

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* <i>DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.</i>	Industry Leader		Booth Traffic Driver		Industry Supporter	
	Benefit	Value	Benefit	Value	Benefit	Value
Lobo 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		
Value		\$15,496		\$6,738		\$2,398
Price		\$7,799		\$4,899		\$1,499
Package Savings		\$7,697		\$1,839		\$899
% off other Northern Green Marketing Opportunities**		20%		10%		5%

*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
Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com



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!



GREEN INDUSTRY AWARDS CELEBRATION

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

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.



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.



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, with a massive screen, to be the focal point of Northern Green's main floor. This is where the action will be on so many levels with both planned and improvised entertainment. 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).



CLIMBER'S CORNER: \$999 shared

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



TECH LAB: \$999 shared

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



HARDSCAPE CHALLENGE: \$499 shared (max. 4)

The Sandbox on the main floor of Northern Green will host a hardscape installation challenge contest. On Wednesday, several teams will compete in this building competition judged on speed and accuracy. Two teams will advance to Thursday for the final competition. The winning team will take home a cash prize and will win the Northern Green Hardscape Challenge Trophy.



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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