

Northern Green Packages



NORTHERN GREEN
WHERE OUTDOOR PROS CONNECT + GROW

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. 2018 dates: January 2–4* at the Minneapolis Convention Center.

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

2018 MARKETING PACKAGES/BENEFITS*	Industry Leader		Booth Traffic Driver		Industry Supporter	
	Benefit	Value	Benefit	Value	Benefit	Value
Entrance Unit Logo	✓	\$2,000				
Complimentary Registrations (25) 2 Day Registration Pass	✓	\$3,725				
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	✓	\$899			✓	\$899
Recognition as Legislative Breakfast Supporter	✓	\$399			✓	\$399
Treasure Hunt Participant	✓	\$299	✓	\$299		
Positioned as Northern Green Lunch Supporter	✓	\$899	✓	\$899		
Innovation and Inspiration Theater Commercial (Up to 60 sec)	✓	\$599	✓	\$599	✓	\$599
Generously supported by signage in Morning Coffee area	✓	\$1,000	✓	\$1,000		
Ad in Advance Program			✓	\$1,295		
Featured Products & Offers			✓	\$249		
Ad in Onsite Program			✓	\$999		
Ad in all Northern Green Emails			✓	\$999		
Online Ad in Northern Green App/NorthernGreen.org			✓	\$499		
Value		\$15,370		\$6,838		\$1,897
Price		\$7,599		\$4,969		\$999
Package Savings		\$7,771		\$1,869		\$898
% off other Northern Green Marketing Opportunities**		20%		10%		5%

*Must be an exhibitor to participate in packages or pay an added \$850 fee.

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

Note: Details subject to change.

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

Landscape contractor	24%	Gardening services	10%
Landscape designer	22%	Nursery grower	8%
Landscape management	19%	Arborist	7%
Hardscape installer	18%	Tree care services	7%
Snow plowing	16%	Flower grower	5%
Golf course	14%	Sports turf	4%
Garden center	12%	School grounds	4%
Irrigation contractor	10%	Cemetery	1%
Parks/Recreation	10%	Sod grower	1%

Note: Many attendees indicate more than one specialty.

Marketing Opportunities*

*Must be an exhibitor to participate as a sponsor or pay an added \$850 fee.

(Deadlines apply to opportunities)

Drive Traffic to Your Booth

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

Northern Green Lunch—Both Days

\$899 shared

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

Treasure Hunt Map Prize Drawing

\$299 (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. Prize supplied by Northern Green—estimated value of prize \$100 per stop.



Charging station

\$1,299

Give your customers a charge! Sponsor's logo will appear on charging station and with promotion of the charging station. Station location to be determined. Sponsor has the option to place one in their booth should they wish.

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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.



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 **MASTER** **CLASSES** \$500

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

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



Keynote speaker (Two sessions included) \$899 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 — Support a Northern Green Main Floor element. Participants will receive recognition in advance promotions, prominent recognition within tradeshow element, microphone acknowledgment from within element.

Innovation and Inspiration Theater \$1,999 (shared—two max.)

Expect this stage, with a 60" wide x 40" high 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 10xs per day.



Campfire \$999 per campfire—two locations to choose from

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).



Backyard Campfire

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Solidify Your Brand/Message

Maximize your booth presence and enhance your brand with these additional elements:

Innovation and Inspiration Theater Commercial \$599

Have your commercial air a minimum 10xs per day on the Innovation and Inspiration 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.

Featured Products & Offers \$249

Build excitement for an exciting product, service or offer. Take advantage of a 2" x 2" table top display space in the lobby to capture attendee's attention before entering the trade show!



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!).

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Be Seen as an Industry Leader

Support Northern Green areas that acknowledge and support the industry:



Green Industry Awards Celebration \$900

Join the celebration to honor MNLA & MTGF awardees on January 2 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.



Hardscape Challenge \$999 (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.

First Time Attendee Welcome Program \$499

Take this relationship building opportunity and welcome those new to the event and/or the industry. Benefits include logo in advance promotions, onsite recognition, the ability to provide a giveaway and a contact list of those registered under this category.



Legislative Breakfast \$399 shared

Support industry professionals as they convene about important green industry legislative issues.

Northern Green Advertising

ONLINE PACKAGE

One ad that runs on the show's smartphone and tablet app + on its website. Great visibility on the app's main navigation screen and on every website page (ads will rotate with other ads).

2017 Stats:

337 Unique Users
320 Average Page Views Per User
104,000+ Page Views Total

Timing:

Website: Oct. 2017–Feb. 2018
App: Nov. 2017–Feb. 2018
Cost: \$499 (Contact us for ad/art specifications)

Deadline: September 1, 2017 to be included as early as possible – 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. Northern Green staff will craft emails with content tailored for our many industry segments. Customized emails yield higher open rates and greater engagement with your target market. Some emails will go to the entire distribution list, while most will be customized for specific industry segments – ***your ad appears in all!***

Deadline: September 1, 2017 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: Entire list 6,200; numbers vary with segmented lists.

Average open rate: 30%

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

Advertisers receive: A hotlinked ad (600w x 100h pixels) and option to include a coupon.

Cost: \$999



ADVANCE PROGRAM

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

Deadline: October 16, 2017

Estimated Circulation: 9,000 (Print—6,000/Online 3,000)

Timing of Publication: Dec. 2017

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!

Deadline: November 1, 2017

Estimated Circulation: 3,000

Timing of Publication: Onsite at Northern Green 2018

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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