

INNOVATIVE  
INSPIRING  
INCLUSIVE  
INTERACTIVE

MINNEAPOLIS CONVENTION CENTER  
*JANUARY 15-17, 2019*



**NORTHERN GREEN**

WHERE OUTDOOR PROS CONNECT + GROW

# EXHIBITOR PROSPECTUS

## **NORTHERN GREEN BOOTH SALES**

Mary Dunn, Trade Show Manager  
651.633.4987  
mary@northerngreen.org

Faith Jensen, Sales Representative  
952-934-2891  
faith@pierreproductions.com

### **NORTHERN GREEN MANAGEMENT**

1813 Lexington Ave N  
Roseville, MN 55113  
651.633.4987 or 888.886.6652  
Fax: 651.633.4986 or 888.266.4986  
Web site: [www.northerngreen.org](http://www.northerngreen.org)  
Contact: Mary Dunn, Trade Show Manager  
E-mail: [mary@northerngreen.org](mailto:mary@northerngreen.org)

### **DECORATOR SERVICES**

Corexpo  
2110 Old Highway 8 NW  
New Brighton, MN 55112  
Contact: Jessica Mulheron  
Exhibitor Services  
651-280-4935  
[jmulheron@corexpo.com](mailto:jmulheron@corexpo.com)

### **EVENT LOCATION**

Minneapolis & Convention Center  
1301 2nd Avenue South  
Minneapolis, MN 55403

*Proceeds from Northern Green help MNLA and MTGF advance the green industry through education, research, public policy and other activities.*

**A DYNAMIC TRADE SHOW: INNOVATION & INSPIRATION  
THEATER, HARDSCAPE CHALLENGE, TECH LAB, CAMPFIRE  
SESSIONS, PRUNING & TREE CLIMBING DEMOS**

**CONNECT  
+ GROW**

Look for other  
Northern Green  
marketing  
opportunities  
on page 10!

### Who Hosts Northern Green?

Northern Green is a joint trade show/educational event hosted by the Minnesota Nursery & Landscape Association (MNLA) and the Minnesota Turf and Grounds Foundation (MTGF).

The mission of the Minnesota Nursery & Landscape Association is to help members grow successful businesses. Today, more than 1,100 firms are members of MNLA in the following categories: wholesale nursery growers, retail nurseries and garden centers, commercial flower growers, landscape contractors, landscape designers, irrigation contractors, lawn and landscape management services, professional gardening services, snow and ice management services, and commercial arborists and tree care services.

The mission of the Minnesota Turf and Grounds Foundation is to promote the green industries in Minnesota through support of research, education and outreach at the University of Minnesota and elsewhere.



### Who Will You Meet?

Average attendance: 6,561

Average Decision-makers - 63%

- Landscape contractor – 21%
- Landscape management - 20%
- Hardscape installer - 16%
- Snow/Ice management – 14%
- Landscape designer - 13%
- Parks/Recreation/School - 12%
- Golf course - 12%
- Arborist - 8%
- Gardening services - 8%
- Garden center - 7%
- Irrigation contractor - 7%
- Sports turf - 6%
- Nursery grower - 5%
- Flower grower - 4%
- School grounds - 4%
- Tree care services - 3%
- Supplier – 2%
- Cemetery - 1%
- Sod grower- 1%

*Note: Many attendees indicate more than one specialty.*

### Listen to What Past Exhibitors Are Saying About Us

*"I have never had such a positive experience checking in to a show of this size. Drove in, had amazing help unloading and delivering show materials to our booth. I was blown away by how easy this was and how helpful everyone was."*

*"We were happy with all aspects of the show and expect to generate considerable business as a result of exhibiting."*

*"Leave everything as is. Great show! Hats off to the fantastic organization of the event and I was impressed with the turn-out."*

*"Northern Green is a great way to be in contact with the majority of our green industry clients, all in one place."*

## Why Should My Company Exhibit?

- Put your name in front of green industry companies that provide sales of over \$1.9 billion in the state of Minnesota.
- Northern Green expands your exposure to key green industry leaders.
- Northern Green is the largest show of its kind in the region. You'll have the chance to network with more than 6,000 individuals.
- Because Northern Green is designed specifically for decision makers, you will be able to effectively market your products and services directly to your target audience.
- In just 3 days, you will have the opportunity to meet more than 2,500 decision-makers in the green industry.
- You can choose to attend quality education programs offered to enhance your knowledge of green industry products, services and offerings for no additional charge.

## If you want to...

- Cross-market your services to all facets of the green industry
- Create brand awareness and enhance your company's image
- Generate new sales leads
- Meet with customers to build loyalty
- Introduce new products and services
- Assess the competition
- Conduct pre-market evaluations

## ...then you must exhibit at Northern Green!

## Booth Pricing

### STANDARD BOOTH LOCATIONS

Standard 10'x10' booth locations are \$865\* per booth.

### PREMIUM BOOTH LOCATIONS

"Premium" locations are \$975\* per booth. All corner booths are "premium" locations and booths adjacent to green spaces and campfire spaces are also considered "premium."

