INNOVATIVE
INSPIRING
INCLUSIVE
INTERACTIVE

MINNEAPOLIS CONVENTION CENTER

JANUARY 2-4, 2018*

*Note: This is a one year date change due to the "Big Game" being hosted in Minneapolis in 2018.

NORTHERN GREEN

WHERE OUTDOOR PROS CONNECT + GROW

EXHIBITOR PROSPECTUS

Northern Green Booth Sales
Mary Dunn, Trade Show Manager
651.633.4987
mary@northerngreen.org

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
Contact: Mary Dunn, Trade Show Manager
E-mail: mary@northerngreen.org

Decorator Services
Hubbell Tyner
2110 Old Highway 8 NW
New Brighton, MN 55112
Contact: Mike Marigold, Exhibitor Service Representative
651-280-4928
E-mail: mmarigold@hubbelltyner.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.

✔ ***MORE 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 beginning this summer!

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, 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: 6,637
Average Decision-makers - 58%

- Landscape contractor – 24%
- Landscape designer - 22%
- Landscape management - 19%
- Hardscape installer - 18%
- Snow Plow – 16%
- Golf course - 14%
- Garden center - 12%
- Irrigation contractor - 10%
- Parks/Recreation/School - 10%
- Gardening services - 10%
- Nursery grower - 8%
- Arborist - 7%
- Supplier – 7%
- Tree care services - 7%
- Flower grower - 5%
- Sports turf - 4%
- School grounds - 4%
- 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 $850* per booth.

PREMIUM BOOTH LOCATIONS

"Premium" locations are $960* 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 each day Wednesday and Thursday and a limited number of free registrations.*

Exhibit Agenda

Show Hours:

- Tuesday, Jan. 2 (Preview): 4-6:30 pm
- Wednesday, Jan. 3: 10:00am – 5:00pm
- Thursday, Jan. 4: 9:00am – 4:00pm

Set-Up Hours:

- Friday, Dec. 29 from 8:00am – 5:00pm (as assigned)
- Tuesday, Jan. 2 from 8:00am - 3:00pm (as assigned)

Teardown Hours:

- Thursday, Jan. 4 from 4:01pm – 10:00pm*
- Friday, Jan. 5 from 8:00am – 2:00pm

***Booths in the back 1/3 of the hall must move out on Thursday.**

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, Hubbell Tyner, in advance or on-site, or brought in by your company.

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 16, 2017 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 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 16, 2017. A 15% processing fee will apply. If space is cancelled after October 16, 2017, 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 Hubbell-Tyner, Inc. A mailer of additional services and prices will be sent to each exhibitor via email by Hubbell-Tyner, 2110 Old Highway 8, New Brighton MN 55112, 651-917-2632.

SET-UP/TAKE-DOWN

Set up will be Friday, Dec. 29 from 8 a.m. - 5 p.m. and Tuesday, Jan. 2 from 8 a.m. – 3 p.m. TIMES WILL BE ASSIGNED BY NORTHERN GREEN. Exhibitors at Northern Green 2018 must have their display in complete form by 3:00 p.m., Tuesday, Jan. 2, 2018. Exhibitors not in place by this time may forfeit their space. Call NG for special arrangements. Exhibit take-down will occur between 4:01 p.m. and 10 p.m. on Thursday, Jan. 4 and Friday, Jan. 5 from 8 a.m. – 2 p.m.

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 Minneapolis Convention Center (MCC) and its exclusive concessionaire, Kelber Catering, maintain the exclusive rights to approve the dispensing of alcohol and location 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 2-4, 2018 in Minneapolis. If you have any questions, please contact Mary Dunn at 651-633-4987, 888-886-6652 or mary@northerngreen.org

2017 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2018!

