



### **LASN Expo Seminar/Workshop Submittal Guidelines**

#### **To Submit your Prospectus:**

Please send your seminar proposal in either .docx or PDF format, include your seminar title and a paragraph describing the course with learning objectives. Include a resume, a brief biography with professional accomplishments and degrees, a color headshot image (this does not need to be professionally done, but needs to be at least 500 pixels) and any travel or honorarium requirements. **Please note you will not be contacted if materials are missing from your prospectus, instead the prospectus will be considered incomplete and you may not be selected.**

**The deadline to submit is Friday, June 14<sup>th</sup>.**

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

#### **Seminar “Hot Topics” for 2013**

LEED Design

Sustainability Issues

Urban Planning

Rain/Stormwater Management

Downtown Development

Park & Recreation Planning

Area Lighting

Hardscape Design

Outdoor Living

Business Management/Marketing

You can submit a request to speak on these topics or 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. The notification process will begin the first week of July and you will hear from us either way.

Each speaker will be publicized 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 just a marketing presentation for your company. Comments made on previous surveys indicate that this leaves a negative perception of the vendor company if the presentation is deemed an infomercial for your company.

Please send seminar proposals to:

Michelle Medaris  
Educational Coordinator  
The Landscape Expo – Long Beach (TLE)  
The Landscape Architect Expo (LA EXPO)

(P) 714.979.5276 X 136  
[mmedaris@landscapeonline.com](mailto:mmedaris@landscapeonline.com)