

# PROMOTIONAL CONTENT



**Thank you for helping spread the word about the CNPS 2018 Conservation Conference!** Please feel free to customize and share this information. If you have questions or a request for other content, e-mail [breilly@cnps.org](mailto:breilly@cnps.org).

## OVERVIEW

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### General Event Information

CNPS 2018 Conservation Conference  
February 1-3, 2018  
Pre-Conference Workshops & Field Trips January 30-31, 2018  
Los Angeles Airport Marriott, Los Angeles, CA

Details & Registration: [conference.cnps.org](http://conference.cnps.org)

Discounted Early Registration Rates: through October 31, 2017  
Regular Registration: November 1, 2017 – January 14, 2018

### Connect on Social Media

[facebook.com/CaliforniaNativePlantSociety](https://www.facebook.com/CaliforniaNativePlantSociety)  
Twitter @CNPS

Official conference hashtag: #CNPS2018

RSVP on Facebook: <http://bit.ly/2cdOxMw>

## NEWSLETTER / E-MAIL / WEB COPY

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### 1/4 Page Announcement

The CNPS 2018 Conservation Conference is coming up this February 1-3 in Los Angeles! With more than 1,000 attendees, this unique event will have something for everyone who is interested in native plants and conservation:

- Pre-conference workshops and field trips on January 30-31, with special tracks for plant science, horticulture, and conservation
- Keynote speakers including Doug Tallamy, Stu Weiss, Carolyn Malmstron, Blair McLaughlin, Kim Stanley Robinson
- More than 300 presentations in themed concurrent sessions by students, researchers, professionals
- Social and arts events, including poetry, music, and native plant art and photography
- Opportunities to explore the LA area from our central location near LAX

To get even more involved, you can volunteer, and sponsor or exhibit to get special benefits. Sponsorships put your name in front of the biggest gathering of conservationists and native plant enthusiasts in California. Discounted early registration is open through October 31 online, followed by regular registration through January 14. Visit [conference.cnps.org](http://conference.cnps.org) for details and to register now!

### 1/2 Page Announcement

Please join us at the CNPS 2018 Conservation Conference, coming up this February 1-3 in Los Angeles! With more than 1,000 attendees, this unique event will have something for everyone who is interested in native plants and conservation:

- Pre-conference workshops and field trips on January 30-31
- Opening plenary speaker Doug Tallamy
- Banquet speaker Stu Weiss
- Closing plenary talks from Carolyn Malmstron, Blair McLaughlin, Kim Stanley Robinson, and more
- Special opportunities for student attendees, including a career networking luncheon
- More than 300 presentations in themed concurrent sessions by students, researchers, professionals
- Wide spectrum of conservation topics from horticulture to vegetation, invasives to rare plants, and everything in between
- Social and arts events, including poetry, music, and native plant art and photography
- Opportunities to explore the LA area from our central location near LAX
- New this year: conservation, plant science, and horticulture tracks to help you plan your attendance and make the most of your conference experience!

There are many ways to get involved with the Conservation Conference. Beyond attending, you can attend a workshop or field trip, volunteer, donate, or hold an associated meeting. Sponsoring or exhibiting is also a great way to get your organization's name in front of California's largest gathering of conservationists and native plant enthusiasts. Last, you can help sponsor student attendees by making a donation to your local CNPS chapter.

Discounted early registration is open through October 31, followed by regular registration through January 14. Visit [conference.cnps.org](http://conference.cnps.org) for details and to register now. We look forward to seeing you in LA!

## Student-Specific Announcement

Students are encouraged to attend the CNPS 2018 Conservation Conference, February 1-3 in Los Angeles! The conference offers students a unique opportunity to learn new skills, explore career opportunities, share ideas, and experience the vibrant LA area with more than 1,000 like-minded students and professionals.

**Student Discounts & Scholarships.** Registration rates are significantly reduced for full-time students, and even more for student CNPS members. Students may apply for additional travel and registration funding through CNPS (priority deadline October 20 – details at [conference.cnps.org](http://conference.cnps.org)), or by connecting directly with their local CNPS chapter. CNPS will give priority first to those presenting a paper or poster, and second to CNPS student members, so those who join CNPS at the student rate can maximize their funding potential!

**Pre-Conference Workshops.** Gain valuable skills and experience by attending pre-conference workshops. Half and full day trainings cover a range of topics including conservation, plant science, and horticulture, and are a great way to simultaneously build a resume and a professional network!

**Networking & Careers.** Networking and social events assist undergraduate and graduate students in connecting with each other and potential employers in their fields. During these events, biologists and botanists representing many different possible career paths discuss their jobs. Agencies, consulting firms, and non-profit organizations provide job listings, and space is available at the conference for attendees to post their résumés.

Discounted early registration is open through October 31 online, followed by regular registration through January 14. Visit [conference.cnps.org](http://conference.cnps.org) for details and registration.

## Personal E-Mail Invitation

[*Your organization*] invites you to join us at the CNPS 2018 Conservation Conference, coming up this February 1-3 in Los Angeles! There are many different ways to get involved, and we encourage you to attend, volunteer, sponsor, or exhibit as you engage with 1000 other conservationists and native plant enthusiasts. This unique event only happens once every 3 years, and this one will be larger and more exciting than ever before. Don't miss out! Discounted early registration is open through October 31 online, followed by regular registration through January 14. Visit [conference.cnps.org](http://conference.cnps.org) for details and to register now. We hope to see you there!

