



**American  
Public Gardens  
Association**

[PublicGardens.org](http://PublicGardens.org)

# Why host an Event

**Annual  
Conference**

**Symposia**

**Regional  
Learning Series**

**Board  
Meetings**



# ANNUAL CONFERENCE



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## Why host Conference

The American Public Gardens Association's Annual Conference features a wide variety of programs specifically tailored to the needs of public horticulture professionals which reflect current issues and concerns that face our industry. It 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!

### BENEFITS OF HOSTING A CONFERENCE INCLUDE:

- 1** Present your garden and facilities to hundreds of industry professionals.
- 2** Showcase your organization as an industry leader in the field of public horticulture.
- 3** Demonstrate your team's passion, creativity, and dedication to our field.
- 4** Provide your staff the opportunity to network, learn, exchange ideas, and share best practices all while attending the conference at a discounted rate.
- 5** Give back to the public horticulture profession.

## Your garden can expect to...

- ✓ partner with local gardens to plan, promote, and present the annual conference
- ✓ contribute up to \$160,000\* in conference sponsorship funds
- ✓ commit staff time to participate in planning committees
- ✓ host a workshop, tour, or event at your garden

\*As of 2027; contribution subject to 4% annual increase



"Serving as a host garden for this year's conference was a remarkable opportunity for all of us. It allowed us to showcase our work, foster staff professional development in multiple ways, share the prestigious role with our donors, and provided us the means to convene our regional peers in ways that I hope we can continue into the future. I would highly recommend the experience to anyone contemplating this amazing opportunity."

—Cindy Brockway, Managing Director of Cultural Resources, Trustees



900+  
attendees on average

If interested in hosting an event with the American Public Gardens Association, please contact Lauren Garcia Chance, Associate Director at **806-584-8796** or [Lchance@publicgardens.org](mailto:Lchance@publicgardens.org).

# SYMPOSLIA



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## Why host a Symposium

The Association works with our 20+ Professional Communities to create Professional Development Symposia. Symposia allow for peer-to-peer networking, idea-sharing, and discussion of issues and challenges of common interest. Topics focus upon specific segments of the industry; 2–3 symposia are offered each year.

### BENEFITS OF HOSTING A SYMPOSIUM INCLUDE:

1

Highlight your region and garden(s) as an expert within a specific segment of the public garden industry, showcasing your expertise through staff presentations and garden tours.

2

Provide your staff with the opportunity to attend symposium sessions and network with their peers for free or discounted rates.

3

Celebrate your garden and its accomplishments through a professional development event scaled to fit your garden.

4

Collaborate in designing the symposium by providing input on evening events, keynote speakers, theme, and other key elements.

## The Symposium Host(s) commit to the following responsibilities...

- ✓ Host gardens will provide facilities and A/V to accommodate Symposium attendees, including:
  - Facility rental fees for the garden for all spaces used by attendees
  - Audio/Visual costs at the garden for all spaces used by attendees
- ✓ Host gardens are financially responsible for, at minimum, one evening reception and/or dinner and all associated costs.
- ✓ At least one host garden staff member must participate on the Symposium Planning Committee. The committee holds regular monthly or bi-monthly planning meetings/calls beginning 12–18 months before the symposium.
- ✓ Staff of the host garden will act as the liaison between the host institution(s) and the Symposium Planning committee, providing local expertise as well as communicating with other host staff members (events staff, marketing, volunteers, photography, catering, etc.) when needed.

“Hosting the APGA Education Symposium was great exposure for the Huntsville Botanical Garden! The APGA staff and symposium planning committee were wonderful to work with. The team worked with Huntsville Botanical Garden staff to make sure the experience was top notch for all parties involved. We enjoyed the experience so much, we would consider doing it again”

—Rebecca Turk, Vice President of Learning & Public Engagement, Huntsville Botanical Garden



50–125  
attendees on average

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# REGIONAL LEARNING SERIES



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## Why host a Regional Learning Series



This event series is designed to provide attendees a behind-the-scenes, in-person look at member gardens across the country! Our one-day Regional Learning Series take intensive dives into current public garden topics and showcase unique facilities, events, and displays while encouraging connections with Association members within the region.

### BENEFITS OF HOSTING A REGIONAL LEARNING SERIES INCLUDE:

- 1** Showcase your public garden and highlight unique facilities, programs, and approaches to common problems.
- 2** Highlight the work of your staff and provide for peer-to-peer recognition of accomplishments.
- 3** Cultivate connections between your staff and staff from other gardens in similar positions—developing long-lasting impact beyond the event.
- 4** Gather fellow garden leaders to address regional problems and opportunities.

## We are excited to showcase your garden through a Regional Learning Series.

- ✓ The Association will help facilitate logistics, set up registration, and provide a staff member onsite to help run the event.
- ✓ The host garden is expected to provide facilities, programming, logistical support, and any offered snacks/meal(s).
- ✓ Staff from host gardens are welcome to attend the full event at no charge.
- ✓ These events range from half-day to full-day, morning or afternoon, meals included or on your own—it's up to you!
- ✓ Regional Learning Series events operate on a 50/50 profit share, with all registration fees split evenly between Garden and Association.

"It was a great team building exercise for our staff to plan the day and create presentations and horticultural exhibits for their peers.

Nothing like having garden peers to your site for the day to provide incentive to do your best work!

It also exceeded our expectations in building relationships with garden staff from throughout our city, state and region—many of whom we would have never met without hosting.

—Maureen Heffernan, Former President/CEO, Myriad Botanical



**30–50**  
attendees on average

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# BOARD MEETINGS



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## Why host a Board Meeting



The Association's Board of Directors meets quarterly to review and advise on the stability and growth of the Association. Board meetings present a unique opportunity for Board Members to come together and guide the Association, while ensuring financial accountability and representing the needs of our members.



## Your garden can expect to...

- ✓ Assist in the planning and execution of a two-day event
- ✓ Arrange hotel accommodations for up to 20 people
- ✓ Provide onsite meeting space and A/V services
- ✓ Arrange breakfast and lunch during the meeting (at cost to APGA)
- ✓ Host a dinner for APGA Board members and garden stakeholders (optional, at cost to garden)
- ✓ Provide tours and/or onsite garden events (optional)



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