A Top Notch Equipment
A.M. Leonard Inc.
A-1 Outdoor Power, Inc.
Accentual Lighting
Ace Trailer Sales
Adventure Five Marketing
Ag Spray Equipment
Albert J. Lauer, Inc.
Alert Distributing, Inc.
All Stone Solutions
Alta Falls & Pond Supplies
ALTOZ INC./Central Boiler, Inc.
Amcon Block/Allan Block Retaining Walls
American Pressure, Inc.
American Society of Landscape Architects - MN Chapter (ASLA-MN)
Anderson Nurseries, Inc.
Anoka Technical College
Arborjet
Arrowhead Ornamentals
AS-MOTORS
Aspen Equipment Co.
Association of Professional Landscape Designers - Minnesota Chapter (APLD-MN)
Astleford International
B & B Hoffman Sod Farms, Inc.
Bachman's Wholesale Nursery & Hardscapes
Bailey Nurseries, Inc.
Baker Lake Nursery
Bank of the West
Bartlett Tree Experts
Bayer Environmental Science
Bebergs Landscape Supply
Bedford Technology
Belgard
BFG Supply Co.
Biodiesel/America's Advanced Biofuel
Bizon Nursery
Bluebird Nursery, Inc.
Borgert Products, Inc.
Bork Evergreens LLC
Boyer Trucks, Inc.
BP Pro
Brandl Motors
Breezy Hill Nursery Inc.
Breiwick Companies, Inc.
Bridgewater Tree Farms
Brock White Company
Brown
Bullis Insurance Agency, LLC
Burnham Companies
Bylands Nurseries Ltd.
Carlin Sales/ProGreen Plus
Carlton Plants LLC
Cast Lighting LLC
Central Landscape Supply
Central Power Distributors
Central Turf & Irrigation Supply
Central Turf Farms
Central Wisconsin Evergreens, Inc.
Century College
Century Power Equipment
Ceres Environmental Services, Inc.
Cherokee Manufacturing
Chevrolet Business Elite Dealers
Circle J Repair and Services LLC
Classen
Club Car Minnesota
Contree Sprayer & Equipment Company, LLC
Country Club Turf
County Materials Corp.
COWSMO, INC.
Craftware
Creekside Soils
Crossroads Sales LLC/Allliance/Evolution Polymeric
Crossroads Sales LLC/Pave Tool Innovators
Crysteel Truck Equipment, Inc.
CST Distribution, LLC
Cushman Motor Co. Inc.
Custom Manufacturing, Inc.
Custom Remodelers, Inc.
Dailey Data
Dakota County Technical College, Landscape Horticulture
Dayton Bag & Burlap Co.
Diers Ag & Trailer Sales, Inc.
Ditch Witch of Minnesota & Iowa
Dixie Chopper
Dosko
Doug's Power Equipment
Duininck Golf
Duro Rock Supply
Dutchman Tree Spade
East Jordan Plastics
Eco Works Supply
Eden Stone
Edney Distributing Co., Inc.
EnviroTech Services, Inc.
Erosion Products, LLC
Esch Construction Supply, Inc.
Eull's Manufacturing Co. Inc.
Evergreen Nursery Co., Inc.
Excel Turf & Ornamental
Fahey Sales Auctioneers & Appraisers
Fairchild Equipment
Ferguson Waterworks
Ferris Mowers
Fertimix
Firebuggz
ForeverLawn Minnesota
Forterra
Foster's, Inc.
Fredrikson & Byron, P.A.
Frost Inc.
