

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

### **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**

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](mailto: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.*

**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  
beginning this  
spring!

### 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 \$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 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, Hubbell Tyner, 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 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 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)**



# 2018 NORTHERN GREEN EXHIBITORS

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

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

FOR OFFICE USE ONLY  
BOOTH NUMBER(S) ASSIGNED:

Date Received \_\_\_\_\_  
Amount Received \$ \_\_\_\_\_  
Balance Due \$ \_\_\_\_\_  
Approved By \_\_\_\_\_  
Date \_\_\_\_\_

# NORTHERN GREEN 2019

## CONTRACT FOR EXHIBIT SPACE

January 15-17, 2019 | Minneapolis Convention Center  
p. 651-633-4987 | f. 651-633-4986  
1813 Lexington Ave N, Roseville, MN 55113  
[www.NorthernGreen.org](http://www.NorthernGreen.org) | [info@NorthernGreen.org](mailto: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:

\_\_\_\_\_

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 = \$ \_\_\_\_\_ X .60 = \$ \_\_\_\_\_

DEPOSIT

- **Deposit must accompany contract**
- **Final payment due for booths reserved prior to Oct. 17, 2018**
- **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

- For those requesting an improved booth location and those requesting premium booths, the following considerations will be given priority:
  - Contract with deposit payment returned by March 16, 2018.
  - Addition of new booths (However, we may not be able to accommodate all booth expansion requests.)
  - Companies with multiple booths.
  - 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.
- If you downsize your number of booths, you may forfeit your previous year's location.
- 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.
- No blocks of booths may cross aisles 100, 800, 1300, or 1900 per fire marshal regulations.
- 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

- 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.
- Additional booths over 16 are \$625 each.
- Here's how a company purchasing 24 booths would pay:
  - 8 standard booths @\$865 each = \$6,820
  - 8 discount booths @\$725 each = \$5,800
  - 8 super discount booths @\$625 each = \$5,000
  - Total for 24 booths = \$17,720 (In this example, the cost represents a \$3,040 savings over 24 booths at the standard rate.)
- All premium booth locations are \$975, regardless of the total number of booths purchased.
- Discounts only apply when the group of booths is assigned under a single company name.
- 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.)