**Multiple booth discounts available** - See page 8 for details.

*\*Booth pricing includes 2 free lunch tickets Wednesday and a limited number of free registrations.*

## Exhibit Agenda

### Show Hours:

- Tuesday, Jan. 15 (Preview): 4-6:30 pm
- Wednesday, Jan. 16: 10:00am – 5:00pm
- Thursday, Jan. 17: 9:00am – 4:00pm

### Set-Up Hours:

- Monday, Jan. 14 from 8:00am – 6:00pm (as assigned)
- Tuesday, Jan. 15 from 8:00am - 3:00pm (as assigned)

### Teardown Hours:

- Thursday, Jan. 17 from 4:01pm – 10:00pm\*
- Friday, Jan. 18 from 8:00am – 2:00pm

### Booth Rental Includes:

- A minimum of 10 event registrations for staff from your organization per 10 x 10 booth rental.
- Over 10 hours of dedicated exhibit only time.
- Standard 10' deep by 10' wide booth with 8' high pipe and drape back and 3' high draped side rails.
- A 7" x 44" booth company identification sign.
- Listing in the onsite program.
- Visibility in the conference mobile app.
- "We're exhibiting" logo to use in your marketing and to post on your website.
- Listing in the online Northern Green vendor directory and exhibitor listing.
- Opportunity to purchase a one-time use electronic list of attendee mailing information for a post-show mailing.
- Access to over 6,000 attendees including over 2,500 decision makers.
- The opportunity for a minimum of 2 booth personnel to attend educational programs for no additional cost.

### Booth Rental does NOT include:

- Tables, chairs, booth carpeting, or other furniture for your booth – these items can be rented through the show decorator, Corexpo, in advance or on-site, or brought in by your company.
- Electricity – order through the Minneapolis Convention Center in advance or on-site.

## NORTHERN GREEN EXHIBIT RULES AND REGULATIONS

It is agreed that the space herein contracted for is subject to the following rules and regulations:

### RENTAL CHARGE

Contract and full payment must be received by Northern Green (NG) on or before October 17, 2018 for booths reserved prior to this date, it being understood that if not so paid, NG may sell the space herein contracted for to another exhibitor. All checks for space rental fees shall be made payable to Northern Green, 1813 Lexington Ave. N, Roseville, MN 55113, phone 651-633-4987, fax 651-633-4986.

### SPACE RESERVATION

Applications for space should be submitted on the contract found on page 7, along with the deposit. Upon acceptance, a copy of the agreement will be returned to each exhibitor and serve as the record of space assignment. No telephone reservations will be accepted. Each firm represented in the Minneapolis Convention Center (MCC) must have regularly contracted for space.

### CANCELLATIONS

Requests for booths may be cancelled by written notice to the NG management provided that notice is received by October 17, 2018. A 15% processing fee will apply. If space is cancelled after October 17, 2018, no return of payment will be made. It is agreed that if, for any cause which arises beyond the control of NG or where it serves the best interests of NG, it becomes necessary to move an exhibitor to a different location, this will be made at the discretion of NG and the exhibitor will be notified of such move.

### SPECIAL NON-ASSOCIATION SERVICE

Each booth will be provided with an installed drapery back drape and side dividers. Also provided will be one, two-line 7x44" company name sign. Exhibitors will provide for their own booth furnishings. Booth furniture and furnishings will be available for rent in advance and at the Convention Center by Corexpo. A mailer of additional services and prices will be sent to each exhibitor via email by Corexpo, 2110 Old Highway 8, New Brighton MN 55112, 651-917-2632.

### SET-UP/TAKE-DOWN

Set up will be Monday, Jan. 14 from 8 a.m. - 5 p.m. and Tuesday, Jan. 15 from 8 a.m. - 3 p.m. **TIMES WILL BE ASSIGNED BY NORTHERN GREEN.** Exhibitors at Northern Green 2019 must have their display in complete form by 3:00 p.m., Tuesday, Jan. 15, 2019. Exhibitors not in place by this time may forfeit their space. Call NG for special arrangements.

- No one under age 18 is allowed in the MCC halls during set-up/take-down.
- Exhibit take-down will occur on Thursday, Jan. 17 from 4:01 p.m. - 10 p.m. and on Friday, Jan. 18 from 8 a.m. - 2 p.m.
- Exhibitors in the back 30 feet of the show will need to clear their booths on Thursday.

### SPECIAL EXHIBIT RULES

- Exhibitors may not sublet their space, nor any part thereof.
- Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the exhibit management, do not interfere with the activities of neighboring exhibitors
- Exhibits may not obstruct the view of neighboring exhibits, either those to the side or behind. Specifically, a 20-foot wide end-cap booth may not have a back display more than 10 feet wide, 5 feet from center. Also, the side of displays should not extend more than 3 feet from the rear of the display. Booth height limit is 12 feet - contact Northern Green management for exceptions.
- Limitation on booth coverings per fire marshal: A booth with a covering or roof exceeding 300 square feet is required to have its own sprinkler system.
- Exhibitors shall treat flammable materials with a fire retardant.
- Helium balloons are not allowed in the exhibit halls at the Minneapolis Convention Center.
- Any materials or display deemed inappropriate or unsafe by NG may be removed by the NG management. NG management has the discretion to instruct exhibit changes or moves.

### ENTERTAINMENT

Although meetings of the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation are conducted for educational purposes, it is recognized that an appropriate social program may contribute to the pleasure of those attending. Social functions or independent educational functions cannot be scheduled at a time or place where they will conflict with activities scheduled by the Minnesota Nursery & Landscape Association, the Minnesota Turf & Grounds Foundation or with the exhibition. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitors' booths or displays.

### ALCOHOLIC BEVERAGES - IDENTIFICATION (ID) AND CONTROL PROCEDURES

The MCC and its exclusive concessionaire, Kelber Catering, maintain the exclusive rights to approve the dispensing of food and alcohol at any event within the MCC. Alcoholic beverages purchased within the MCC may not be consumed or carried off premise. Additional staff may be required at Permittee's expense based on the nature of the event as determined by the MCC and Kelber Catering.