Fury Commercial Truck Center
Gardenworld, Inc.
GATR Products LLC
GEOZY SOLUTIONS LLC.
Gerlach Outdoor Power Equipment, Inc.
Gertens Wholesale & Professional Turf Supply
Glacial Ridge Growers, Inc.
Glamos Wire Products
Goodmark Nurseries, LLC
Gopher State One-Call
Great Northern Equipment Distributing, Inc.
Green Shield Insurance
Green Value Nursery
Greenleaf Nursery Co.
GreenLife Supply
Greenscape Companies Inc.
Ground Logic
Grove Nursery Center
Haag Companies Inc.
Habitattitude!™/University of Minnesota Sea Grant Program
Halquist Stone
Happy Land Tree Farms, Inc.
HARCO Fittings
Hartman Companies Inc.
HD Sod, Inc.
Healthy Ponds by Bioverse
Hedberg Landscape & Masonry Supplies
Hennepin Technical College
Herc-U-Lift, Inc.
Herfort Norby Golf Course Architects
Hiway Federal Credit Union
Hoffman & McNamara Nursery and Landscape
Hoffman Bros. Sod, Inc.
Hoglund Bus & Truck
Holiday Stationstores
Hotsy Minnesota
Hunter Industries
HYBELS, Bert. R., Inc.
Infinite Trading Inc.
Iseli Nursery, Inc.
Itasca Greenhouse, Inc.
J. Frank Schmidt & Son Co.
Jirik Sod Farms
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
Kichler Lighting
Kissner Group
Klaus Nurseries
KLM Farms
KTI Fencing Inc.
Kubota Tractor Corp./Niebur Tractor & Equipment, Inc.
L & G Products, Inc.
L.T. Rich Products
Lane's Wholesale Nursery
Lano Equipment, Inc.
Laurentian Monument Granite & Stone
Little Wonder
LMN
LPA Retail Systems Inc.
M.H. Eby, Inc.
Magicturfs.com
Maguire Agency
Massaging Insoles
McCarthy Well Company
McKay Nursery Company
Metro Stoneworks
Mid-America Mulch, Inc.
MIDC Enterprises
Midwest Groundcovers, LLC
Midwest Landscapes
Midwest Specialty Sales, Inc.
Midwest Stihl
Mike's Tree Company LLC
Milow Outdoors
MinnDak Magic
Minnesota Department of Agriculture - Nursery & Export Unit
Minnesota Equipment
Minnesota Sodding Company
Minnesota State Horticultural Society / Northern Gardener Bookstore
Minnesota Tile & Stone
Mississippi Topsoils, Inc.
Mobile Radio Engineering, Inc.
Monrovia
MoonLight Illumination
Mountain West LLC
MSP Outdoor Services
MTI Distributing, Inc.
Netherland Bulb Co.
Nokomis Shoe Shop
North American Safety, Inc.
North Dakota State University
Northern Family Farms
Northern Salt Inc.
Northland Monument, Inc.
Northstar Waterways LLC
Nuss Truck and Equipment
NYP Corp.
On Site Companies
Oregon Pride Nurseries, Inc.
Origination Inc.
Ostvig Tree Care
P.R. Enterprise Inc.
PACE, Inc.
Pallet Recycling
Par Aide Products Co.
PBI Gordon Corporation
Peat, Inc.
Pine Products Inc.
Plaisted Companies, Inc.
Plantpeddler Inc.
Plants Beautiful Nursery, Inc.
Plehal Blacktopping Inc.
Prairie Edge Nursery
