



IPM Symposium 2011
***New format, new energy,
more value***

***“BRINGING VALUE TO YOUR TURF,
Trees, Parks, Sports Field, and Business!”***

January 10, 2011, Toronto Congress Centre, Cohen Ballroom

Sponsorship opportunities

Landscape Ontario's Integrated Pest Management Symposium has been a uniquely respected event since 1965. Times have changed, and the program has been revamped to add more value and be more relevant than ever.

The event takes place in Toronto in conjunction with Congress, Canada's leading green industry trade show. The speaker program is especially exciting this year — program details follow below.

As a valued supplier to the industry, you are invited to participate through sponsorship. Build your image, visibility and brand to our attentive, targeted audience!

Symposium highlights:

- NETWORKING RECEPTION following the show: New for 2011
- ONE LOCATION ONLY: New for 2011
- LUNCH on-site, included with registration: New for 2011
- Free parking
- Roundtable seating
- Registration includes a one-day Congress trade show pass
- Prize raffle now offered at end of the show

In addition to targeted visibility, sponsors receive:

- Two free lunch tickets
- First right of negotiation for next year
- Allocated time during sit-down lunch for quick introductions and greetings

Sponsors are encouraged to bring incentive gifts for registrants, to promote your business to these known and qualified purchasers.

Continued



IPM Symposium 2011 Sponsorship Opportunities

Symposium sponsor: \$5,000 SOLD

- Tabletop display in session room
- Sponsor to give welcome greetings
- Sponsor logo on delegate giveaway/name badge holders
- Sponsor logo on welcome sign at room entrance
- Sponsor listing on Congress Website
- Potential for in-kind Grand Prize donation, up to 40% of sponsor fee amount

Reception sponsor: \$3,000 SOLD

- Sponsor logo on signage at Reception
- Tabletop display in session room
- Sponsor listing on Congress Web site

Keynote sponsor: \$2,000 SOLD

- Sponsor sign at front of session room
- Sponsor to introduce speaker
- Sponsor listing on Congress website
- Tabletop display in session room

Coffee Break Sponsors (3): \$1,500

- Sponsor sign at front of session room
- Sponsor listing on Congress website
- Tabletop display in session room

Tabletop exhibit: \$900

- 6-ft. draped table in session room
- Dedicated audience of over 300+
- Ability to hand out promotional material to guests

**To reserve your sponsorship option,
please contact Kyle Tobin at 905-707-9994, ext. 311,
or Sally Harvey or Rachael Cerelli at Landscape Ontario, 1-800-265-5656, ext. 315 or 326.**



IPM Symposium 2011 Program

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- 7:30 – 8:00 Registration
- 8:00 – 8:15 Welcome by IPM Committee chair Mark Goodman
- 8:15 – 9:15 MOE Update, Urban Stream Water Pesticide Study and
Cosmetic Pesticide Ban – Compliance and Enforcement
Aaron Todd, Ministry of the Environment (Toronto)
Roberto Sacilotto, Ministry of the Environment (Kingston)
- 9:15 – 10:15 Bees and Bugs
Dr. David Shetlar, Professor of Urban Landscape Entomology, The Ohio State University
- 10:15 – 10:40 Refreshment Break
- 10:40 – 11:30 Biologicals and Botanicals:
Responding to the Pesticide Ban with Natural Alternatives
Dr. Michael Brownridge, Vineland Research and Innovation Centre
- 11:30 – Noon OMAFRA Update
Pam Charbonneau, OMAFRA
- Noon – 1:00 Lunch with Sponsors (included in Symposium registration)
- 1:00 – 2:15 Alternative Weed Control Products Fiesta and Finals:
How They Work, Features, Benefits and Test Results
- 2:15 - 2:40 Afternoon Break
- 2:40 – 4:15 Organic Science as it Relates to Nutrition and Soil Conditioning
Dr. Roger Funk, The Davey Tree Expert
- 4:15 IPM Symposium Networking Reception: Meet your colleagues and sponsors
Door Prize Draw (included)

Registration Fees:

Registration fees are \$90 for members and non-members until December 22.
After December 22, the fee is \$110 for a member or non-member.

Admission to Congress 2011 trade show exhibits is included in registration prices.
Online registration is available at www.locongress.com.

Sponsorship registration form follows on the next page



HORTICULTURAL TRADES ASSOCIATION
landscape ontario.com



Sponsorship Registration Form

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Return form by mail or fax to:

Rachel Cerelli, Landscape Ontario, 7856 Fifth Line S., Milton, ON L9T 2X8, Fax 905-875-3942

Company name _____ Main contact _____

Address _____

City _____ Province/State _____ Postal/Zip code _____

Email _____

Telephone _____ Fax _____

Sponsorship options:

- Tabletop sponsor: \$900**
- Reception sponsor: \$3,000**
- Coffee break sponsor: \$1,500**
- Symposium sponsor: \$5,000**
- Keynote sponsor: \$2,000**

Payment information

Please make cheques payable to Landscape Ontario and return with this form to:
Rachel Cerelli, Landscape Ontario, 7856 Fifth Line S., Milton, ON L9T 2X8

If you wish to pay by credit card please complete below:

Visa, Mastercard or American Express number _____ Cardholder name _____

Expiry date _____ Signature _____

Thank you for being an important part of Ontario's green industry!