

2026 Annual Conference

2026 Annual Conference

The American Public Gardens Association's Annual Conference features a variety of programs specifically designed for the needs of public horticulture professionals. Topics reflect current trends, celebrations, and issues facing our industry. The Annual Conference features sessions and workshops led by members who are experts in their fields, a large variety of local tours, a sizeable exhibit hall, general sessions featuring well-known keynote and plenary speakers, Association Awards, in-conference networking events, and so much more!

EVENT DETAILS

June 8 to June 12, 2026 | San Francisco, CA

Theme: Inspiring Innovation | Host Gardens: Filoli and Gardens of Golden Gate Park

Sponsor Deadline: Friday, May 8, 2026 | **Website:** [Click here](#)



Over **800**
attendees on average



42%
are CEOs, CFOs,
and Directors

GENERAL SPONSORSHIP BENEFITS

Photo credit for all 2025 Annual Conference Photography: Scott Dressel-Martin

Each Annual Conference sponsorship has unique benefits. Most Conference sponsorships can be customized to fit your organization's specific needs. We want to connect your brand with our attendees as authentically as possible. The earlier you commit, the more time Association staff will have to work with you on this customization and market your brand. In addition, all sponsorships starting at the \$3,500 level and above receive the following benefits:

ALL \$3,500+ SPONSORSHIPS INCLUDE:

- Repeated visibility from email blasts (*distribution 11,000+*) both before and after the event
- Complimentary Full Conference Registration(s)
- Recognition on the Annual Conference website, Attendee Hub site, and mobile app
- Company profile listed on Annual Conference Attendee Hub site and mobile app
- Recognition onsite at the Conference hotel (*via signage or other digital/print materials*)
- Conference attendee list with names, titles, organizations, and emails—sent prior to the event



2026 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

The American Public Gardens Association reserves the right to make adjustments to sponsor benefits as needed.



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\$35,000: PRESENTING SPONSOR

As the Presenting Sponsor, you will receive the highest level of recognition, along with the opportunity to speak at the Annual Conference. The Presenting Sponsorship can be customized to fit your organization's needs*, but in general includes the below benefits in addition to those on page 14.

SPONSORSHIP INCLUDES:

- Up to four (4) Full Conference Registrations (*add-ons available at an additional cost*)
- Prominent positioning of your logo on Conference materials as Presenting Sponsor and recognition on Conference digital and print materials including slides, Annual Conference website, Attendee Hub, mobile app, and daily emails
- Presentation opportunities such as remarks of welcome during a Gathering or Presentation Lunch and up to five minutes to share information about your organization
- Prominent display located at the host hotel (*optional*)
- Opportunity to present an Industry Insight session
- Your choice of either a table within our Sponsor Square area or a booth within the main Exhibit Hall

****Early commitments allow us to better spotlight your brand with customized benefits!***



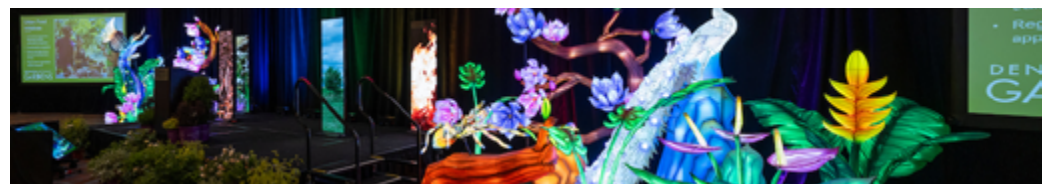
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\$25,000: KEYNOTE ADDRESS SPONSOR

Our Keynote Speakers are always memorable, thought-provoking, and inspiring. We seek out the very best of the best to speak at the Conference.

SPONSORSHIP INCLUDES:

- 4 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as Keynote Sponsor on Conference digital and print materials
- Opportunity to introduce the Keynote Speaker
- Optional display at/on the mainstage during the Keynote Lunch
- Opportunity to show a short video (*up to 2 minutes*) at the beginning of the Keynote Lunch
- Your choice of either a table within our Sponsor Square area or a booth within the Exhibit Hall

\$20,000: WELCOME ADDRESS SPONSOR

Welcome Lunch Speakers are selected to showcase local leadership and are invited to deliver an address that sets the stage for the week and welcomes Attendees to the Host city.

SPONSORSHIP INCLUDES:

- 3 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Welcome Lunch Sponsor on Conference digital and print materials
- Opportunity to introduce the Welcome Lunch Speaker
- Special recognition at the Welcome Lunch
- Your choice of either a table within our Sponsor Square area or a booth within the Exhibit Hall

\$15,000: BUSINESS MEETING SPONSOR

Our Annual Business Meeting is held at the Annual Conference and presents our membership with important information about the Association's current and future progress.