Prairie Restorations, Inc.
Premier Fence, Inc.
Prince Corporation
PRINSCO
PRO Landscape by Drafix Software, Inc.
Professional Turf & Renovation
Purple Wave Auction
Quality Forklift/Quality Equipment
Quest Products Corporation
Rainbow Treecare
Rainbow Treecare Scientifc Advancements
Ramy Turf Products
RDO Equipment Company
Redexim Turf Products
Reinders, Inc.
Remote Design Solutions
Renewal by Andersen
Restoral
Rihm Kenworth
River Bend Industries
River Region Cooperative BCA Products
Rochester Community & Technical College
Rochester Concrete Products
Rock Hard Landscape Supply
RS Investments
Ryan (Great Northern Equipment)
S&S Tree and Horticultural Specialists
SavATree
SCP Distributors
Select Source
Sester Farms Inc.
Shakopee Mdewakanton Sioux Community Organics Recycling Facility
SiteOne Landscape Supply
South Dakota State University
St. Croix Recreation Fun Playgrounds
St. Francis True Value
Standard Golf Company
Sterling Arbor
Stone & Steel Design LLC
StoneWall Retaining Walls
Stoneworks Architectural Precast
Stuifbergen Bulb /Holland Beauty
Stumper Industries
SuperAmerica
Superior Tech Products
Superior Turf Services Inc.
Sure-loc Aluminum Edging/Wolverine Tools
Sustane Natural Fertilizer
Sylva Corporation, Inc.
Synthetic Turf Solutions of MN
Techo-Bloc Midwest Corp.
Terra Dek Lighting, Inc.
Terra Products
The Builders Group (TBG)
The Landscape Store
The Mulch Store
The Pond Company
The Rock Stone & Landscape Supply
The Tessman Company
Tile By Design
Tillmann Wholesale Growers
Timberwall Landscape & Masonry Products Inc.
Titan Machinery, Inc.
Toro Irrigation
Touchstone Accent Lighting, Inc.
TreePans.com
Trenchers Plus, Inc.
Tri-State Bobcat, Inc.
Truax Company, Inc.
Truck Utilities, Inc.
Turf Teq (Great Northern Equipment)
TURFCO
Turfwerks
Twin Cities Clean Cities Coalition (TC4)
Twin City Seed Co.
Twisted Elements, Inc.
UFC Farm Supply
Unilock
United Greenhouse Systems, Inc.
United Label & Sales Corp.
University of Minnesota - CFANS
University of Minnesota - Crookston
University of Wisconsin - River Falls
USA Masonry & Landscape Supply
USDA, APHIS, PPQ
"Vans Pines Nursery, Inc.
Vans Pines Nursery, Inc."
Vectorworks, Inc.
Versa-Lok Retaining Wall Systems
Versatile Vehicles, Inc.
Voigt Smith Innovation
W. Hoffman Sod Co.
Waconia Tree Farms LLC
Wagner Greenhouses, Inc.
Wahl's Enterprises
Wandell's Nursery, Inc.
Waterstone
Wheeler Landscape Supply
Willow Creek Concrete Products
Wilson's Nursery, Inc.
WinField
Wolcyn Tree Farms & Nursery
Wolf Motors
Xcel Energy
Xylem, Ltd. / Golden Valley Hardscapes LLC
Yamaha Golf & Utility
Ziegler CAT
Zlimen & McGuiness PLLC Attorneys at Law