## NORTHERN GREEN EXHIBIT RULES AND REGULATIONS (continued)

### ASCAP - Music Licensing

No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Northern Green proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. Northern Green reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify and hold Northern Green, their agents and employees, harmless from all loss, cost, claims, causes of actions, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violations or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

### INSURANCE

Each exhibitor is required to be covered by Public Liability Insurance (naming the NG/MNLA/MTGF as co-insured therein) in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$100,000 property damage for each accident, to protect against possible claims arising out of the operation of its booth.

Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. The NG/MNLA/MTGF insurance policies do not include fire and theft coverage for individual exhibit booths.

### LIMITATION OF LIABILITY

Each exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. Neither NG/MNLA/MTGF, its subcontractors, nor the Minneapolis Convention Center and the City of Minneapolis will be responsible for property damage or loss by, or for, any cause, and exhibitor hereby waives any right to claim liability against them for the same.

The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibition, or convention activities, and Exhibitor agrees to defend, indemnify, and hold NG/MNLA/MTGF, its subcontractors and the

Minneapolis Convention Center and the City of Minneapolis harmless from all liability which might occur from any Act of God or any cause whatsoever arising out of the Exhibitor's participation in the exhibition or in convention activities. NG/MNLA/MTGF, its employees, subcontractors and Minneapolis Convention Center and the City of Minneapolis will not be liable for injuries to any person or for damages to property owned or controlled by exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space, and the Exhibitor agrees to defend, indemnify and hold NG/MNLA/MTGF, its subcontractors and Minneapolis Convention Center and the City of Minneapolis harmless against all such claims.

The Exhibitor expressly understands and agrees that the foregoing limitation of liability clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the Exhibitor's property and personnel from the Exhibition Hall and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibition.

NG/MNLA/MTGF, its employees, subcontractors or Minneapolis Convention Center and the City of Minneapolis will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the NG Trade Show for any samples taken, or by other means given them by the Exhibitor representatives.

### AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the MNLA Executive Director. These rules and regulations may be amended at any time by the MNLA Executive Director and all amendments so made shall be binding on Exhibitors equally with the foregoing rules and regulations.

### **HURRY, SPACE SELLS OUT QUICKLY!**

**Return the contract found on page 7 to reserve your booth at Northern Green on January 15-17, 2019 in Minneapolis. If you have any questions, please contact Mary Dunn at 651-633-4987, 888-886-6652, [mary@northerngreen.org](mailto:mary@northerngreen.org); or Faith Jensen at 952-934-2891, [faith@pierreproductions.com](mailto:faith@pierreproductions.com)**