SPONSORSHIP INCLUDES:

- 3 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Business Meeting Sponsor on Conference digital and print materials
- Opportunity to introduce our CEO and/or Board Representative
- Special recognition at the Business Meeting Lunch
- Your choice of either a table within our Sponsor Square area or a booth within the Exhibit Hall



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\$15,000: LEADERSHIP SUMMIT SPONSOR

Returning in 2026, the Leadership Summit will be a daylong experience for CEOs and Directors of member public gardens. The event will feature facilitated sessions and roundtables that allow garden leaders to discuss issues facing their gardens, the Association, and the public horticulture industry. The 2026 Leadership Summit will include both lunch and dinner for attendees. **Limited number of sponsorships available by invitation only!**

SPONSORSHIP INCLUDES:

- 3 Full Conference Registrations (*add-ons available at an additional cost*)
- Recognition as a Leadership Summit Sponsor on Summit digital and print materials
- Unique opportunity to speak to Leadership Summit attendees
- 1 Leadership Summit registration that includes lunch and dinner
- Repeated visibility from email blasts (*distribution 10,000+*)
- Attendee list with names, titles, organizations, and emails
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost

\$10,000: OPENING RECEPTION SPONSOR

The evening Opening Reception officially welcomes Conference attendees and kicks off festivities for the week. This reception is well attended and provides significant visibility at the beginning of the week. **The Opening Reception Sponsorship can be customized to fit your needs. Early commitments allow us to better spotlight your brand with customized benefits!** Possible benefits include the following (*in addition to those listed on page 14*):

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Opening Reception Sponsor on Conference digital and print materials
- Unique opportunity to address attendees at the Opening Reception
- Logo on drink ticket
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost



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\$10,000: EXHIBIT HALL SPONSOR

The Exhibit Hall is the heart of the Annual Conference! This special space is designed for attendees to meet, recharge, grab refreshments, and connect with our exhibitors.

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Exhibit Hall Sponsor on Conference digital and print materials
- A prominent display located in a central, highly visited space, situated directly in the mix of it all
- Logo placement on Exhibit Hall map
- Logo highlight on Conference mobile app
- Double booth space

\$7,500: AWARDS PROGRAM SPONSOR

Honor the best in the industry and support the next generation of horticulture leaders. Each year, the American Public Gardens Association honors public garden leaders and institutions through awards presented during our Conference lunch programs.

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Recognition as the Awards Program Sponsor announced during the event
- Logo placement on all Award videos/slides
- Sponsorship underwrites Award Winner registration fees
- Logo and link to website on Awards submission page
- Exclusive recognition at Award webinars post-Conference and saved in APGA media library
- Logo placement and recognition on all Awards-related digital and print media for the entire program year
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost



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\$7,500: ATTENDEE HUB AND MOBILE APP SPONSOR

The Annual Conference onsite experience is directed by our mobile app, which attendees use for check-in, scheduling, networking, and Q&A sessions throughout the event. Co-branded with the Association, this sponsorship will enable promotion of your company via highlights, digital logos, and links to your website. This is a digital-only opportunity that will carry a large footprint for engagement and recognition!

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Attendee Hub & Mobile App Sponsor on Conference digital and print materials
- Prominent recognition in both the Conference Mobile App and Attendee Hub website
- Logo placement on splashscreen (*shared and co-branded with the Annual Conference logo*)
- Banner ad on Schedule page of both the mobile app and Attendee Hub site
- Special recognition at the Registration Desk
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost

\$7,500: WATER BOTTLE SPONSOR

In our ongoing efforts to promote sustainability, we provide all Conference attendees with refillable water bottles. Co-branded with the Association, your logo will be prominently displayed anywhere our attendees go!

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Exclusive recognition as the Water Bottle Sponsor on Conference digital and print materials
- Logo placement on physical water bottles (*shared and co-branded with the Association logo*)
- Prominent product placement and recognition at the Registration Desk
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost

\$7,500: SUSTAINABLE LANYARD SPONSOR

Your company will be able to promote and bolster your business through branded lanyards worn by all attendees throughout the Conference.

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Year-long sponsorship - Lanyards are reused throughout the year at APGA symposia, reaching an additional 300-400 attendees beyond the Conference
- Exclusive recognition as the Lanyard Sponsor on Conference digital and print materials
- Logo placement on physical lanyards (*shared and co-branded with the Association logo*)
- Prominent product placement and recognition at the Registration Desk
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost



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\$7,500: INDUSTRY INSIGHTS SPONSOR (60 MINUTES)

Multiple opportunities available. Likely to sell out!

