

## Door Prizes from Exhibitors

We welcome any door prizes you want to give away to our conference attendees and encourage you to be very creative in your give-aways. If you are planning to bring items for door prizes, please contact Jennifer Rall at 919-733-2162 ext. 219 so that we may have a record of exhibitors providing door prizes (you do not need to send your door prize prior to the conference, just bring them with you).

## Lodging

A block of rooms has been reserved at the Greensboro Marriott Downtown located at 304 N. Greene Street; Greensboro, NC 27401. Please make your reservations by calling Greensboro Marriott Downtown at 336-379-8000, toll free at 800-228-9290 or on-line at [www.marriott.com/hotels/travel/gsodt-greensboro-marriott-downtown/](http://www.marriott.com/hotels/travel/gsodt-greensboro-marriott-downtown/). Reference "2008 Regional Urban Forestry Conference" to receive the special group rate of \$105 plus tax per night for single or double occupancy rooms. To receive the special group rate, reservations must be received by **August 20, 2008**. After that date, available rooms will be sold at the prevailing rate.

## Registration

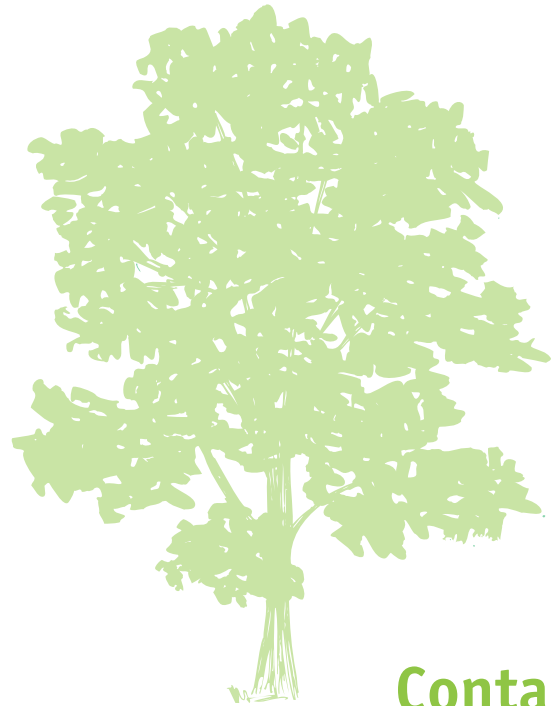
Registration is \$125 per person. If you are graciously sponsoring the conference at the Gold, Silver or Bronze levels, you will receive complimentary registration as outlined previously. Simply complete the enclosed Sponsorship Registration Form and send to the address noted on the form. Other sponsorship levels should complete the Sponsorship Registration Form as well, but you will receive a separate packet to register for the conference.

If you are only exhibiting, you will receive complimentary registration for one exhibitor. Additional exhibit staff are \$125 per person. Please complete the Exhibitor Registration Form and send to the address noted on the form.

**Sponsor and Exhibitor registration forms are due by MAY 9, 2008**

## Contact Information

Please contact Jennifer Rall at 919-733-2162 ext. 219 or [Jennifer.Rall@ncmail.net](mailto:Jennifer.Rall@ncmail.net) if you have any questions or concerns regarding sponsorship, exhibit booths, or registration.



# 2008 Urban Forestry Annual Conference



*Trees for an  
Urban Future*

*Emerging Issues, Innovations,  
and Current Trends*



**September 9-11, 2008**

**Greensboro**

**Sponsor/Exhibitor Registration Packet**

## Target Audience

The goal of this conference is to bring together people and organizations that are not typically brought together in one forum. These people and organizations include local tree board members, elected officials, planning commissions, appearance commissions, the development community, city staff, landscape architects and state agencies, such as Soil and Water and Cooperative Extension. While this is a varied audience, these entities face many of the same challenges and objectives. As development expands into traditionally rural areas, many cities and towns will be facing the challenges of developing ordinances to protect urban trees, developers will be increasingly asked to design sustainable developments using new technologies, and arborist and landscapers will be relied upon to provide assistance with proper tree care and management. Bringing these people together provides the opportunity to network...making new contacts and trading knowledge.