# 2018 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2019!

<p>A Top Notch Equipment A-1 Outdoor Power, Inc. Accentual Lighting Albert J. Lauer, Inc. Alert Distributing, Inc. All Stone Solutions Alliance Outdoor Lighting/Evolution Polymeric Sand Alliance Designer Products Alta Falls &amp; Pond Supplies ALTOZ INC. Amcon Concrete Products American Lung Association in Minnesota American Nurseries, Inc. American Pressure, Inc. American Society of Landscape Architects - MN Chapter (ASLA-MN) ANCOM Communications Inc./Midwest Radio Rentals Anderson Nurseries, Inc. Anoka Technical College Arborjet Armada Technologies Arrowhead Ornamentals Association of Professional Landscape Designers - Minnesota Chapter (APLD-MN) Asthleford International Trucks B &amp; B Hoffman Sod Farms, Inc. B and B Bedding, Inc. BFG Supply Co. Bachman's Wholesale Nursery &amp; Hardscapes Bailey Nurseries, Inc. Baker Lake Nursery Bartlett Tree Experts Bayer Environmental Science Bedford Technology Belgard Bluebird Nursery, Inc. Borgert Products, Inc. Bork Evergreens, LLC Brandl Motors Brave Breezy Hill Nursery Inc. Breiwick Companies, Inc. Bridgewater Tree Farms Brown Bullis Insurance Agency, LLC Burnham Companies CST Distribution, LLC Carlin Sales/ProGreen Plus Carlton Plants LLC Cast Lighting LLC CBIZ Insurance Services Central Lakes College Central Landscape Supply Central Power Distributors Central Turf &amp; Irrigation Supply Central Turf Farms Central Wisconsin Evergreens, Inc. Century College Century Power Equipment Ceres Environmental Services, Inc. Cherokee Manufacturing Club Car Minnesota County Materials Corp.</p>	<p>COWSMO, INC. Coyote Landscape Products Craftware CreekSide Soils Crop Insurance Solutions Crysteel Truck Equipment, Inc. Cushman Motor Co. Inc. Custom Manufacturing, Inc. Custom Remodelers, Inc. Dailey Data Dakota County Technical College, Landscape Horticulture Dayton Bag &amp; Burlap Co. Dewalt Landscape Pro Ditch Witch of Minnesota &amp; Iowa Dosko Doug's Power Equipment Duinink Golf Dutchman Tree Spade East Jordan Plastics Eco Works Supply Eden &amp; Valders Stone Edney Distributing Co., Inc. Encore Landscape Lighting EnviroTech Services, Inc. Esch Construction Supply, Inc. Eull's Manufacturing Co. Inc. Evergreen Nursery Co., Inc. Excel Turf &amp; Ornamental Fahey Sales Auctioneers &amp; Appraisers Ferguson Waterworks Ferris Mowers Fertimix Firebuggz ForeverLawn Minnesota, Inc. Foster's, Inc. Frost Inc. Fury Commercial Truck Center Gardenworld, Inc. Gerlach Outdoor Power Equipment, Inc. Gertens Wholesale &amp; Professional Turf Supply Glacial Ridge Growers, Inc. Goodmark Nurseries, LLC Gopher State One-Call Great Northern Equipment Great Plains Pergolas Greenius by LS Training Greenleaf Nursery Co. GreenLife Supply Greenscape Companies Inc. Ground Logic Grove Nursery Center H&amp;K Sports Fields Haag Companies Inc. DBA: Magnuson Sod, Schafer Equipment, Klier's Nursery &amp; Landscape &amp; Concrete Center Habitattitude Halquist Stone Happy Land Tree Farms, Inc. Hartman Companies Inc. HD Sod, Inc. Healthy Ponds by Bioverse Hedberg Supply Helena Chemical Hennepin Technical College Herc-U-Lift, Inc.</p>	<p>Herfort Norby Golf Course Architects Hiway Federal Credit Union Hoffman &amp; McNamara Nursery and Landscape Hoffman Bros. Sod, Inc. Holiday Stationstores Hotsy Minnesota Hunter Industries HYBELS, Bert. R., Inc. IndusTrack Iseli Nursery, Inc. Itasca Greenhouse, Inc. J. Frank Schmidt &amp; Son Co. James M. King and Associates, Inc. Jirik Sod Farm, Inc. JME Companies/London Stone John Deere Company Johnson's Nursery, Inc.™ Jokela Power Equipment, LLC JRCO Kafka Granite, LLC Kankakee Nursery Co. Kasota Stone Fabricators Keen Edge Company Kichler Lighting The Kissner Group Klaus Nurseries KLM Farms Kubota Tractor Corp./Niebur Tractor &amp; Equipment, Inc. LPA Retail Systems Inc. L.T. Rich Products Lano Equipment, Inc. Laurentian Monument Granite &amp; Stone LMN Software Loma Vista Nursery Inc. MIDC Enterprises MTI Distributing, Inc. M.H. Eby, Inc. Magicturfs.com Maguire Agency Massaging Insoles Master Mark McCarthy Well Company McKay Nursery Company Metro Stoneworks Metro Transit Mid-Minnesota Grinding &amp; Mulch Midwest Groundcovers, LLC Midwest Landscapes Midwest Specialty Sales, Inc. Mike's Tree Company LLC Minnesota Department of Agriculture - Nursery &amp; Export Unit Minnesota Equipment Minnesota Sodding Company Minnesota State Horticultural Society / Northern Gardener Bookstore Minnesota Tile &amp; Stone Mississippi Topsoils, Inc. Midwest Stihl Mobile Radio Engineering, Inc. MONROVIA MoonLight Illumination The Mulch Store Netherlands Bulb Co.</p>	<p>Nokomis Shoe Shop North Dakota State University; Dept. of Plant Sciences Northern Family Farms Northern Salt Inc. Northland Monument Nuss Truck and Equipment On Site Companies Oregon Pride Nurseries, Inc. Ostvig Tree Care PBI Gordon Corporation PACE, Inc. Par Aide Products Co. Pave Tool Innovators Peat, Inc. Plaisted Companies, Inc. Plantpeddler Inc. Plants Beautiful Nursery, Inc. Plehal Blacktopping Inc. Prairie Restorations, Inc. Prince Corporation PRINSCO, INC. PRO Landscape by Drafrix Software Professional Turf &amp; Renovation Purple Wave Auction Quality Forklift/Quality Equipment R.K. Nursery Products, Inc. RDO Equipment Co. Rainbow Treecare Scientific Advancements Ramy Turf Products Red Magic Performance Redexim Turf Products Redheaded Woodpecker Recovery Reinders, Inc. Renewal by Andersen Retail and I.T. Consulting Rihm Kenworth Rivard Stone River Bend Industries River Region Cooperative BCA Products Rochester Concrete Products Rock Hard Landscape Supply Rosedale Chevrolet S&amp;S Tree and Horticultural Specialists SavATree Schaeffer's Specialized Lubricants SCP Distributors Serviceone Truck Equipment Sester Farms Inc. Shakopee Mdewakanton Sioux Community Organics Recycling Facility SiteOne Landscape Supply South Dakota State University St. Francis True Value Hardware Standard Golf Company Star Valley Flowers, Inc. Sterling Arbor StoneWall Retaining Walls Stoneworks Architectural Precast Stuifbergen Bulb/Holland Beauty Stumper Industries Suburban Chevrolet SuperAmerica</p>	<p>Superior Tech Products Superior Turf Services Inc. Sure-loc Aluminum Edging Sustane Natural Fertilizer, Inc. Sylvia Corporation, Inc. TCIA, Tree Care Industry Association Techo-Bloc Midwest Corp. Terra Dek Lighting, Inc. The Tessman Company The Builders Group (TBG) The Great Game of Business The Outdoor Greatroom Company The Pond Company The Rock Stone &amp; Landscape Supply Tillmann Wholesale Growers Timberwall Landscape &amp; Masonry Products Inc. Titan Machinery, Inc. Toro Irrigation Touchstone Accent Lighting, Inc. Trenchers Plus, Inc. Tri-State Bobcat, Inc. Truax Company, Inc. Truck Utilities, Inc. Turf Teq TURFCO Twin City Seed Co. USDA, APHIS-PPQ UFC Farm Supply United Greenhouse Systems, Inc. United Label &amp; Sales University of Minnesota - Crookston University of Wisconsin - River Falls Valley Landscape Supply Vectorworks, Inc. Versa-Lok Retaining Wall Systems Versatile Vehicles, Inc./E-Z Go Golf Cars Voigt Smith Innovation W. Hoffman Sod Co. Waconia Tree Farms LLC Wagner Greenhouses, Inc. Wandell's Nursery, Inc. Weathermatic Wheeler Landscape Supply Willow Creek Paving Stones.com Wilson's Nursery, Inc. WinField United Wolcyn Tree Farms &amp; Nursery Wolf Motors Xcel Energy Xylem, Ltd. / Golden Valley Hardscapes LLC Yamaha Golf &amp; Utility YTS Companies Ziegler CAT Zlimen &amp; McGuiness PLLC Attorneys at Law</p>
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# NORTHERN GREEN 2019