This sponsorship offers the opportunity to present a 60-minute demonstration and education session during the Conference. This is a dedicated opportunity to share emerging industry trends with key decision makers and offer resources that gardens can use to grow to the next level of organizational excellence.

SPONSORSHIP INCLUDES:

- 2 Full Conference Registrations (*add-ons available at an additional cost*)
- Name of session and sponsorship recognition on Conference digital and print materials
- Standard Conference A/V package
- Special recognition during your session
- Session attendee list provided post-Conference
- Table within our Sponsor Square area, with the option of upgrading to a Booth as part of the larger Exhibit Hall, for an added cost

\$5,000: INDUSTRY INSIGHTS SPONSOR (30 MINUTES)

Multiple opportunities available. Likely to sell out!

This sponsorship offers the opportunity to present a 30-minute demonstration and education session during the Conference. This is a dedicated opportunity to share emerging industry trends with key decision makers and offer resources that gardens can use to grow to the next level of organizational excellence.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Name of session and sponsorship recognition on Conference digital and print materials
- Standard Conference A/V package
- Special recognition during your session
- Session attendee list provided post-Conference



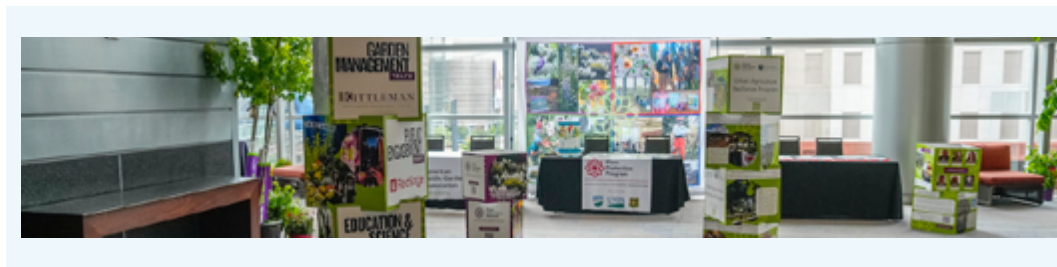
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\$5,000: CONFERENCE TRACK SPONSOR

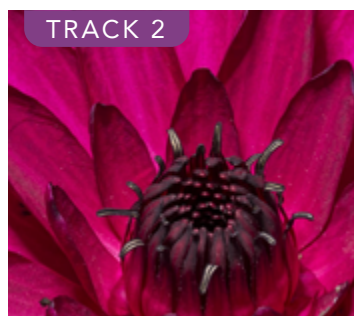
Multiple opportunities available! Align your company with a “big picture” track throughout the week. Conference sessions are organized into tracks corresponding to learning objectives. Each track consists of a variety of sessions, workshops, and Community meetings with attendees who specialize in the field(s) associated with each track.

TRACKS AVAILABLE:



TRACK 1

HORTICULTURE



TRACK 2

PLANT CURATION &
CONSERVATION



TRACK 3

EDUCATION & SCIENCE



TRACK 4

PUBLIC ENGAGEMENT



TRACK 5

GARDEN MANAGEMENT

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as a specific Track Sponsor for all relevant sessions in Conference digital and print materials
- Organization name listed with each session description on Annual Conference websites and mobile app
- Logo recognition in prominent location by the Registration Desk
- Acknowledgment with logo placement on printed Schedule-at-a-Glance
- Company branding associated with relevant session room(s) prior to the start of the session



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\$5,000: BOARD ALUMNI RECEPTION SPONSOR

Bringing together leaders past and present, the Board Alumni Reception is a celebration of 80+ years of extraordinary talent and thought leadership.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Unique opportunity to address and meet attendees at the Board Alumni Reception
- 1 Board Alumni Reception ticket
- Exclusive recognition as the sponsor during the Board Alumni Reception
- Company branding on bar/drink ticket
- Logo placement on presentation slides

\$5,000: CLOSING RECEPTION SPONSOR

Attendees will gather in the Exhibit Hall space for networking and refreshments following the final lunch of the Conference. Your company will have the chance to leave the last, and a lasting, impression on our Attendees as we close out the Conference.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Opportunity to welcome guests as they enter the Exhibit Hall
- Opportunity to give a brief welcome
- Exclusive recognition as a sponsor during the Closing Reception
- Opportunity to announce the raffle award winner(s) in conjunction with APGA staff

