short session to start the day by garden center expert, Judy Sharpton. The stops are sure to excite horticultural enthusiasts and the event will provide great networking opportunities!*

Audience: GC, NU

Cost: \$500 (limited to 3) (No tabletop option)

August 17

## **Low Voltage Irrigation: Two Wire Systems (PLT Relicensure)**

Expected Attendance: 70

Location: Roseville Oval, Roseville (8 hour session)

*This 8 hour workshop will focus on irrigation topics and will qualify for PLT relicensure.*

Audience: LL, IR

Cost: \$500 (limited to 4)

November 18

## **Pesticide Recertification**

Expected Attendance: 80

Location: University of Minnesota, Continuing Education and Conference Center, St. Paul campus (6 ½ hour session)

*This workshop applies for Pesticide Recertification for categories A (General) & E (Turf and Ornamentals).*

Audience: CFG, NU, LM

Cost: \$500 (limited to 3)

December 12

## **Nursery Lunch & Learn: PGRs for Woody Plants**

Expected Attendance: 14

Location: MNLA Office Conference Room (2 hour session)

*This lunch and learn will feature PGR expert John Erwin of the University of Minnesota.*

Audience: NU

Cost: \$100 (limited to 3)

January 3, 2012

## **Super Tuesday: Landscape Lighting (PLT Relicensure)**

Expected Attendance: 50

Location: Minneapolis Convention Center (8 hour session)

*This 8 hour workshop will focus on landscape lighting topics and will qualify for PLT relicensure.*

Audience: LL, IR

Cost: \$500 (limited to 3)

January 3, 2012

## **Super Tuesday: Permeable Pavement Systems**

Expected Attendance: 50

Location: Minneapolis Convention Center (6 hour session)

*This advanced session will cover permeable pavement systems in-depth; from installation to maintenance.*

Audience: HC, LC, LM

Cost: \$500 (limited to 3)

January 3, 2012

## **Super Tuesday: Garden Center Marketing and Merchandising**

Expected Attendance: 40

Location: Minneapolis Convention Center (6 hour session)

*This is a course for garden center personnel covering topics from marketing and merchandising to inventory control and human resource management.*

Audience: GC, NU

Cost: \$500 (limited to 3)

**Audience Key:** Arborists (AB), Commercial Flower Grower (CFG), Garden Center (GC), Hardscape Contractor (HC), Irrigation Contractor (IC), Landscape Architect (LA), Landscape Contractor (LC), Landscape Designer (LD), Landscape Lighting (LL), Landscape Management and/or Lawn Care (LM), Nursery Grower (NU)

# MNLA ACADEMY

educating green industry professionals

## 2011 Sponsorship Information

### Sponsor Benefits \*

- Sponsor acknowledgement signage at all 2011 MNLA Academy events
- Sponsor acknowledgement on all 2011 MNLA Academy promotional brochures
- Sponsor acknowledgement on all 2011 MNLA Academy registration confirmations
- Sponsor acknowledgement from the podium at all 2011 MNLA Academy events\*\*
- Sponsor acknowledgement in all 2011 issues of The Scoop
- Sponsor acknowledgement at [www.mnla.biz](http://www.mnla.biz) on seminar page
- Choice of three MNLA Academy events to receive bonus benefits. For each of the three events you will:
  - Be given a table top display space\*\*
  - Receive one free registration (for networking/staffing display space – registration will not apply for certification/testing events.)
  - Receive a post attendee mail list for single post-event mailing

(Note: In the event of a seminar cancellation, sponsors will be given the opportunity to attend a replacement event from the remaining 2011 MNLA Academy calendar.)

*\*Deadlines Apply*

*\*\*When possible*



**Sponsor fee: \$ 2,000\***  
**(shared sponsorship limited to eight)**

Yes, please sign us up as a  
2011 MNLA Academy Sponsor:

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date \_\_\_\_\_

**CONTACT YOUR MNLA SALES REPRESENTATIVE TODAY!**  
Betsy Pierre, Sales Manager, 952-903-0505 ext 1, [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)  
**Fax to 763-322-5011**

**MN Nursery & Landscape Association**  
***Educational Sponsorship Reservation Form***

**Sponsor – please fill out information and circle where requested**

**Betsy Pierre (952) 903-0505 ext. 1 / fax: (763) 322-5011 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)**  
***Fax this order Betsy: 763-322-5011***

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone & Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Program to be sponsored: \_\_\_\_\_

Date(s) of Program: \_\_\_\_\_

Sponsorship Cost: \_\_\_\_\_

Sponsorship Benefits\*:

- A thank-you and recognition at the seminar podium by the speaker, MNLA staff member or committee chair
- Signage at event acknowledging sponsorship
- Company name and logo on program promotional brochure
- “Event sponsored by \_\_\_\_” on event registration confirmation letter
- Attendee mail list for use in a single, post-event mailing
- Company name recognition in issues of The Scoop
- Recognition on [www.mnla.biz](http://www.mnla.biz) seminar page with logo and live link
- A table-top at event at which to have information, literature, products, etc. (when space is available)
- Opportunity to provide one promotional item (e.g. worksheet, brochure or pen) for distribution at event registration. Sponsor supplies the item and is responsible for the cost of the item.
- One free registration for a person from the sponsoring company to attend the event to network with attendees \_\_\_\_\_ (Name of person to receive registration.)

Note: registration for networking/staffing display space – registration will not apply for certification/testing events.)

**\*Deadlines apply**

To help us fulfill these benefits

- Please email a high resolution file of your logo (see below for email)
- Please supply the URL you would like your logo linked to online\* \_\_\_\_\_

\*If no URL is supplied...there will be no link.

Signing below constitutes agreement to the details listed above.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

Sales Representative

Betsy Pierre (952) 903-0505 ext. 1 / fax: (763) 322-5011 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)