## CONTRACT FOR EXHIBIT SPACE

January 15-17, 2019 | Minneapolis Convention Center

p. 651-633-4987 | f. 651-633-4986 | Attn: Faith Jensen

1813 Lexington Ave N, Roseville, MN 55113

[www.NorthernGreen.org](http://www.NorthernGreen.org) | [info@NorthernGreen.org](mailto:info@NorthernGreen.org)

FOR OFFICE USE ONLY

BOOTH NUMBER(S) ASSIGNED:

Date Received \_\_\_\_\_

Amount Received \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Approved By \_\_\_\_\_

Date \_\_\_\_\_

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Add'l Phone \_\_\_\_\_ Fax \_\_\_\_\_

website \_\_\_\_\_ email \_\_\_\_\_

### LOCATION PREFERENCE

(See booth selection guidelines on page 8 and see floor plan/trade show map for further details.)

1st \_\_\_\_\_

2nd \_\_\_\_\_

3rd \_\_\_\_\_

4th \_\_\_\_\_

Companies you want to be near:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Companies you do not want to be near:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments/special requests:

\_\_\_\_\_

Acceptance of this application by Northern Green management constitutes a contract. We agree to abide by the rules and regulations of the Northern Green 2019 Trade Show, which are printed on pages 4, 5 and 8 of this document, and to all conditions under which exhibit space is leased to Northern Green.

Exhibitor Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Job Title \_\_\_\_\_

Date \_\_\_\_\_

### COMPLETE TO CALCULATE AMOUNT DUE

#### Step 1: Indicate the number of 10x10 booths you require below

\_\_\_\_\_ Premium Booth. . . . @ \$975 = \$ \_\_\_\_\_

\_\_\_\_\_ Regular Booth. . . . @ \$865 = \$ \_\_\_\_\_

#### Step 2: Volume Discounts for 9 or More Booths (see instructions on page 8, including deposit option.)

\_\_\_\_\_ @ \_\_\_\_\_ = \$ \_\_\_\_\_

\_\_\_\_\_ @ \_\_\_\_\_ = \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

#### Step 3: Association Member Discount

Deduct 15% off total fee. . . . . x .15 - \$ \_\_\_\_\_

(Note: To receive the discount please circle membership organization below. We will verify your membership status in one of the following organizations:

MNLA, MGCSA, MPSTMA, MSA, MASMS, MAC, MTA, MTSC

Total Booth Rental Fee = \$ \_\_\_\_\_

#### • Full payment due for booths reserved after Oct. 17, 2018

Amount Enclosed: \$ \_\_\_\_\_



☐ Check enclosed

Credit Card No. \_\_\_\_\_

Expiration Date required \_\_\_\_\_

☐ Billing address is same as company address or \_\_\_\_\_

## NORTHERN GREEN EXHIBIT ADVISORIES AND GUIDELINES

Please read carefully. By signing the exhibit contract, you are also agreeing to all terms and conditions listed on this page. All policies and guidelines are in place to ensure fairness for all exhibitors. Northern Green show management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please call Mary Dunn at 651-633-4987 or toll-free 888-886-6652.

### IMPORTANT ADVISORIES

1. **Trade Show Map:** Be advised that Northern Green management reserves the right to make modifications or even significant alterations to the plan. Exhibitors will be advised of any floor plan changes. After April 13, 2018, see [www.NorthernGreen.org](http://www.NorthernGreen.org) for a map of the exhibition area showing locations of exhibitors and available booths.
2. **Plant Material:** Northern Green management recommends that companies with plant material try to locate in the front third of the show to minimize potential plant injury from cold temperatures during move-in.

### ADDITIONAL BOOTH SELECTION GUIDELINES

1. For those requesting an improved booth location and those requesting premium booths, the following considerations will be given priority:
  - a. Contract with deposit payment returned by March 16, 2018.
  - b. Addition of new booths (However, we may not be able to accommodate all booth expansion requests.)
  - c. Companies with multiple booths.
  - d. Companies currently in premium space requesting a move to new premium space.After March 16, 2018, booths will be available on a first-come, first-served basis.
2. If you downsize your number of booths, you may forfeit your previous year's location.
3. No blocks of booths greater than 16 may be located in the front two-thirds of the show. Blocks of 17 booths or greater may cross aisles in the back one-third of the show. However, aisle space will be charged as booth space at the rate of \$625 per 10x10-foot space and there may be restrictions for booth move-in/move out times.
4. No blocks of booths may cross aisles 100, 800, 1300, or 1900 per fire marshal regulations.
5. Restrictions – Refer to page 4-5 of this document for restrictions related to booth height; booth coverings or ceilings; and booth displays obstructing the view of neighboring exhibits.

### ADDITIONAL BOOTH PAYMENT INFORMATION

#### STANDARD BOOTH LOCATIONS

- All 10x10-foot booth locations are \$865, except as denoted in the information below.

#### PREMIUM BOOTH LOCATIONS

"Premium" locations are \$975 per booth. All corner booths are "premium" locations. Additional "premium" locations are those booths adjacent to green spaces, campfire areas, the sandbox, tech area, and the theatre area.