## Personal E-mail Invitation for Presenters

Hi [friend]. I thought you might be interested to know that I will be giving a talk at the upcoming CNPS 2018 Conservation Conference, this February 1-3 in Los Angeles. I will be presenting during the [session name] session, which will take place on [day, date] at [time]. My talk is titled [title] and I will be discussing [short synopsis of talk]. If you're interested in attending, you can get more details and register for the conference now at [conference.cnps.org](http://conference.cnps.org). Hope you can make it!

## Personal E-mail Invitation – Associated Meeting Space

Hi [friend]. I will be at the CNPS 2018 Conservation Conference in February and thought you might be interested to know that CNPS is making space available for associated meetings. Would [organization] be interested in holding a reception, lunch, or other meeting while everyone is together in Los Angeles? Meeting rooms are available onsite at the LAX Marriott throughout the conference at no charge, providing a convenient way to get everyone together. The largest meeting rooms can hold up to 240 people, depending on the seating arrangement. If you're interested in more information, details are available at [conference.cnps.org/get-involved/associated-meetings](http://conference.cnps.org/get-involved/associated-meetings). The priority deadline to request space is September 30.

## SOCIAL MEDIA CONTENT

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### Facebook or LinkedIn Posts

We will be at the #CNPS2018 Conservation Conference this February 1-3 in Los Angeles! Join us in getting up to speed on the latest conservation science and celebrating our native plants and lands. Learn more and register now at [conference.cnps.org](http://conference.cnps.org)

Registration is open now for the #CNPS2018 Conservation Conference, February 1-3 in Los Angeles! Special discounts are available for students and CNPS members, and early registration rates are available through October 31. Get the details and register now at [conference.cnps.org](http://conference.cnps.org)

Side meeting rooms will be available during the #CNPS2018 Conservation Conference – host a lunch, reception, or meeting for your organization or group while everyone is already together in LA. Priority deadline to request space is 9/30. Details at [conference.cnps.org/get-involved/associated-meetings](http://conference.cnps.org/get-involved/associated-meetings)

Keynote presentations from Doug Tallamy, Stu Weiss, Carolyn Malmstron, Blair McLaughlin, Kim Stanley Robinson, and more will take place at the #CNPS2018 Conservation Conference, February 1-3 in LA! Come be inspired by these exciting experts and learn their insights about conservation in California. Details at [conference.cnps.org/technical/plenaries](http://conference.cnps.org/technical/plenaries)

New at this year's #CNPS2018 Conservation Conference: sessions will be organized into conservation, plant science, and horticulture tracks to help you plan your attendance and make the most of your conference! Get the details on all 22 themed conference sessions and start planning now at [conference.cnps.org](http://conference.cnps.org)

### Twitter Posts

Join us at the #CNPS2018 Conservation Conference, Feb 1-3 in LA! Full details & registration at [conference.cnps.org](http://conference.cnps.org)

Register now for #CNPS2018 Conservation Conference, Feb 1-3 in LA: THE event for CA #nativeplants and #conservation! [conference.cnps.org](http://conference.cnps.org)

Register now for #CNPS2018 Conservation Conference, Feb 1-3 in LA, before early registration rates end 10/31! [conference.cnps.org](http://conference.cnps.org)

[Your organization] will be at the #CNPS2018 Conservation Conference, Feb 1-3 in LA! Learn why you should too at [conference.cnps.org](http://conference.cnps.org)

Will you be at conservation, plant science, or horticulture track sessions at the #CNPS2018 Conservation Conference? [conference.cnps.org](http://conference.cnps.org)

Be inspired by keynote speakers including Doug Tallamy at the #CNPS2018 Conservation Conference in LA! Details at [conference.cnps.org](http://conference.cnps.org)

## OTHER RESOURCES

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### Mix-and-Match Bullet Points

- SAVE THE DATE: CNPS 2018 Conservation Conference, February 1-3 in Los Angeles

- This exciting and inspirational event happens only once every 3 years, so don't miss out!
- Sponsors get special benefits: get the details at [conference.cnps.org](http://conference.cnps.org)
- Connect with 1000 attendees by becoming an exhibitor: get the details at [conference.cnps.org](http://conference.cnps.org)
- Attend a pre-conference workshop on January 30 or 31 to gain valuable skills
- New this year: conservation, plant science, and horticulture tracks to help you plan your attendance and make the most out of your conference experience
- There are great opportunities for students including registration discounts and registration/travel funding
- Exciting opening plenary speaker Doug Tallamy will address the conference on February 1
- Explore the vibrant LA area from the convenient central location near LAX
- Register online by October 31 and save with early registration discounts
- Regular registration deadline is January 14
- Hotel discounts available exclusively at the LAX Marriott – reserve your room by January 8 (or sooner – the 2015 Conference room block sold out!)
- Get more involved – volunteer at the conference and qualify for a \$75 registration fee rebate!
- Attendees include scientists, conservationists, university professors and students, CNPS chapter members, professional and amateur botanists and horticulturalists, policymakers, landscaping professionals, land-use planners, and more
- Learn, connect, share, and have fun!
- View details and conference highlights online: [conference.cnps.org](http://conference.cnps.org)

### **Flyers, Ads, Graphics**

Visit [conference.cnps.org/media](http://conference.cnps.org/media)