



October 6, 2011

Call for Speakers

This is a formal invitation to share your knowledge and expertise by presenting a seminar or workshop at the FIRST EVER Landscape Architect and Specifier Expo (LASN Expo) to be held March 30th, 2012 at the Long Beach Convention Center, Long Beach, California.

The LASN Expo was created specifically for Landscape Architects, Designers and Commercial Specifiers in the western United States. The LASN Expo is an offshoot of The Landscape Expo - Long Beach (TLE/LB), which better serves the Installation and Maintenance Contractor, Head Groundskeeper, Landscape and Golf Course Superintendent and Lawn Care Professional. The two events will be held six months apart.

As the design segment of the industry is very different from the installation and management segments, opening a new venue will allow us to focus on targeted attendees for each conference. LASN Expo will be a regional venue in which Landscape Architects, Specifiers and those who provide goods and services to the profession can get together to exchange ideas, introduce the newest products, establish and renew business relationships, and talk projects.

We are excited to step out with this new venture and look forward to working with you in the years ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "George Schmok".

George Schmok

Publisher/Producer:

Landscape Architect and Specifier News (LASN)

Landscape Contractor / Design Build Maintain (LC/DBM)

LandscapeOnline.com (LO.com)

LandscapeOnline Weekly (LOWeekly)

The Landscape Expo – Long Beach (TLE)

The Landscape Architect Expo (LASN EXPO)

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LASN Expo Seminar/Workshop Submittal Guidelines

To Submit your Prospectus:

Please send your seminar proposal in either .docx or PDF format. Include a résumé or curriculum vitae, a list of professional accomplishments and degrees, as well as a color headshot image (this does not need to be professionally done).

Each session should be about 1.5 hours in length but we recommend covering content for approximately 75 - 80 minutes to allow for 10 - 15 minutes of valuable Q & A.

Seminar “Hot Topics” for 2012

LEED Design
Sustainability Issues
Urban Planning
Rain/Stormwater Management
Downtown Development
Area Lighting
Hardscape Design
Outdoor Living
Design Technology
Business Management/Marketing

You can submit a request to speak on any topic you feel might be of interest to landscape architects, designers and commercial specifiers.

Selection Process:

After you have submitted your seminar proposal you will receive a confirmation receipt and our reviewing process will begin. Selections will begin around December 1st and you will hear from us either way.

Each speaker and their affiliation, institution or company will receive publicity through profiles, press releases and course descriptions on LandscapeOnline, LandscapeOnline Weekly, and LASN magazine.

Note: It is critical that the seminar NOT be a blatant marketing presentation for your company. Comments made on previous surveys indicate that presentations deemed as an infomercial leave a negative perception of the vendor company.

Please send seminar proposals to:

Michelle Medaris

Editorial/Education

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