#### BOOTH PAYMENT FOR 9 OR MORE BOOTHS

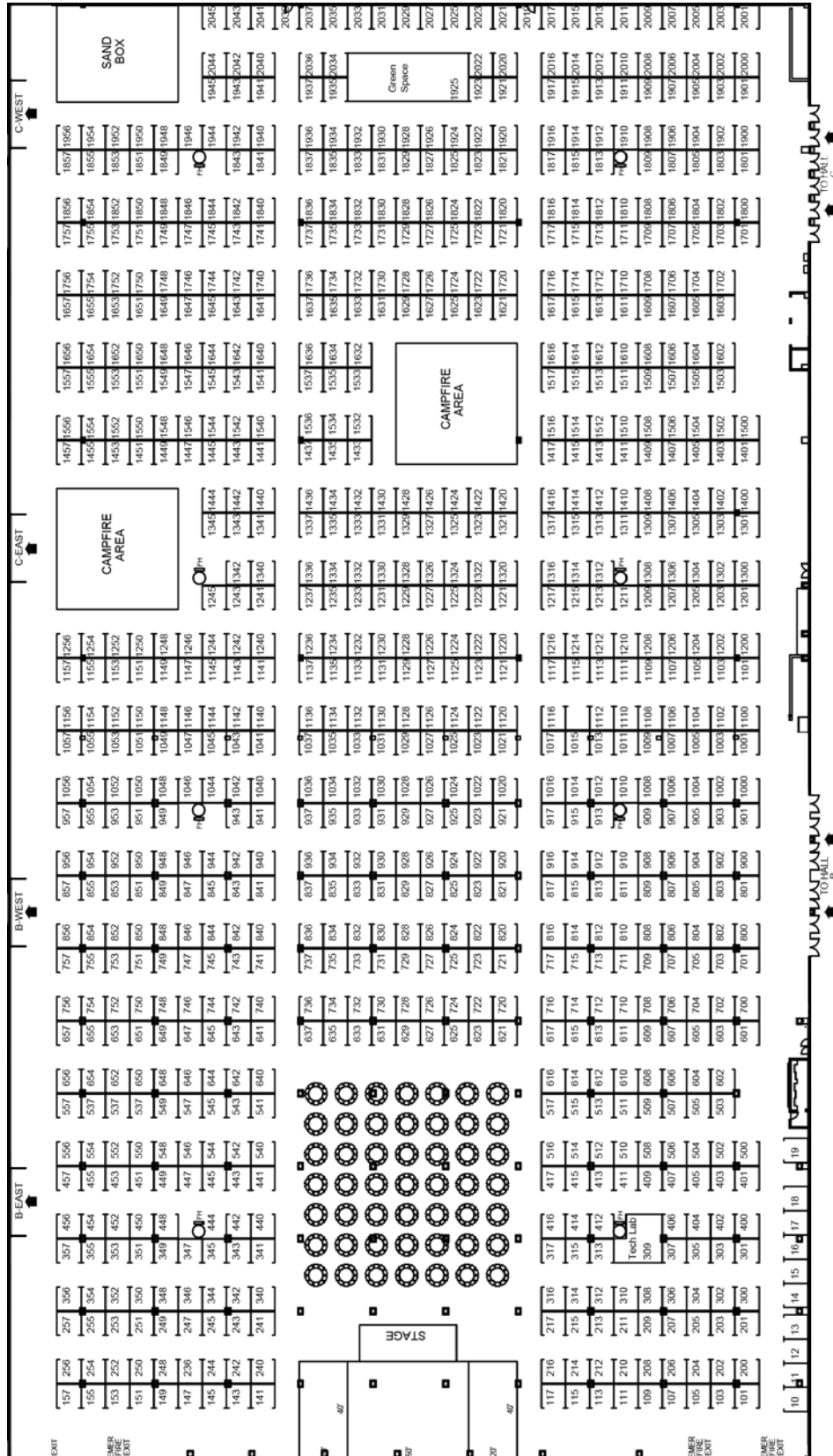
1. The first 8 standard booths rented are \$865 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are \$725 each.
2. Additional booths over 16 are \$625 each.
3. Here's how a company purchasing 24 booths would pay:
  - a. 8 standard booths @\$865 each = \$6,820
  - b. 8 discount booths @\$725 each = \$5,800
  - c. 8 super discount booths @\$625 each = \$5,000
  - d. Total for 24 booths = \$17,720 (In this example, the cost represents a \$3,040 savings over 24 booths at the standard rate.)
4. All premium booth locations are \$975, regardless of the total number of booths purchased.
5. Discounts only apply when the group of booths is assigned under a single company name.
6. DEPOSIT modification: When purchasing 9 or more booths, you may choose to pay a deposit of 30% vs. the usual 60%. Exhibitors choosing this option will forfeit one-half of the deposit if cancelled prior to Oct. 17, 2018.



# Northern Green 2019 Floor Layout

## Halls B and C

(Note: All exhibitors must adhere to the move-in schedule.)



# Northern Green Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. Northern Green, hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation, is one of our industry's top events. 2019 dates: January 15–17 at the Minneapolis Convention Center.