\$5,000+: COFFEE & BREAK SPONSOR

Promote and bolster your business and services to our members through much needed coffee breaks and snacks scheduled throughout the Conference.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Coffee Sponsor on Conference digital and print materials
- Logo placement on napkins used by Attendees throughout the event (*prominent exposure opportunity*)



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\$5,000: REGISTRATION DESK SPONSOR

Immediately connect with Conference Attendees as the Registration Desk Sponsor. This is an excellent option for high volume logo visibility as all guests must check-in at the Registration Desk before attending the event.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- High visibility opportunity
- Exclusive recognition as the Registration Desk Sponsor on Conference materials

\$5,000: ATTENDEE LOUNGE SPONSOR

The Attendee Lounge is a space for Attendees to meet, unwind, and recharge. This sponsorship allows you to network with Attendees while promoting your company with branded furniture, charging stations, etc. for lead generation and activation.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Lounge Sponsor on Conference digital and print materials

\$5,000: WI-FI SPONSOR

Wi-Fi is a must-have at any professional development event, but especially at the Annual Conference. Promote and bolster your business and services to our Attendees through a Wi-Fi sponsorship.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Create the Annual Conference Wi-Fi password (*with APGA approval*)
- Landing/splash screen included
- Prominent recognition at the Registration Desk



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\$5,000+: SPECIAL SESSION SPONSOR

Multiple opportunities available! Special Session Sponsorships offer your organization unique, tailored opportunities to reach your target audience. Whether creating a new session or event or aligning your brand with an existing one, this sponsorship allows the most flexibility to showcase your company. **Pricing for this sponsorship starts at \$5,000 but can be customized to fit your needs.**

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the specific Special Session Sponsor during the session and on Conference digital and print materials
- Contact Corporate Foundation and Relations Manager, Aaron Sharp, at asharp@publicgardens.org with inquiries about hosting a Special Session for Conference Attendees

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\$3,500: FIRST-TIME ATTENDEE GATHERING SPONSOR

This gathering is a chance for our First-Time Attendees and new members to connect with veteran Conference goers while learning more about their membership, career development, and how to navigate Conference!

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Unique opportunity to address and meet Attendees at the First-Time Attendee Gathering
- Exclusive recognition as the First-Time Attendee Gathering Sponsor on Conference digital and print materials
- Special recognition as the sponsor during the First-Time Attendee Gathering

\$3,500: COUNCIL OF COMMUNITIES GATHERING SPONSOR

All incoming, current, and outgoing Community Chairs and Vice-Chairs are invited to attend this meeting. This sponsorship supports the opportunity for these vital Association contributors and supporters to gather and prepare for the upcoming leadership cycle.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Council of Communities Gathering Sponsor on Conference digital and print materials
- Special recognition as the sponsor during the Council of Communities Gathering

\$3,500: GARDEN SCHOLARS GATHERING SPONSOR

This gathering is a chance for recipients of our Garden Scholar recipients to meet, mingle, and make new connections. This sponsorship supports the opportunity for these vital Association contributors and supporters to gather and prepare for the upcoming leadership cycle.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Gardens Scholar Gathering Sponsor on Conference digital and print materials
- Special recognition as the sponsor during the Garden Scholars Gathering



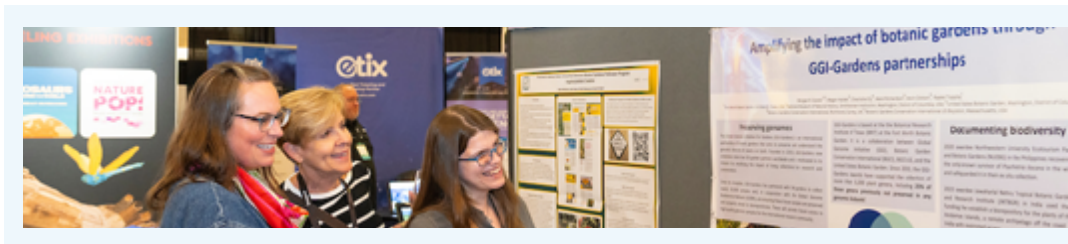
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\$3,500: POSTER SESSION SPONSOR

Support exemplary research in our field by emerging and established leaders as well as an extremely popular event! The Poster Session is an opportunity for members to show off their research results through poster presentations.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Poster Session Sponsor on Conference digital and print materials
- Special recognition as the sponsor during the Poster Session Reception

\$3,500: RAPID-FIRE PRESENTATION SPONSOR

Get ready for a knowledge blitz! Our Rapid-Fire Presentations are a thrilling series of 5-minute talks, each a mini-adventure into a different subject. Think speed dating for ideas. This sponsorship supports a fast, fun, and popular event.