## Conference Agenda

### Tuesday, Sept. 9, 2008

10:00 am-5:00 pm	Registration
2:00-5:00 pm	Preconference Field Trips
9:00 am-5:00 pm	PLT Preconference Workshop
5:30-7:30 pm	Opening Reception

### Wednesday, Sept. 10, 2008

7:30-8:30 am	Breakfast
8:30-10:00 am	General Session
10:00-10:30 am	Networking/Exhibitor Break
10:30 am-12:00 pm	Concurrent Sessions
12:00-1:30 pm	Lunch
1:30-3:00 pm	Concurrent Sessions
3:00-3:30 pm	Networking/Exhibitor Break
3:30-5:00 pm	Concurrent Sessions

### Thursday, Sept. 11, 2008

7:30-8:30 am	Breakfast
8:30-10:00 am	Concurrent Sessions
10:00-10:30 am	Networking/Exhibitor Break
10:30 am-12:00 pm	Concurrent Sessions
12:00-1:30 pm	Lunch
1:30-3:00 pm	Closing General Session
3:00 pm	End of Conference

## Conference Topics

During this two day conference, numerous presentations will be given covering four main themes: ordinances and policy, sustainable development, tree management and technology, and living ecosystems. Specific topics that will be covered include writing effective ordinances, Smart Growth concepts, green infrastructure, low impact design, integrating conservation into suburban development, rain gardens, use of pervious surface technologies, and canopy cover analyses. The purpose of this conference is to introduce new ideas and methodologies for incorporating trees and green space into our community planning and development. Various North Carolina success stories will be highlighted to demonstrate how the processes function and the impact these practices have had within our communities.

## Key Note Speakers

**Dr. Kathleen Wolf** – /Research Director, College of Forest Resources, University of Washington/ - Dr. Wolf investigates people’s perceptions and behaviors with regard to urban landscapes. It was during her time as an urban horticulturist in South Florida and a landscape architect in the Midwest that she became interested in how natural environments influence peoples’ attitudes, values and actions. Her current research deals with the human dimensions of open space, urban forestry and natural systems including public preferences and perceptions regarding urban public landscapes; costs, benefits and perceptions of urban forestry in retail and commercial districts; integration of urban nature and transportation systems; and developmental benefits associated with youth participation in urban greening work. Her keynote address will open the conference and discuss how trees create a more livable community. She will address links between human health and the absence of green space, the important role that trees play in our psychological well being, and the connection between civic pride and trees.

**Gary Moll** – /Senior Vice President, Urban Ecosystem Center, American Forests/ – Mr. Moll has worked as an urban forester for 29 years in the public, private, and non-profit sectors. Over the last 10 years, he has led an effort to map, measure, and analyze the value of urban ecosystems. This effort includes the development of a new technique to analyze urban ecosystems using Geographic Information Systems technology and a desktop application of this technique called CITYgreen. He has authored numerous urban forestry articles and two books, “Shading Our Cities” and “Growing Greener Cities”. Mr. Moll will give the closing address for the conference, during which he will discuss his efforts mapping nature and the human network within the Piedmont Crescent.

## Sponsorship Levels

### Gold Level - \$3,500

Sponsors at this level will receive:

- Name and logo recognition on conference banners, conference program, tee-shirts and bags given to attendees;
- 5 Complimentary registrations;
- Complimentary exhibit space

### Silver Level - \$2,500

Sponsors at this level will receive:

- Name and logo recognition on conference banners and conference program;
- 3 Complimentary registrations;
- Complimentary exhibit space

### Bronze Level - \$1,500

Sponsors at this level will receive:

- Name and logo recognition in the conference program;
- 2 Complimentary registrations

## Other Sponsorship Opportunities

### Networking/Exhibitor Break - \$500 per break

- Sponsors will receive name recognition on a small banner in the exhibitor break area and in the conference program.

### Meal Sponsors - \$2,750 per meal

- Sponsors will receive name recognition on a small banner in the lunch area and in the conference program.

### Opening Reception - \$4,000 (includes food and beverage)

- Sponsors will receive name recognition on a small banner in the reception area and in the conference program.

### Tour Sponsor - \$1,100 (covers transportation and box lunch)

- Sponsors will receive name recognition in the conference program.

**General Sponsor** - funds donated will be used to cover general conference expenses such as printing, advertising, give-away items, lowering registration costs for attendees, etc. Sponsors will receive name recognition in the conference program.

## Exhibitor Opportunities

One 8' x 10' Booth:	Non-profits and government agencies	\$200
No electricity	Commercial exhibitors	\$275
One 8' x 10' Booth:	Non-profits and government agencies	\$250
With electricity	Commercial exhibitors	\$325

### Exhibit package includes:

- One 6' table with skirt and top
- 2 chairs, booth number sign
- If requested, one, 110 volt, 20-amp duplex electrical outlet
- Listing in the conference program

### Exhibitor Schedule

Move-In:	Tuesday, September 9	1:00-7:00pm
	Wednesday, September 10	7:00-9:30am
Move-Out:	Thursday, September 11	1:30pm
	<b>MOVE-OUT MUST BE COMPLETED BY 3:00PM ON THE 11TH</b>	