FOR OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED:

Date Received _____
Amount Received $ _____
Balance Due $ _____
Approved By _____
Date _____

NORTHERN GREEN 2018

CONTRACT FOR EXHIBIT SPACE

January 2-4, 2018 | *Minneapolis Convention Center*
p. 651-633-4987 | f. 651-633-4986 | 1813 Lexington Ave N, Roseville, MN 55113
www.NorthernGreen.org | info@NorthernGreen.org

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:

_____
_____
__

Every effort will be made to accommodate your requests, but there is

Acceptance of this application by Northern Green management constitutes a contract. We agree to abide by the rules and regulations of the Northern Green 2018 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 _____

Date _____

COMPLETE TO CALCULATE AMOUNT DUE

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

_____ Premium Booth. . . . . @ $960 = $_____
_____ Regular Booth. . . . . @ $850 = $_____

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 = $_____ X .60 = $_____
DEPOSIT

- **Deposit must accompany contract**
- **Final payment due for booths reserved prior to Oct. 16, 2017**
- **Full payment due for booths reserved after Oct. 16, 2017**

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 15, 2016, see 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 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 15, 2017.
   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 15, 2017, 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 $600 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, 1000, or 1600 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 $850, except as denoted in the information below.

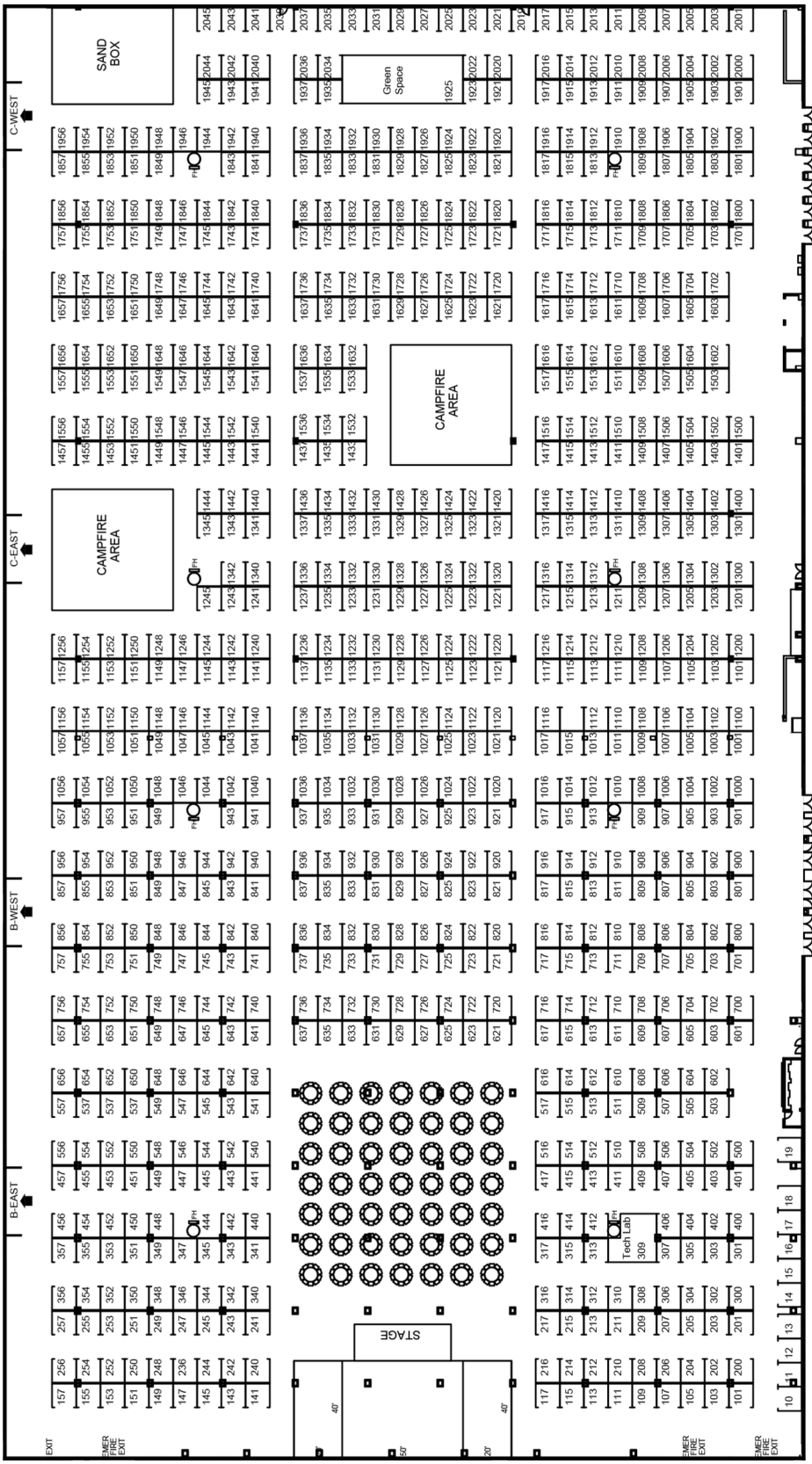
PREMIUM BOOTH LOCATIONS

"Premium" locations are $960 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 and adjacent to campfire spaces.

BOOTH PAYMENT FOR 9 OR MORE BOOTHS

1. The first 8 standard booths rented are $850 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are $700 each.
2. Additional booths over 16 are $600 each.
3. Here's how a company purchasing 24 booths would pay:
   a. 8 standard booths @$850 each = $6,800
   b. 8 discount booths @$700 each = $5,600
   c. 8 super discount booths @$600 each = $4,800
   d. Total for 24 booths = $17,200 (In this example, the cost represents a $3,200 savings over 24 booths at the standard rate.)
4. All premium booth locations are $960, 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. 16, 2017.

Northern Green 2018 Floor Layout

Now connecting and growing with an additional 20,000 sq. ft. in Halls B and C!

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