SPONSORSHIP INCLUDES:

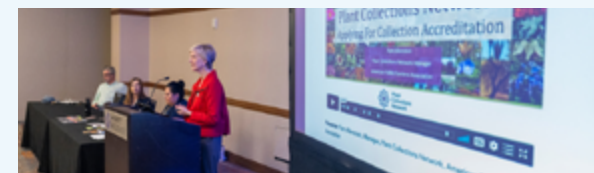
- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Rapid-Fire Presentation Sponsor on Conference digital and print materials
- Special recognition as the Rapid-Fire Presentation Sponsor during the session

\$3,500: PLANT COLLECTIONS NETWORK FORUM SPONSOR

All Nationally Accredited Plant Collections holders, peer reviewers, and others interested in learning more about our Plant Collections Network are invited to attend this session. This sponsorship supports this open forum discussion about the collection accreditation renewal framework.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration (*add-ons available at an additional cost*)
- Exclusive recognition as the Plant Collections Network Forum Sponsor on Conference digital and print materials
- Special recognition as the Plant Collections Network Forum Sponsor during the session



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\$3,500: DAILY SCHEDULE SPONSOR

Provide key signage and wayfinding as the Daily Schedule Sponsor. Daily Schedules will be printed and displayed on banners for all to see during the Annual Conference.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration
(add-ons available at an additional cost)
- Exclusive recognition as the Daily Schedule Sponsor on Conference digital and print materials
- Special recognition as the Daily Schedule Sponsor in daily Attendee emails sent during the event
- Special recognition as the Daily Schedule Sponsor on the print Schedule-At-A-Glance
- Banner ad on Schedule page of both the mobile app and Attendee Hub site

\$3,500: VOLUNTEER SPONSOR

Volunteers play a huge role in the Attendee experience! Your sponsorship helps our volunteers stand out with branded materials for easy identification as they assist with registration, wayfinding, tours, and more.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration
(add-ons available at an additional cost)
- Exclusive recognition as the Volunteer Sponsor on Conference digital and print materials
- Special recognition as the Volunteer Sponsor, including prominent placement at the Registration Desk
- Logo placement on materials utilized by our volunteers such as signs

\$3,500: ACCESSIBILITY SPONSOR

The Association is committed to making our professional development events accessible for all. Support this important work and essential part of our mission through this sponsorship.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration
(add-ons available at an additional cost)
- Exclusive recognition as the Accessibility Sponsor on Conference digital and print materials
- Special recognition as the Accessibility Sponsor, including prominent placement at the Registration Desk

\$3,500: DISCUSSION BOARD SPONSOR

Sponsor the Discussion Board, a major hub of Conference communications. Both the physical poster board and the mobile app discussion forum connect attendees through job postings, meetups, ticket swaps, and everything in between.

SPONSORSHIP INCLUDES:

- 1 Full Conference Registration
(add-ons available at an additional cost)
- Exclusive recognition as the Discussion Board Sponsor on Conference digital and print materials



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Exhibit Hall Booths

The Exhibit Hall is at the center of the Annual Conference, featured prominently in the main Ballroom where Attendees gather for meals, coffee breaks, and an exciting showcase of your products and services. This year, the Exhibit Hall is open for Tuesday evening, Wednesday, and Thursday of the Conference. Booth spaces are available now!

RATES AND PRICING FOR 2026 ANNUAL CONFERENCE EXHIBIT HALL BOOTH RESERVATIONS ARE AS FOLLOWS:

RATES AND PRICING

	EARLY BIRD RATE: DEADLINE 1/30/2026	REGULAR RATE: DEADLINE 3/31/2026	LATE RATE: AFTER 4/1/2026
Member Rate	\$2,500	\$2,750	\$3,250
Non-Member Rate	\$3,250	\$3,500	\$4,000

*Booth worker(s) must register for the Conference when reserving their booth and pay separately for any additional ticketed events they wish to attend (*member rates apply*).

EXHIBITORS RECEIVE:

- Complimentary Conference registration for two booth workers on Wednesday & Thursday. Registration includes daily lunch, access to concurrent sessions, and attendance at the Opening Reception & Exhibit Hall Opening on Tuesday evening.
- Recognition on the 2026 Annual Conference Attendee Hub website and mobile app including company name, logo, description, and web address.
- Conference attendee list with email addresses, sent prior to the Conference.
- Standard exhibit booth accompaniments (ID sign, drape, table, chairs, wastebasket).



[Click HERE to reserve your booth NOW!](#)



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