



Since 1995

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Let's talk

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VIA Sponsorship

\$750 Investment

Why VIA Sponsorship?

Relationship is at the core of NLGS and our business success. While our appointment floor is great for the business side of things, our VIA event is great for building relationships that business can be founded upon. It is an intimate, fun, and relaxed night out for VIA Sponsors to connect with NLGS buyers off site.

From flight simulators at the Air and Space Museum in Denver, to dock-side vistas on Lake Tahoe, Casino Night with Sugar Ray Leonard, each year brings an off-site evening for industry friends to spend time together off the clock. Sponsored entirely by Vendors, the VIA event for buyers and VIA Sponsors only includes a great dinner, good drinks, and a memorable, entertaining time.

Why Participate?

- Opportunity to build lasting professional relationships
- Interact with Buyers outside of a 'selling' setting
- Recognition as a VIA Sponsor



2010 VIA Event overlooking the Garden of the Gods, Colorado Springs

PERKS

- Full Page color ad in the NLGS Directory (\$750.00 value)
- Sponsorship signage throughout NLGS and at the VIA event
- VIA Sponsor Recognition throughout the entire three day event
- Access to exclusive events and areas not available to other Vendors, including the VIA event and the Point of Purchase Showcase during the Showcase Grand Opening Cocktail Hour

———— NATIONAL LAWN & GARDEN SHOW ————
———— SINCE 1995 ————