**NORTHERN GREEN**  
WHERE OUTDOOR PROS CONNECT + GROW

2019 MARKETING PACKAGES/BENEFITS* <small>DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.</small>	Industry Leader		Booth Traffic Driver		Industry Supporter	
	Benefit	Value	Benefit	Value	Benefit	Value
Logo visibility at the trade show entrance	✓	\$2,000				
Complimentary Registrations (25) 2 Day Registration Pass	✓	\$4,200				
Comp MCC parking pass (4 days)	✓	\$300				
Generously Supported by logo in Advance Program	✓	\$1,000				
Generously Supported by logo in Onsite Program Booklet	✓	\$1,000				
Generously Supported by hotlinked logo from NG.org + App	✓	\$500				
Generously Supported by logo in The Scoop Pre and Post	✓	\$500				
Generously Supported by logo in Clippings	✓	\$500				
Generously Supported by logo in Northern Green Emails	✓	\$500				
Generously Supported by signage at Northern Green	✓	\$1,000				
Generously Supported by logo in MNLA Directory	✓	\$250				
Recognition as Keynote Speaker Supporter	✓	\$999			✓	\$999
Treasure Hunt Participant	✓	\$349	✓	\$349		
Positioned as Northern Green Wednesday Lunch Supporter	✓	\$999	✓	\$999		
Innovation and Inspiration Theater Commercial (Up to 60 sec)			✓	\$599		
Joint Innovation and Inspiration Theater video acknowledgement	✓	\$399			✓	\$399
Generously supported by signage in Morning Coffee area	✓	\$1,000			✓	\$1,000
Ad in Advance Program			✓	\$1,295		
Exclusive 1/4 page ad in November registration print promo			✓	\$999		
Ad in Onsite Program			✓	\$999		
Ad in all Northern Green Emails			✓	\$999		
Online Ad in Northern Green App/NorthernGreen.org			✓	\$499		
<b>Value</b>		<b>\$15,496</b>		<b>\$6,738</b>		<b>\$2,398</b>
<b>Price</b>		<b>\$7,799</b>		<b>\$4,899</b>		<b>\$1,499</b>
<b>Package Savings</b>		<b>\$7,697</b>		<b>\$1,839</b>		<b>\$899</b>
<b>% off other Northern Green Marketing Opportunities**</b>		<b>20%</b>		<b>10%</b>		<b>5%</b>

\*Must be an exhibitor to participate in packages or pay an added \$865 fee.

\*\*Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Advertising.



**Your Northern Green Marketing Contacts:**  
Faith Jensen, Sales Representative • 952-934-2891 • faith@pierreproductions.com  
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# Who Attends?

**Average attendance:** 6,561    **Decision-makers:** 63%

Landscape contractor	21%	Irrigation contractor	8%
Landscape management	20%	Arborist	8%
Hardscape installer	16%	Tree care services	8%
Snow plowing	14%	Sports turf	6%
Landscape designer	13%	Nursery grower	5%
Golf course	12%	Flower grower	4%
Parks/Recreation	12%	School grounds	4%
Gardening services	9%	Cemetery	1%
Garden center	8%	Sod grower	1%

*Note: Many attendees indicate more than one specialty.*

## Marketing Opportunities (subject to change)\*

\*Must be an exhibitor to participate as a sponsor or pay an added \$865 fee.

(Deadlines apply. For maximum visibility contact us by October 12.)

### Drive Traffic to Your Booth

Conversations are key...several options exist to send attendees directly to your booth:

#### NORTHERN GREEN LUNCH—WED. ONLY

**\$999 shared**

Join in providing attendees FREE lunch on Wednesday in the Exhibit Hall. Attendees will be sent to your booth to grab their lunch tickets and your logo will appear on lunch tickets, table tents and lunch promotions.

#### TREASURE HUNT MAP PRIZE DRAWING

**\$349 (max. 16)**

Be included in Northern Green's Treasure Hunt! To enter drawing, attendees will be asked to stop by each treasure hunt booth to get their card initialed.

Each stop will have a prize associated with it for the drawing. \$100 prize supplied by Northern Green.



*The Treasure Hunt was very successful—it generated 62% of our visits!*  
— Doug Jensen, Habitattitude

#### FIRST TIME ATTENDEE WELCOME PROGRAM

**\$499 exclusive**

Take this relationship building opportunity and welcome those new to the event and/or the industry. First-time attendees will be sent to your booth to pick up a gift. Additional benefits include logo in advance promotions, onsite recognition, and a contact list of those registered under this category.

### Encourage Networking

The Northern Green Trade Show Preview Party is a chance for attendees of Tuesday Master Classes, anyone holding a Northern Green badge, or customers with a special invitation directly from a supplier to get a sneak peek inside the show before it officially opens.

#### PREVIEW PARTY SPONSOR

**\$999 shared**

Sponsor this "sneak peek" of the Northern Green Trade

Show with appetizers, cash bars and entertainment. Receive recognition in event pre-promotion, on event signage and event handouts! Receive 10 drink tickets to share with your customers. Plus, be a stop on the Poker Run!



RECOGNIZING EXCELLENCE IN MINNESOTA'S GREEN INDUSTRY

#### GREEN INDUSTRY AWARDS CELEBRATION

**\$1,000 shared**

Join the celebration to honor MNLA & MTGF awardees on January 15 following the Trade Show Preview Party in the Innovation & Inspiration Theater on the show floor.

**Sponsor Benefits:** Company logo on all printed event items including invitation and program, recognition in event publicity, and sponsor recognition at the event. Plus, Receive 10 drink tickets to share with your customers.

*Note: This sponsorship can be paired with a Landscape Awards Program Sponsorship at a discounted rate. Call for details.*

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## Support Event Education

Be involved in Northern Green's premier education and target your involvement to your preferred market. Participants will receive recognition with event promos, on event signage and acknowledgement from podium.

**MASTER CLASS DAY—TUESDAY**  
**\$500 shared**

**MASTER CLASSES**

A hyper-targeted day of training with specific tracks (For example: Pesticide Recertification, PLT Irrigation, CEO Track, NCMA, Landscape Design Charette and Latest in Trees). In addition to the above, participants will have the ability to distribute promotional information during the event.

**CEO PREMIUM TRACK—WEDNESDAY**  
**\$650 shared (max. 2)**

Supporters of this special, Wednesday track will gain exclusive access to this elusive segment of Northern Green attendees. In addition to above mentioned benefits, participants will receive exclusive access to the CEO Lounge (containing a concierge, food/beverages, etc.) and will have the ability to distribute promotional information from the CEO Lounge.

CEO  
TRACK

**INTERACTIVE TRACK—THURSDAY**  
**\$350 shared**

Support this hands-on online marketing seminar. In addition to the above, participants will have the ability to distribute promotional information during the event.

INTERACTIVE  
TRACK

**KEYNOTE SPEAKER (TWO SESSIONS INCLUDED)**  
**\$999 shared**

Play a role in the two Northern Green keynote addresses—one as a kick off and one as an event closer. Typically the most well-attended sessions. (If interested in making a really big splash—options exist to work with event management to bring in a HUGE Name Speaker! Participation at this level will vary depending on speaker fees.)

## Main Floor Elements

Be a part of Northern Green's main floor excitement. Participants will receive recognition in advance promotions, prominent recognition within the tradeshow element, and microphone acknowledgment from within the element.

**INNOVATION AND INSPIRATION THEATER**  
**\$1,999 shared (max. 2)**

Expect this stage and massive screen to be a focal point of Northern Green. This is where the action will be on many levels. In addition to the above, participants will have the ability to submit a 60 second commercial to run at least 15 times during the show.

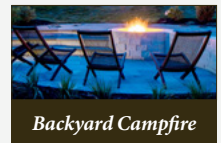


**LAKESHORE CAMPFIRE: \$999 exclusive**  
**BACKYARD CAMPFIRE: \$999 exclusive**

Be involved in this widely successful, main floor presentation element. Participants will also receive a presentation time slot at Campfire (20 min. presentation/ 10 min. Q&A). Must submit title, description and speaker and the ability to distribute a small promotional item, brochure or flier from area (stocked and restocked by participant).



Lakeshore Campfire



Backyard Campfire

**CLIMBER'S CORNER: \$999 shared**

Certified Arborists will provide tree climbing and pruning demos in this exciting vertical exhibit.



Climber's Corner

**TECH LAB: \$999 shared**

Lead the way by supporting this area dedicated to showcasing new technology in the green industry.



Tech Lab

**ESCAPE ROOM : \$999 shared (max. 4)**

New this year on the Northern Green Trade Show floor...a mini-escape room! Here's your chance to sponsor a destination activity on the show floor.

Approximately 150-200 attendees per day will take their chances on solving the landscape/plant/golf puzzles in this unique escape room designed just for the green industry. In addition to above mentioned benefits, sponsor logos will be included in the "I escaped" photos.

**ESCAPE ROOM CHALLENGE**



## Solidify Your Brand/Message Maximize your booth presence and enhance your brand.

### INNOVATION AND INSPIRATION THEATER COMMERCIAL: \$599 (max. 8)

Have your commercial air a minimum of 15xs during the show on the massive Theater screen. (Up to 60 seconds)

### CAMPFIRE PRODUCT PITCH: \$599

For those who are simply interested in having a 30 minute demonstration time during Northern Green at the Campfire. (20 min. presentation/10 min. Q&A). Must submit title, description and speaker.

### NORTHERN GREEN GIVEAWAY ITEM:

**\$359 per sponsor + cost of the item**  
Build your brand—put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens—or daily giveaways (i.e. stress balls, notebooks, anything creative and fun!).

# Northern Green Advertising

## ONLINE PACKAGE

Ad package that runs on the show's smartphone/tablet app + on its website. Great visibility on the app and on every website page (ads will rotate with other ads).

### 2018 Stats:

724 app downloads  
17,456 app sessions  
174,641 web ad impressions

### Timing:

**Website:** Oct. 2018–Feb. 2019

**App:** Nov. 2018–Feb. 2019

### Dimensions:

**Web ad:** 600w x 100h pixels

**App ad:** 580w x 256h pixels

**Cost:** \$499

**Deadline:** For maximum visibility, contact us by Aug. 31.

Ad commitments beyond that date will be placed as soon as possible.

## NORTHERN GREEN E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. **Your hotlinked ad appears in all!**

**Deadline:** August 31, 2018 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

**Circulation:** 6,200

**Average open rate:** 29%

**Distribution:** Minimum two emails per month, Sept. through Jan.

**Dimensions:** 600w x 100h pixels

**Cost:** \$999

## ADVANCE PROGRAM

A detailed guide to everything Northern Green. The Advance Program will be distributed via mail as well as posted online.

**Deadline:** October 12, 2018

**Estimated Circulation:** 8,000

(Print—6,000/Online 2,000)

**Timing of Publication:** Dec. 2018

**Ad Options\*(full color):**

**Outside Back Cover—\$1,595**

**Inside or Opposite Inside Front Cover (Full)—\$1,595**

**Center Spread—\$2,199**

**Full page—\$1,295**

**2/3 page—\$959**

**1/2 page horizontal or vertical—\$699**

**1/3 page vertical or square—\$499**

**1/4 page—\$349**

**Preferred, non-cover placement add \$99**

\*See Scoop info, page 5, for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim for bleed 8-1/2" x 8". Bleed 1/4 off.)



## ONSITE PROGRAM BOOKLET

**Drive traffic to your booth using this foldout map including schedules and exhibitor listing! (max. 4)**

**Deadline:** November 1, 2018

**Estimated Circulation:** 3,000

**Timing of Publication:** Onsite at Northern Green 2019

**Dimensions:** 6" x 6" (bleed off by 1/4")

Live area: 5.75"w x 5.75"h

**Ad Options (full color):**

**Outside back tile:** \$1,199 (limited to 1)

**Full tile:** \$999

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